

introduction



# Amazi

REFILL \* REUSE > REDUCE




Refill  
Happy



AMAZI (A HALF BLOOMED™ CREATION)

 [WWW.AMAZI.CO](http://WWW.AMAZI.CO)  @AMAZI  /PUREAMAZI

CRYSTAL PLEW (FOUNDER, CHIEF WATER OFFICER)

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meet-our-team



CRYSTAL PLEW

FOUNDER, CHIEF WATER OFFICER

Business Development  
Project Management  
Marketing & Strategy  
Client Relations



DEVIN LYTTLE

CO-FOUNDER, VP OF REFILLMENT

Creative Direction  
Interaction Design  
Business Development  
Product Management



MARTIN TABER

BUSINESS ADVISOR, INVESTOR

President, Taber Studios  
President, Ethical Metalsmiths



MIKE MELKA

FINANCIAL ADVISOR, INVESTOR

CFO, Social Growth Technologies  
Head of Finance, PayPal

WE ARE PROUDLY REGISTERED AS A BENEFIT CORPORATION

# the problem



## PLASTIC POLLUTION

Sixty-six billion water bottles are consumed in the United States every single year; on average, only 13% are recycled.



## LACK OF REGULATION

Recent studies found harmful chemicals, including fertilizers, arsenic and pharmaceuticals, in many brands of bottled water.



## FINANCIAL BURDEN

On average, bottled water is a thousand times more expensive than tap; nearly 50% of bottled water is sourced from the tap.



## WATER PRIVATIZATION

Corporations seize control of public water resources and prioritize profits over the needs of the communities they serve.

# THE COST OF BOTTLED WATER IS GREATER THAN ITS CONVENIENCE

## our solution

Amazi makes it easy to find clean water—from fountains, faucets, and filtered systems—to fill reusable bottles on the go.

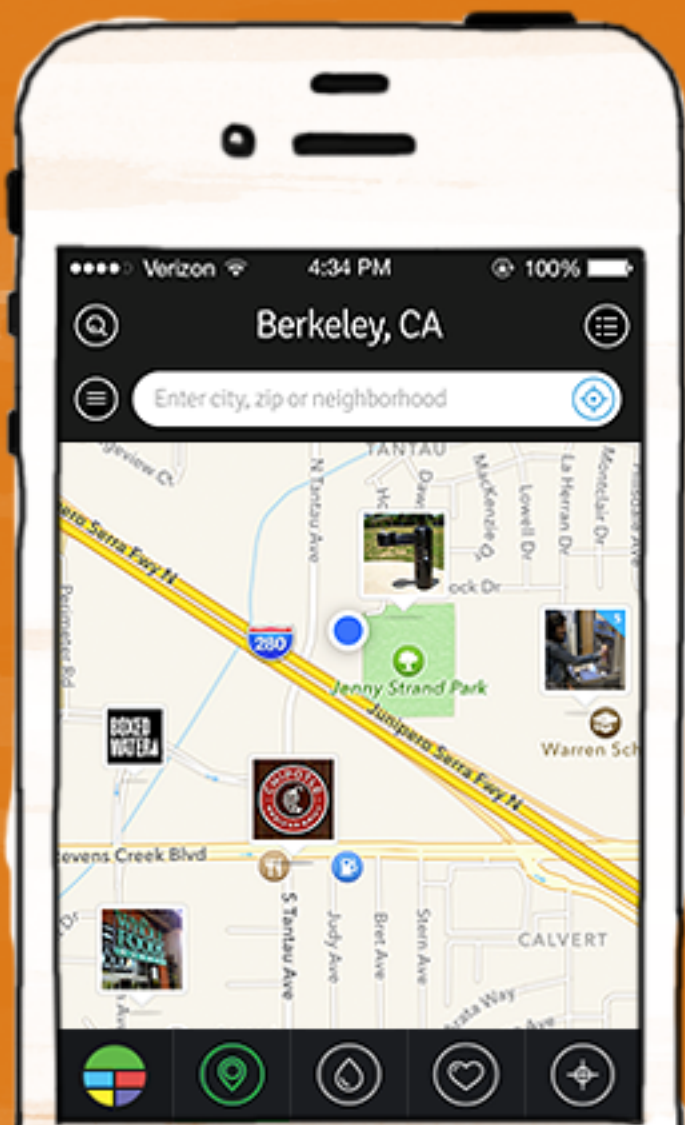
We also provide data on the municipal water quality, empowering consumers to make informed decisions regarding their water.



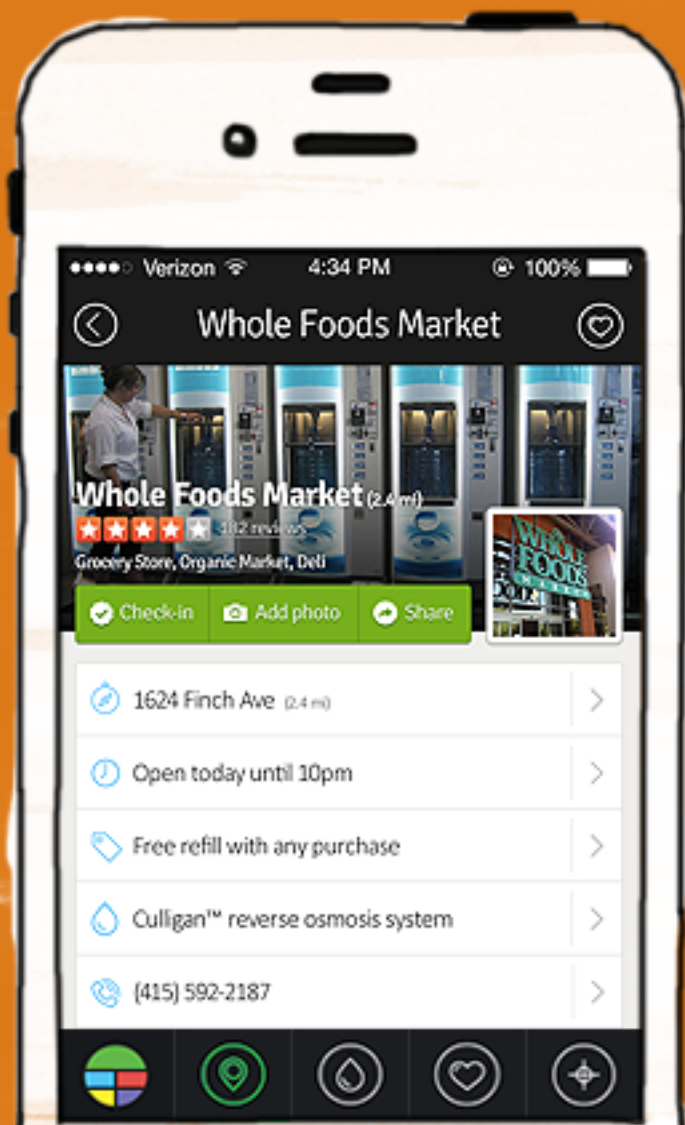
AMAZI IS A SIMPLE SOLUTION TO A COMPLEX PROBLEM

product overview

SEARCH



FIND



FILL



FINALLY, ACCESS TO CLEAN WATER IS JUST A TAP AWAY

# market trends



## BUSINESSES & RETAILERS

Thousands of businesses, such as grocery stores, restaurants, coffee shops, cafés and gyms have installed water dispensers; many have banned bottle water.



## COLLEGES & UNIVERSITIES

Since 2009, over 100 colleges and universities—including Harvard, Loyola and UC Berkeley—have banned the sale of bottled water and retrofitted existing fountains.



## CITIES & PARKS

Cities such as Concord and San Francisco have passed legislation to ban the sale of bottled water and have readily installed water dispensers in cities and parks.

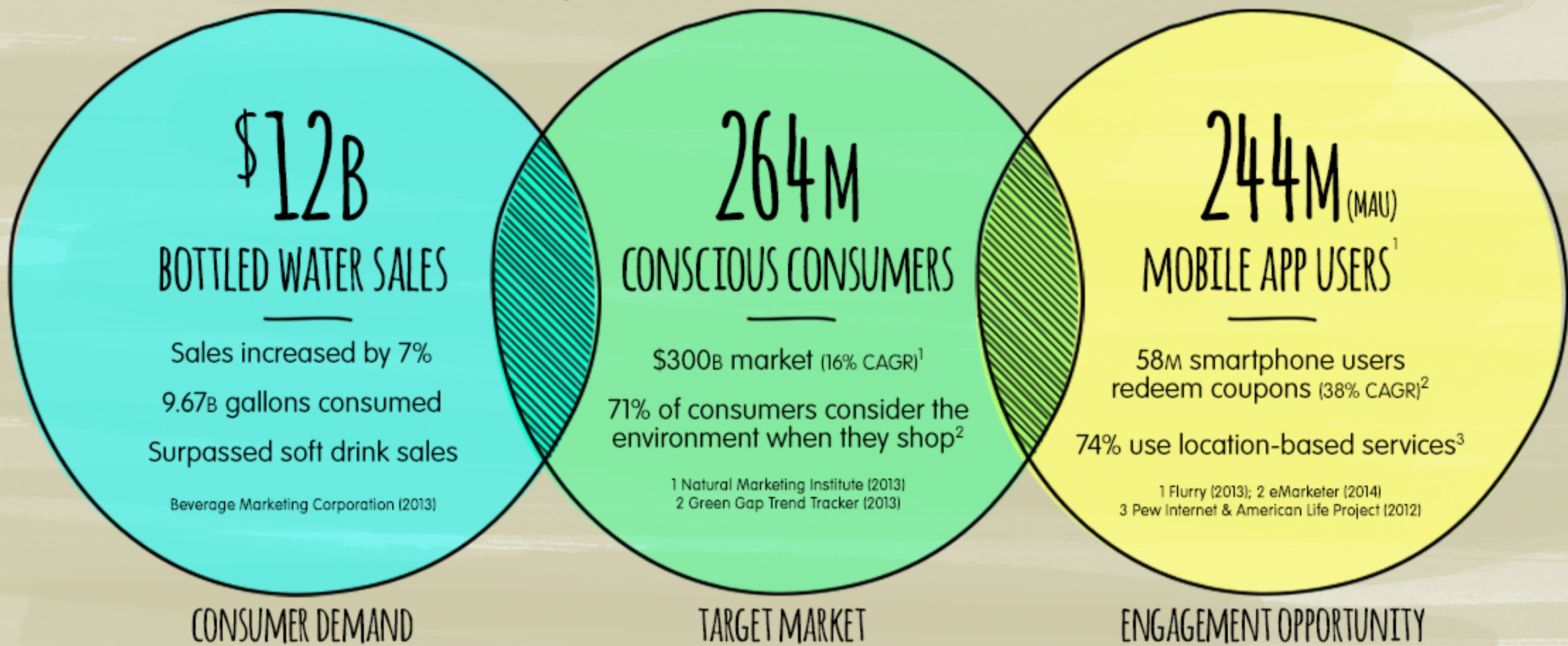


## TRAVEL & LEISURE

Many of our nation's airports, rest stops, train stations and tourist sites have installed drinking fountains and filtered dispensers to encourage refilling.

# AMAZI IS THE CATALYST FOR CHANGING CONSUMER BEHAVIOR

market-opportunity



WHERE NECESSITY AND CONVENIENCE MEETS CONSCIOUSNESS

# market-segments

## ● LIFESTYLES OF HEALTH AND SUSTAINABILITY (67M)

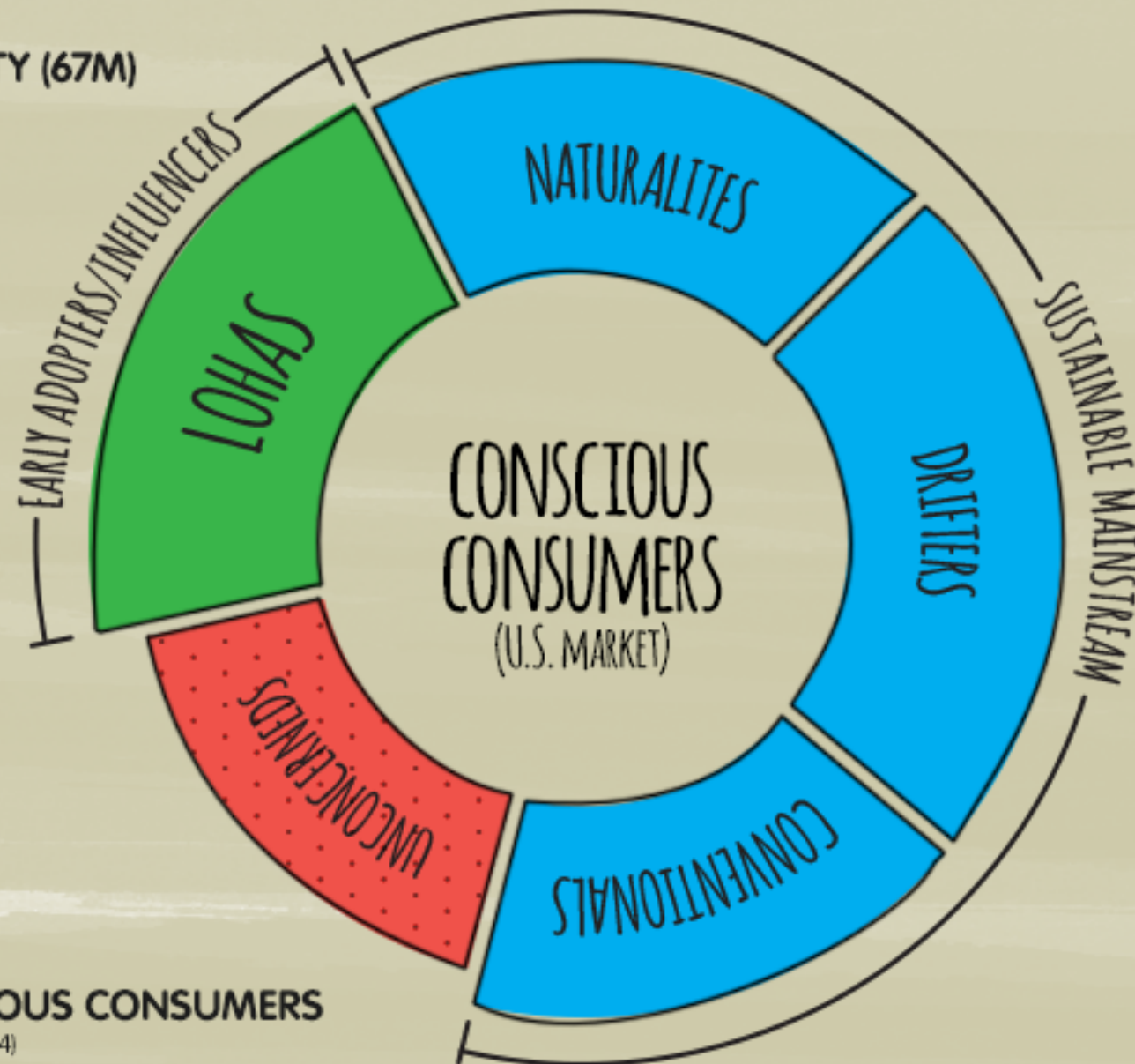
- Active stewards of the environment
- Dedicated to personal and planetary health
- Lifestyle-oriented
- Early adopters/influencers
- Willing to pay a premium
- Heaviest purchasers of "green" products

## ● UNCONCERNEDS (54M)

- Unconcerned about the environment & society
- Dealing with day-to-day challenges
- Inwardly focused
- Motivated by short-term results

## ● SERVICEABLE MARKET = 264M CONSCIOUS CONSUMERS

Source: Natural Marketing Institute (2013), U.S. Census Bureau (2014)



## ● NATURALITES (64M)

- Motivated by personal health
- Searching for healthy products
- Income restricts some behavior
- Price impacts purchases

## ● DRIFTERS (76M)

- Green followers
- Driven by social pressures, brand and premium
- In search of easy lifestyle and product changes
- Want to be seen as doing their part




## ● CONVENTIONALS (57M)

- Waste conscious, practical and rational
- Well educated and above average income
- Driven by cost savings; eco-benefits secondary

TOTAL SERVICEABLE MARKET = 264M CONSCIOUS CONSUMERS



# competitor analysis

CHARACTERISTICS:	 Amazi	 TapIt Water	 WeTap	 TapBuddy
Locates tap water and fountains	✓	✓	✓	✓
Provides locations of filtered water	✓	✗	✗	✗
Information on tap water quality	✓	✗	✗	✗
Supports local businesses	✓	✓	✗	✗
Customer engagement programs	✓	✗	✗	✗
Provides coupons, deals & rewards	✓	✗	✗	✗

YOUR TRUE VALUE DEPENDS ENTIRELY ON WHAT YOU ARE COMPARED WITH

- Bob Wells

# value-proposition



## CONSUMERS

Cleaner, safer, healthier water; measurable financial savings; exclusive product coupons; deals from local businesses; freedom of choice and a clear conscience.



## BUSINESSES

Increased patronage and brand visibility; customer engagement and retention opportunities; and a unique point-of-purchase sales and marketing platform.



## AFFILIATES

Brand recognition and increased sales through cross-promotions, recommendations and product placement; and a targeted sales and marketing platform.



## MOTHER EARTH

Reduced plastic pollution and energy conservation resulting from decreased manufacturing, transportation and disposal; aid for global clean water initiatives.

WE MAKE FILLING YOUR REUSABLE BOTTLE AS EASY AS BUYING A NEW ONE

# business-model

## STRATEGIC DEPLOYMENT

### DEVELOPMENT, TESTING & DEPLOYMENT

- iOS, Android & web app
- Regional pilot programs (cities & retailers)

### CUSTOMER & USER ACQUISITION

- Viral marketing & targeted advertising
- Enlist evangelists, changemakers & influencers
- University environmental programs
- Festivals, events & tradeshows
- Strategic partnerships (NPOs, products, apps)

### PRODUCT PARTNERS & AFFILIATES

- Water dispensers
- Reusable bottles
- Eco-conscious products
- Filtration systems
- Purification products

## SUSTAINABLE GROWTH

### MONETIZATION CHANNELS

- Local, sponsored & check-in deals
- Affiliate product sales
- Paid placement & native ads
- Enterprise subscriptions
- Online marketplace (bottles, filters & accessories)
- Data licensing (fitness, geosocial & geolocation apps)
- Water dispenser rentals (events) & sales (retailers)

### ENGAGEMENT & RETENTION

- Track Your Impact™ (savings, eco-impact, donations)
- Refill and Redeem™ (location-based coupons)
- Loyalty & rewards programs

### INVESTMENTS & DONATIONS

- Global water crisis & disaster relief efforts
- Domestic water infrastructure
- Environmental organizations

## BRAND EXPANSION

### RETAIL PARTNERSHIPS

- Starbucks, Caribou, Peet's Coffee
- Chipotle, Panera Bread, Subway
- 7-Eleven, Royal Farms, WaWa
- Target, Walmart
- Walgreens, RiteAid, CVS

### PROPRIETARY PRODUCTS

- Filtered water dispensers
- Reusable bottles
- Amazi Fit™ (wearable hydration monitor)
- Amazi Pure™ (mobile water tester)

### INTERNATIONAL EXPANSION

- Developed nations
- Emerging markets

TO CHANGE SOMETHING, BUILD A NEW MODEL THAT MAKES THE EXISTING MODEL OBSOLETE

- Buckminster Fuller

## marketing strategy

### EVANGELISTS, CHANGE-MAKERS & STREET TEAMS

We are creating a tribe of celebrities, musicians, athletes and bloggers who share our passion for the environment to spread the message while influencing their followers through promotions and contests. We are also working hands-on with cities, schools and businesses to enlist evangelists.

### BRANDED PRODUCTS, EQUIPMENT & MERCHANDISE

We are partnering with private-label water dispensers and reusable bottles to sell Amazi-branded merchandise to businesses, festivals, and events. Verified businesses receive an Amazi sticker to place on their storefront, notifying patrons that they are a participating refill location.

### STRATEGIC ALLIANCES & PRODUCT PARTNERSHIPS

We are working with mission-aligned organizations—such as Ban the Bottle, Surfrider, and Plastic Pollution Coalition—as well as businesses and brands that share our commitment toward social justice and environmental sustainability.

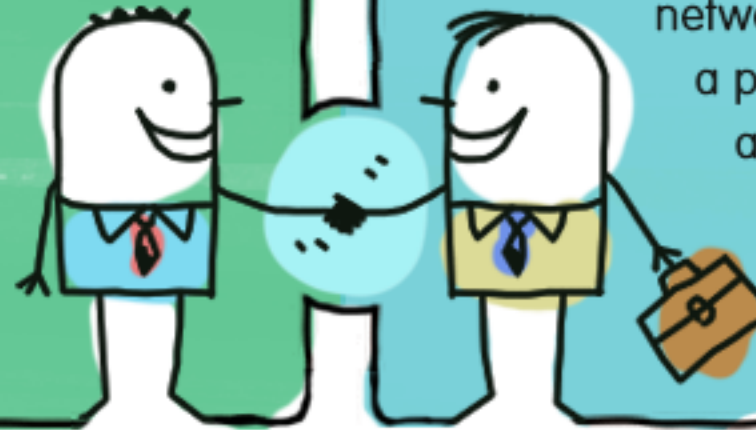
## sales strategy

### CONNECTING WITH BUSINESSES

Amazi provides a conduit between consumers looking for a convenient place to refill and the businesses who provide these services. By singling out these businesses, we are able to focus our sales efforts on retailers that are interested in promoting their business to an expanding market of conscious consumers through targeted ads and exclusive deals while engaging the remaining businesses through strategic sales force initiatives as a means of distributing water dispensers into more locations.

### ENGAGING CONSUMERS

We supply users with relevant product recommendations during their in-app experience, from a growing list of product partners and affiliate networks. Users are notified through proximity alerts when near a participating refill location; while local deals, check-in deals and product coupons are served at the point-of-sale, encouraging consumers to support local businesses while they refill, reuse and reduce.



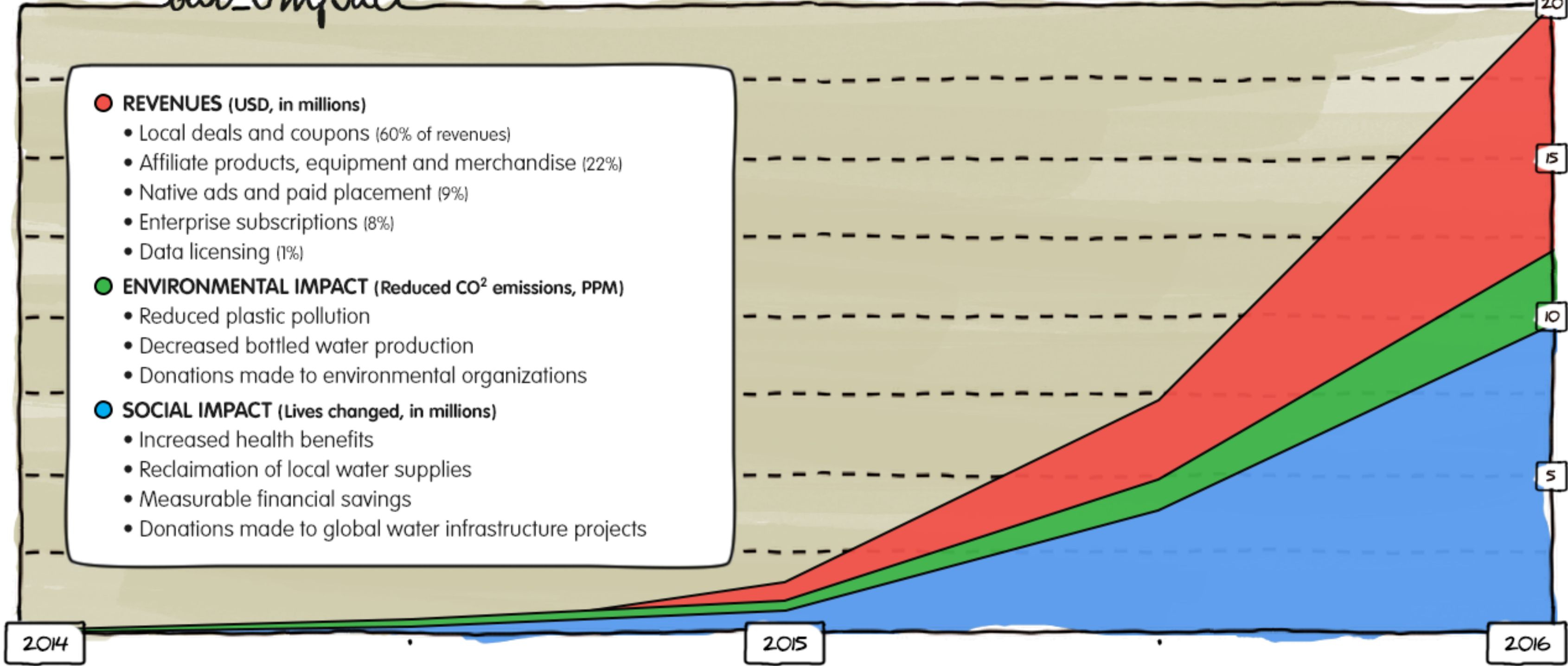
WHAT HELPS PEOPLE, HELPS BUSINESS

- Leo Burnett

# our\_impact

\* FIGURES REPRESENTED IN MILLIONS

- **REVENUES (USD, in millions)**
  - Local deals and coupons (60% of revenues)
  - Affiliate products, equipment and merchandise (22%)
  - Native ads and paid placement (9%)
  - Enterprise subscriptions (8%)
  - Data licensing (1%)
- **ENVIRONMENTAL IMPACT (Reduced CO<sup>2</sup> emissions, PPM)**
  - Reduced plastic pollution
  - Decreased bottled water production
  - Donations made to environmental organizations
- **SOCIAL IMPACT (Lives changed, in millions)**
  - Increased health benefits
  - Reclamation of local water supplies
  - Measurable financial savings
  - Donations made to global water infrastructure projects



OUR TRIPLE BOTTOM LINE: PEOPLE, PLANET AND PROFITS

# sustainability

As responsible stewards of the Earth, we are constantly looking for ways to enrich our environment and the lives of our local and global communities. As dedicated social entrepreneurs, we are passionate about creating elegantly simple solutions to complex environmental and humanitarian issues. Amazi, meaning "water" in Rwanda, is the harmonious balance between those two worlds and serves as the catalyst for creating significant and lasting change.

## ENVIRONMENTAL COMMITMENT

- Track Your Impact™ using our app to reduce consumer waste
- Green business practices (zero-waste, carbon neutral, etc.)
- Influence Ban the Bottle legislation in cities & schools
- Partner with environmentally responsible businesses
- Donate to charities fighting the global water crisis



## ENTREPRENEURIAL COMMITMENT

- Lead employees, partners and customers by example
- Registered Benefit Corporation
- Committed to the 1/1/1 philanthropic model
- Encourage a healthy and productive company culture
- Constantly challenge the status quo

THE HARMONIOUS BALANCE BETWEEN PEOPLE, PLANET AND PROFIT

# accomplishments



## STARTUP WEEKEND 1ST PLACE WINNER

Startup Weekend is a global network of passionate leaders and entrepreneurs on a mission to inspire, educate, and empower individuals, teams and communities.



## THINK BEYOND PLASTIC MOST PROMISING EMERGING CO.

Think Beyond Plastic is a global innovation competition for disruptive solutions to the widespread plastic pollution crisis.



## ACTIVATE SUMMIT NYC TECH TALENT DAY (TOP 10)

A startup focused event and competition aimed at entrepreneurs, investors, financiers, professional services firms, government organisations and academic institutions.



## LAUNCH FESTIVAL SELECTED PRESENTER

The best place to launch your start-up, raise money and learn about starting a company.

THE  
HUFFINGTON  
POST

YAHOO!  
NEWS

BRIT+CO.



PR Newswire  
United Business Media

# milestones



Guardian UK Activate  
Tech Summit, presenter



Prototype developed



LAUNCH Festival, presenter



Think Beyond Plastic, Most Promising  
Emerging Company award



Launch iOS app  
and website



Launch Android app



Expand into international markets



Startup Weekend, 1<sup>st</sup> place



Develop API for  
data licensing



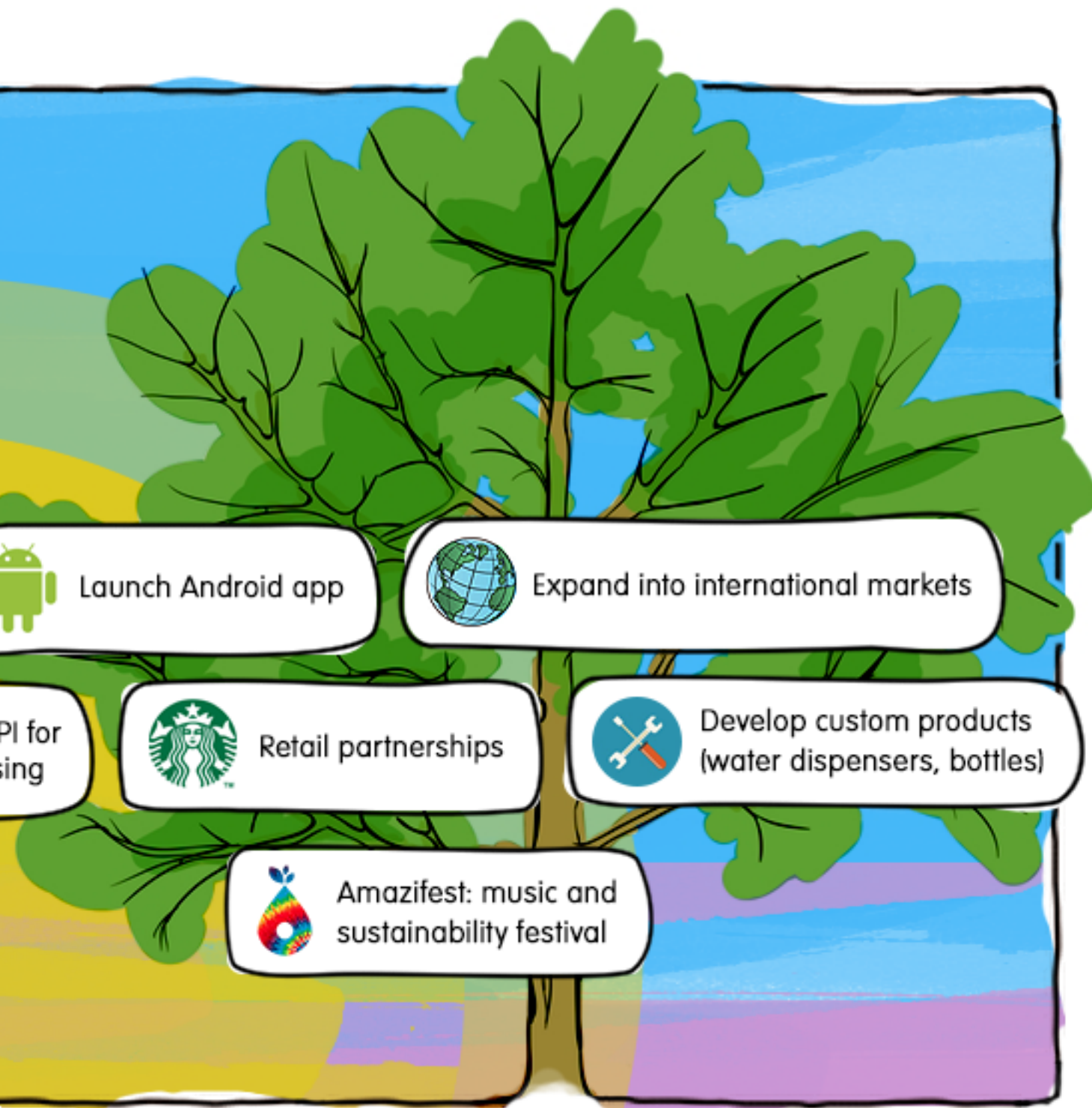
Retail partnerships



Develop custom products  
(water dispensers, bottles)



Amazifest: music and  
sustainability festival



2013

2014

2015

2016

2017

2018

WE WILL BE KNOWN FOREVER BY THE TRACKS WE LEAVE

- Dakota Indian Proverb



thank you



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