

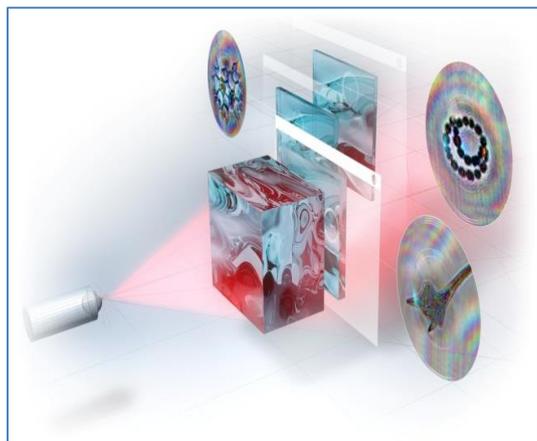
The 'Pitch': Harmful algae blooms (HABs) appear world-wide in increasing number due to global warming and this phenomenon comes up in places where this has not been so far. HABs are dangerous because toxins produced by algal blooms cause problems in various industries such as drinking water production, fish farming, tourism, and the environment protection.

WaterScope is an automated, flow-through, volumetric water monitoring device that is capable of detecting, counting and classifying taxon of algae and bigger microorganisms. With the help of this device, not only the appearance of toxic algae can be detected in time, but the continuous monitoring allows early warning as well.

Business Development Goal: Total European market covers approximately 240 000 possible sites, we aim to reach at least 5-10 percent of potential sites in the next years. WaterScope Inc's primary goal is to build a distribution network on European markets and to sell WaterScope equipment and related market-oriented services through this network. Having fulfilled this plan next step will be to enter the North American and Asian markets.

The Challenge: In order to comply with the different water monitoring legislation and local regulations, today laboratories perform time consuming, manual water sample analysis. WaterScope provides an innovative solution through which the traditional method can be simplified, speeded up, while ensuring a higher rate of accuracy.

The WaterScope's target customers are monitoring algae content in water: laboratories which has algae measurements, water utilities, water treatment system producers, aquacultures (fish farms, oyster farms, algae farms), as well as environmental authorities and research centers.



Product and Services: WaterScope is an algae monitoring device, produced in two versions. The laboratory version can measure up to fifty times faster, than conventional microscopic measurements depending on water quality. The field version is suitable for fully automatic image-based, in-situ measurement, the uploaded results to the server allows experts to perform site-independent evaluation. For both versions, image classification is assisted by an Artificial Intelligence and after final manual verification the results are stored in digitized form. The results of the measurements can be exported from the system into Excel file or other industrial standard forms. In case of necessity, an alarm message can be sent to the user.

If customer requires, WaterScope experts will cooperate with them to work out the most suitable and efficient protocol in order to reach their aim, like cost saving, process optimization, improved customer satisfaction, increased security and reliability.

Sales and Marketing strategy: WaterScope is a potential brand for product introduction. The Sales and Marketing team increases the presence of social media by publishing articles related to WaterScope (LinkedIn, Facebook, Twitter, website, professional forums) and organizing professional blogs to reach KOL and potential customers. With regular B2B meetings, professional exhibitions and conferences, more and more leads and potential relationships are emerging, providing additional market opportunities for the distribution network. Distributors participate in trainings, additionally through research projects will increase market awareness.

Business Model: In order to expand the company's sales activities and sales network, the company expects an invest of \$ 1.2 million. The WaterScope team will use this \$ 1.2 million investment in more areas, along with sales and marketing expansion, product and production development, organizational and infrastructure development will be extended. The first step is increasing the visibility of the company and the products through online marketing and strengthens sales activity in the target countries (I, D, GB, TR). The financing would be in multiple phases, the total amount of the investment would be drawn up at the rate of increase in sales.

Competitors: **4-Deep** is a Canadian company that also uses digital holography to detect objects in the water. Their focus is more “imaging based visual analysis”, than building and providing an automatic routine (industrial) measurement system. **Fluid Imaging** is a US company that uses colour picture, however without volumetric imaging capabilities it cannot ensure the same amount of information as WS. Moreover, the extra sensitive technology is curtailed in its autonomous operation due to increased maintenance needs. **BBE Moldaenke's** technology is able to determine the levels of chlorophyll A and B, as well as phycocyanin and phycoerythrin, but it is unable to provide taxon-level information. Other competing solutions include websites such as **rtaqua.com** or satellite imagery services – **ShellEye** where users receive algae data are promising solutions, albeit limited in their deployment (for now) and again, do not provide number or species information.

Competitive Advantage: WaterScope's competitive advantage is the use of innovative technologies such as colour volumetric imaging, AI-supported taxon-level classification, location-independent, image-based, in-situ measurement, and online management of large amounts of valuable data. Additionally experts can analyze the classified data and they can share and archive the results.