

THE WELL SAVIOR

HOW MIGHT WE ALERT WELL OWNERS OF CONTAMINATION BEFORE THEY ARE AFFECTED BY UNTREATED WATER?

PROBLEM SPACE

- 1.7 M** Georgians rely on private wells
- 3.5%** Of owners test their water through official channels
- \$400+** Yearly testing costs for those who decide to test

- **1 in 5 private wells** are contaminated with **at least one** type of heavy metal
- Heavy metals can be **invisible** in water
 - **Neurological damage**
 - **Various cancers**
 - **Infant mortality**

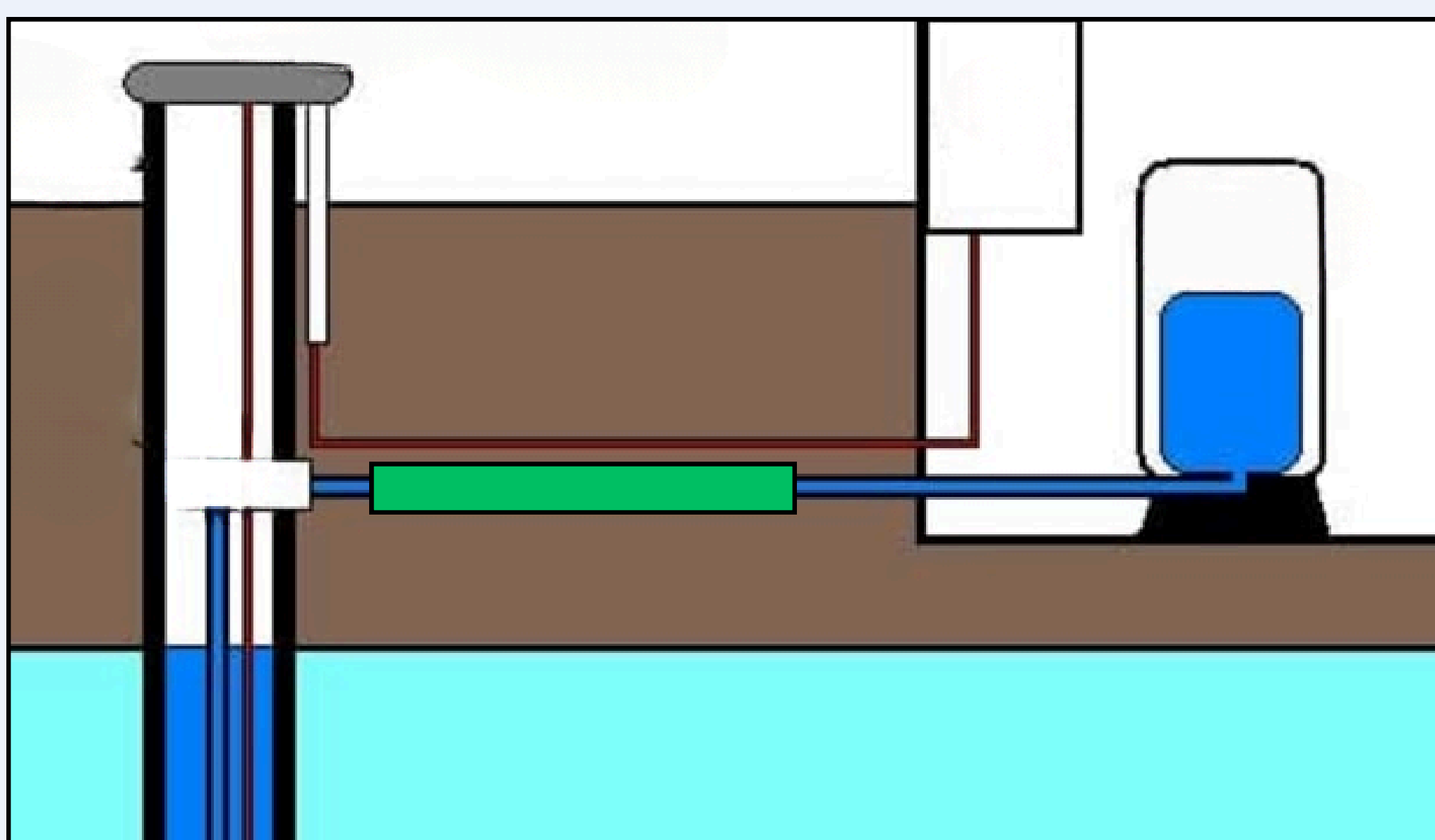


CURRENT EFFORTS

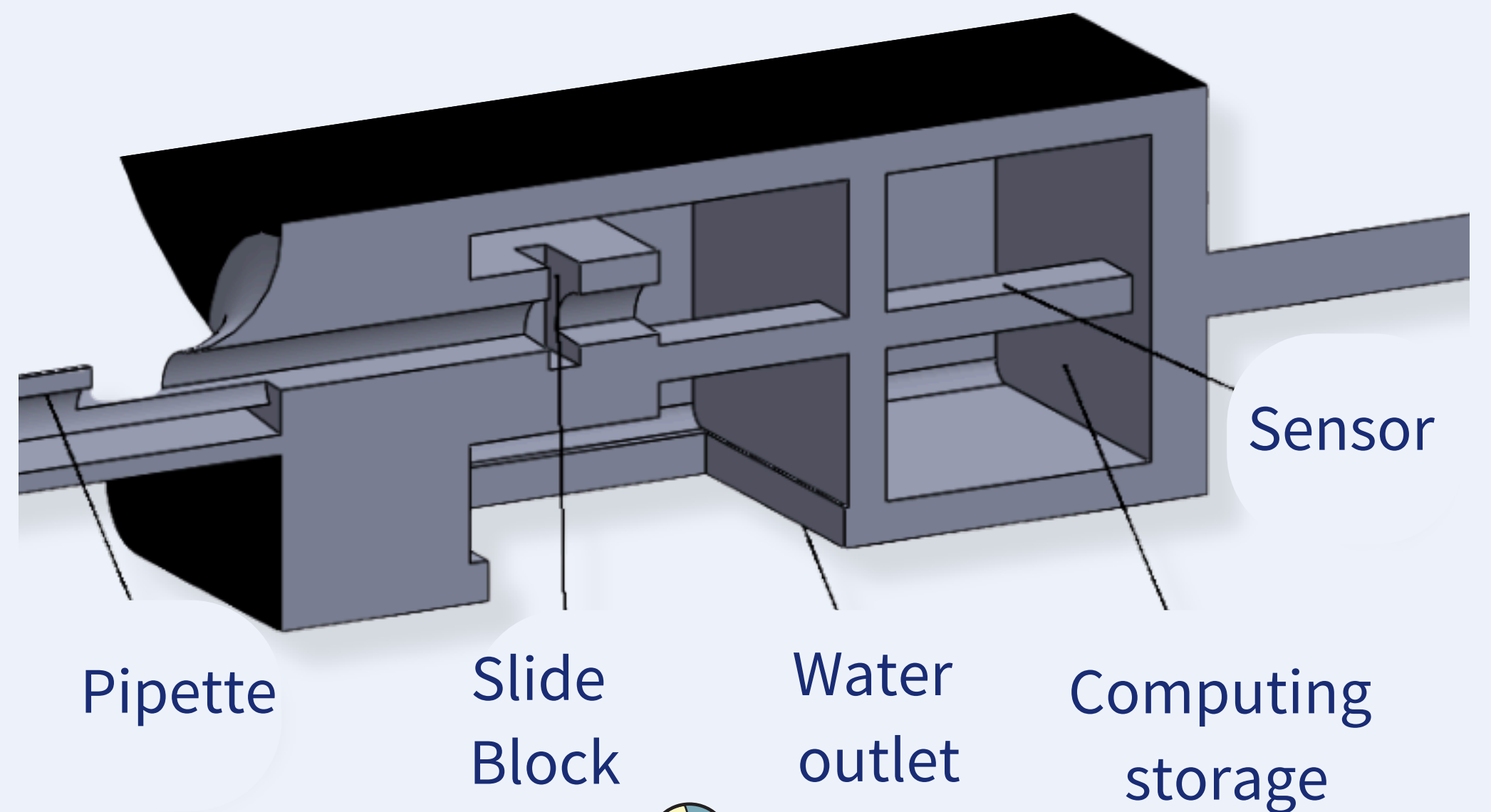
- Owners monitoring their own water
- State Legislation

OUR SOLUTION | UVP

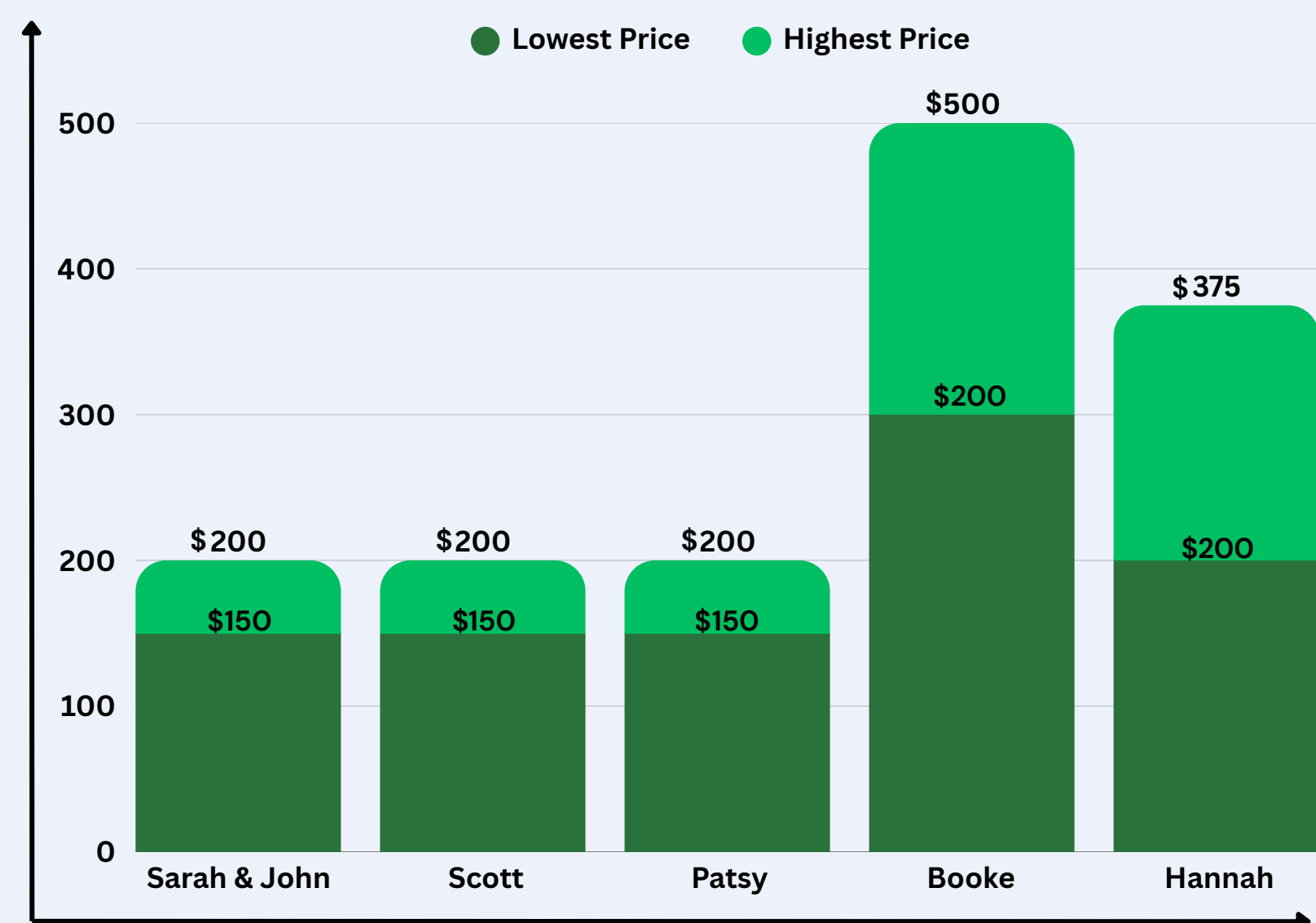
- **Smoke detector** for well water
- **Silver chloride** strips
- **Cheaper** than fluorometer sensing
- **Continuous monitoring**
- **Alerts** through **companion mobile app**



3D MODEL



SURVEY RESULTS



- Gauge **interest** and **price point**
- **Cowetta and Tyrone, GA**
- **High interest**, average price of **\$200**

COST ANALYSIS

- **\$175 estimate**
- **For-profit** model to **recuperate production costs**
- Funding: base crowdfunding, private donations, plumbing companies

SCALING STRATEGY

- First Users: pregnant women, families with young children, elderly
- **Cannot afford** regular sensors
- Local health organizations
- **Word-of-mouth publicity** in rural communities