rensa
water bottle
washer and filler
There is a need to...

reuse  fill  clean
30 seconds
...to wash your bottle

12 seconds
...to fill your 1 liter bottle
Washing
Heater

heats to 180° F to kill bacteria
holds **one month supply** of detergent
uses 1/2 as much water as washing by hand
Washing Chamber

holds bottles 2.5” to 4.25” in diameter

MIT 2.009 Fall 2010
Washing
Sanitation

before

after

washing process kills 99% of bacteria
dispenses 40 chilled 1 liter bottles per hour
6-month filter maintenance
Filling Dispenser

fills 1 liter bottle in 12 seconds

MIT 2.009 Fall 2010
Installation
Requires the same installation as fountains

60 psi water pressure and standard power outlet
Prototype was designed for manufacturing processes.

- Stamping sheet metal
- Thermoforming
- Rolling
- Injection molding
- our primary market is going to be gyms
- The fitness industry in the US is a 24 billion dollar market has been resiliently growing 3.3% annually despite economic downturns
- currently 32,820 establishments across the nation that we can target
- average gym member is 25 to 44 years old and our research has shown 50% bring reusable bottles, which fits our trendy, eco-conscious user profile
- the gym market is highly competitive and it is important they differentiate themselves with unique services. many gyms we’ve contacted, such as LA fitness and Boston Sports Club, have been very interested in providing this as an additional service to their members
- there’s no product like ours that washes and fills water bottles in the market
- to give you at least an understanding of the water dispensing market
- your average fountain costs between $500 and $2700 and the one to the right you can find at mit sports facilities
- here you can see two standard water fillers that cost between $1500 and $2700
- think a retail price of $3,000 is very reasonable as we are adding unique and incremental value of washing bottles
- we would sell it wholesale at $2,200 to distributors to decrease our expenses
we expect to sell 2,080 units in 2015
- this is based on reaching a 7% market penetration by 2015 – 7% is feasible since many gyms are franchises that can provide this as a standard service throughout their establishments
- we plan to outsource manufacturing
- as sales increase our cost per unit will naturally decrease – expenses cover interest expense, returns, wages, rent, and taxes – ratio of expenses to overall cost will change as we grow
– with an initial investment of 750,000 dollars, we project our earnings to be 1.2 million at the end of year 2015.
– we would break even in year 3
– as we saturate this market we would look to expand into secondary markets such as offices and schools
Thank you to a fantastic team...

Prof. David Wallace
Monica Rush
Matt Duplessie
Lydia Volaitis
Greg Cappiello
Matt Blunt
Michael Miller
Peter Nielsen
Robert Galejs
Steve Keating
James Penn
LMP
Dick Fenner

Pappalardo Lab Rockstars
Steve, Scott, Bill, Jimmy, Joe
Dick Fenner
Central Machine Shop
Maheshri Lab, MIT
Tim Moore, DAPER
Norman Markowitz, Atlas Water Systems
Jeff Butterworth, Cambridge Athletic Center
LA Fitness Center
YMCA
Boston Sports Club
Curves
Cambridge Innovation Center

– we think there is great potential for rensa and we have had an incredible team we’d like to thank that made our product possible
- we’re excited about this product and see this filling a need in the market and we have a fantastic team we’d like to thank that made rensa possible
More calculations...

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<td>Discount Factor (10%)</td>
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<td>Expenses &amp;Tax / Unit</td>
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<td>1,811</td>
<td>1,588</td>
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<td>528</td>
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</tbody>
</table>

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