

The company: Watefy is Israeli startup invented novel technology to make drinking water healthy for humans.

The Problem: Absence or inadequate quantities of magnesium in drinking water and inadequate dietary intake cause magnesium deficiency in humans and animals. That causes severe illness, diseases and death of millions around the world, in developed and developing countries as well. The associated annual costs in EU and USA is more than 1 trillion US\$.

The Solution: Rising magnesium quantity in drinking water to 20-30mg/L dramatically improve the health of population of all age and social groups.

Watefy ambition is to make the Best Quality and Healthy water accessible and affordable to Millions People around the world.

The Technology: Watefy succeeded to harness little-known processes of developed hydrodynamic cavitation to realize efficient physical and industrial processes to enrich water by essential magnesium bicarbonate.

Product: Watefy developed 3 verticals of products for different markets:

- Water Mineralization Systems for seawater desalination and drinking water conditioning utilities; The **market volume – US\$3B**; This niche will grow fast with growing the demand for drinking water. Watefy systems are X30 smaller, and X10 lower cost in CapEx, and 50% cheaper in OpEx vs the benchmark – calcite contactors, which besides all its cons, are able to add to water calcium only. There is NO available technology able to add magnesium to water.

- Systems for “made” mineral water for the Bottled Water **market niche: US\$250B**, and growing at 10% annual rate; This is absolutely new product on the global market: the mineral water of the quality of the best brands (or better); The manufacturing can be set at any location; Production cost is extremely low.



The customers – grocery chains, which do not have their sources of high-quality mineral water (actually, no-one has!) and willing to sell mineral water under their private labels under the Licensing.

- Novel Water Appliances (residential and commercial) to make 24/7 clean and healthy drinking water containing essential minerals. Hot/cold/carbonated water of the quality of the best global brands. Low cost of “made” water, its availability and drastic reduction of use single-use plastic bottles. New market assessed at **US\$5B**, one-of-the kind appliance to meet the consumers demand for low cost high-quality water at home.



All 3 Products will be marketed in the NO-COMPETITION environment.

Achievements: Recently WATEFY was recognized by the boarder of EU international experts as a novel, breakthrough technology with great commercial potential, and which brings valuable solution in supplying HEALTHY water for global community. WATEFY awarded the Seal of Excellence, and €50,000 grant.

The Team

The team includes 3PhDs and engineers who have proved experience in R&D and Commercialization, managing engineering companies.

Business Model

The business model for all 3 products – Licensing for manufacturing and marketing.

Economics Forecast

- Revenues flow start – 12 months;
- Breakeven Point – at 16 months;
- 24 months – profit US\$ 4M;
- 36 months – profit US\$ 14M (at least).
- Profit annual growth - 50% (at least) for 5 years from 3rd year and on.

WATEFY look for: Strategic Partnership; Funding, Joint Development for License. Other options are also negotiable.