



AIR MINUM HIGIENIS YANG MUDAH DAN MURAH

Mesin ini Memanfaatkan Energi Baru Terbarukan dan Mengurangi Penggunaan Plastik

Air Minum ini Bersubsidi, Jika air dan listrik dengan subsidi
DILARANG KERAS!!! TERPERJUAL, BUKAN KEMBALIAN

WATER COIN

EASY ACCESS TO DRINKING WATER



Langkah Transaksi
1. Masukkan uang koin
2. Tekan tombol **Start**, air akan keluar
Tombol **Stop** untuk jeda, tekan lagi
melanjutkan
3. Jika Sudah, Tekan **Tombol Air**
Pastikan **Muzzle** dan **Tempat Air** Melayu
(Botol/Tumbler/ Galon) yang Anda bawa sudah
bersih, Untuk &lain Membawa tutup Sendiri.
Jika ada kendala hubungi:
Balik 085366095075
Yoga 085742670703
Hanya Menerima Uang Koin -
Rp. 1.000



Problem

Greenhouse gas emissions



Carbon emissions for the 2021 period are around 259.1 million tons of CO2 and will be 334.6 million tons of CO2 in 2030.

Drinkingwater hygienic access



For 2021, in urban areas, access to safe drinking water was recorded at only 15.3 percent. Meanwhile, in rural areas, access to safe drinking water for households is only about 8.3 percent.

Plastic waste



Plastic waste from the bottled water industry is 300 thousand tons in 2021.

Solution



Water Coin is a startup that focuses on solving problems related to the availability of drinking water, through water management and treatment, digitization and environmental considerations. Water Coin wants to solve the problems experienced by industry, society and the environment as a sustainable innovation.

Our business is related to filter machines and drinking water distribution. With our machines, people can get hygienic and easily available drinking water, as well as reduce plastic packaging from mineral bottled water while playing a role in the use of new renewable energy to reduce the effects of greenhouse gases and global warming. The machine can work by filtering water from existing sources into drinking water in accordance with existing drinking water quality requirements.

Vision

To become a technology company for water treatment and management, digital, new renewable energy with socio-environmental considerations.

Mission

- Implementing and developing water treatment and management technologies for industry
- Applying digital technology in solving community problems related to water access problems
- Participate in efforts to waste beverage plastics and reduce greenhouse gases by utilizing new renewable energy



Product



Two mode machine, Distribution (Drinking water from Brand) and with Unit Filter



Raw Water Source: PAM Water, Rainwater, Surface Water, Groundwater (Raw Water TDS<200)



Production up to 1000 Lt/day, PH 6,9 - 7,5, TDS 12 - 45 ppm, Reverse Osmosis Filter, Ultrafiltration, UV, Water Quality Monitoring



Modullar and Mobility



Estimated Reduction of Plastic Mineral Water Bottles up to **1,1 tons/year** (One Machine)



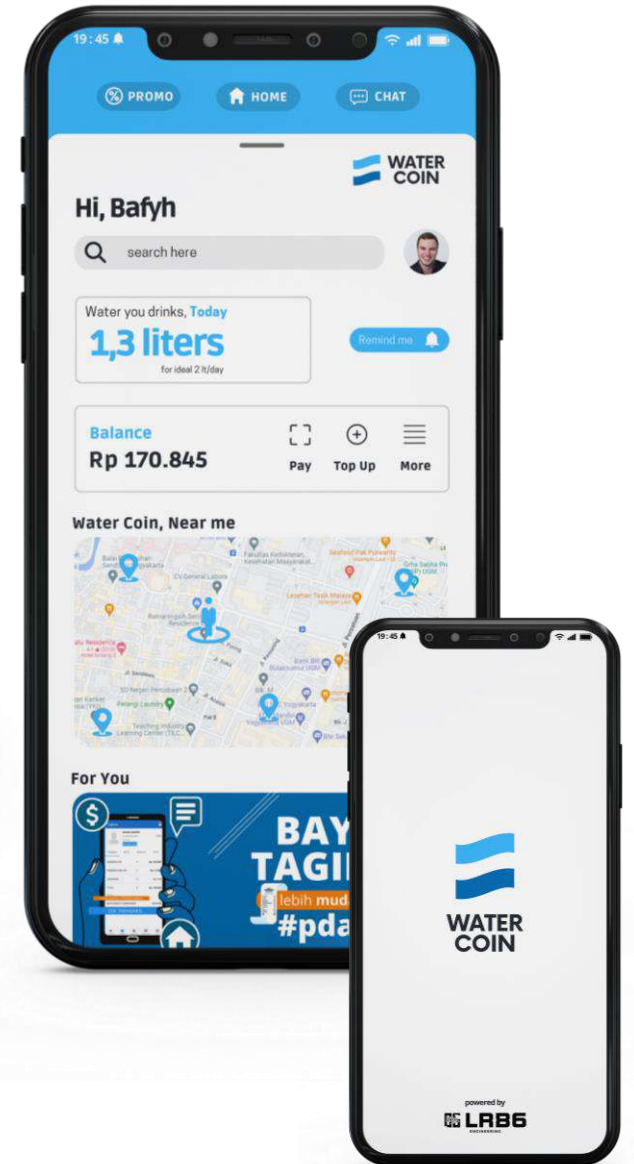
Utilization of New and Renewable Energy, GHG reduction **0,27 tCO2e/year** (One Machine)



Price, Practical and Easy in transactions



Webcam, IoT Control, Machine Monitoring



Business & Traction

Water Coin offers the installation of filter machines and the distribution of drinking water. With our machines, people can get hygienic and easily available drinking water, as well as reduce plastic packaging from mineral bottled water. The machine can work by filtering water from existing sources into drinking water in accordance with existing drinking water quality requirements. The Water Coin team through Telkom Indonesia's Social Project Innovillage program has made a **Minimum Viable Product (MVP)**.

Model Bisnis

B2G (Business To Government)

- Water price assistance/subsidy
- Revenue share

B2C (Business to Consumer)

- Direct water sales
- Admin fee (e wallet/money)

B2B (Business to Business)

- Water Coin Machine (WCM) Sales

FOCUSED

Location

- Tourist attractions
- Garden
- Pedestrian Paths
- Offices and Universities

Target Beneficiaries

- Surrounding communities
- Pedestrian
- Tourist

Impact Measurement one machine



Distributed drinking water
>200 Lt



GHG reduction
~100 kgCO2e



Electricity saved
~120 kWh

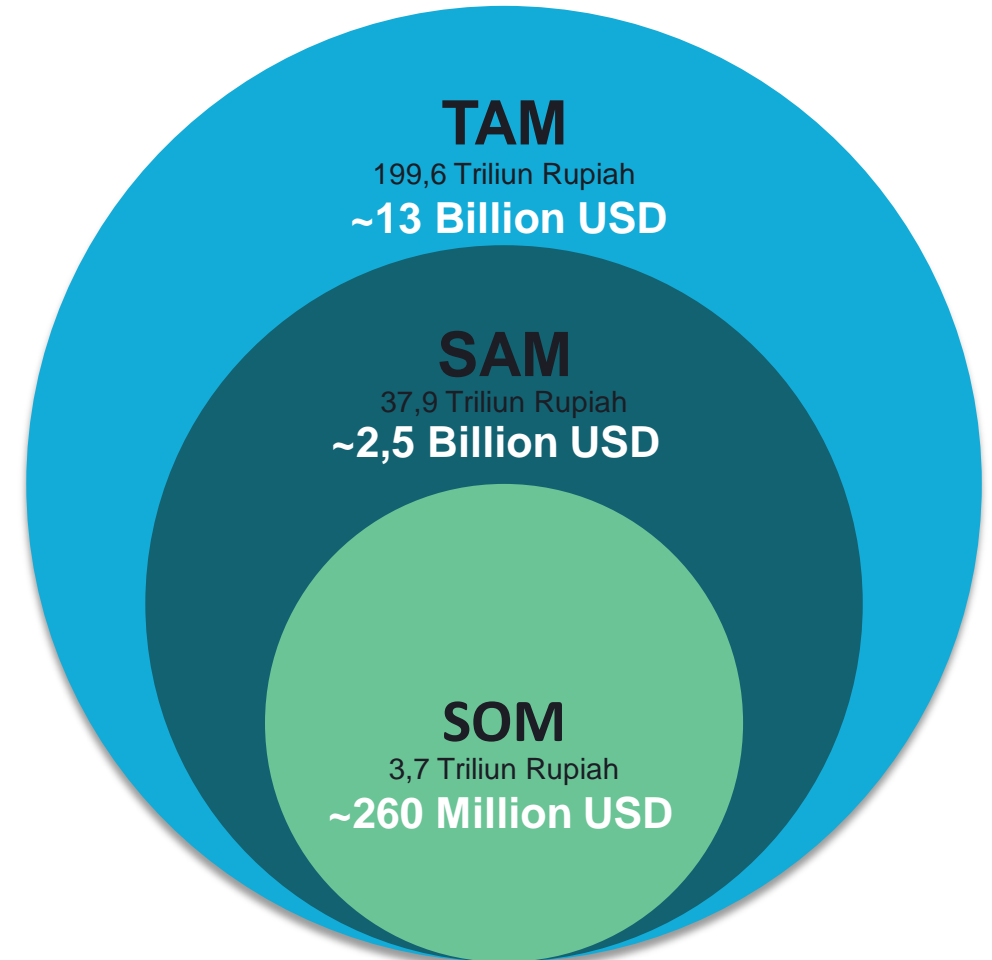
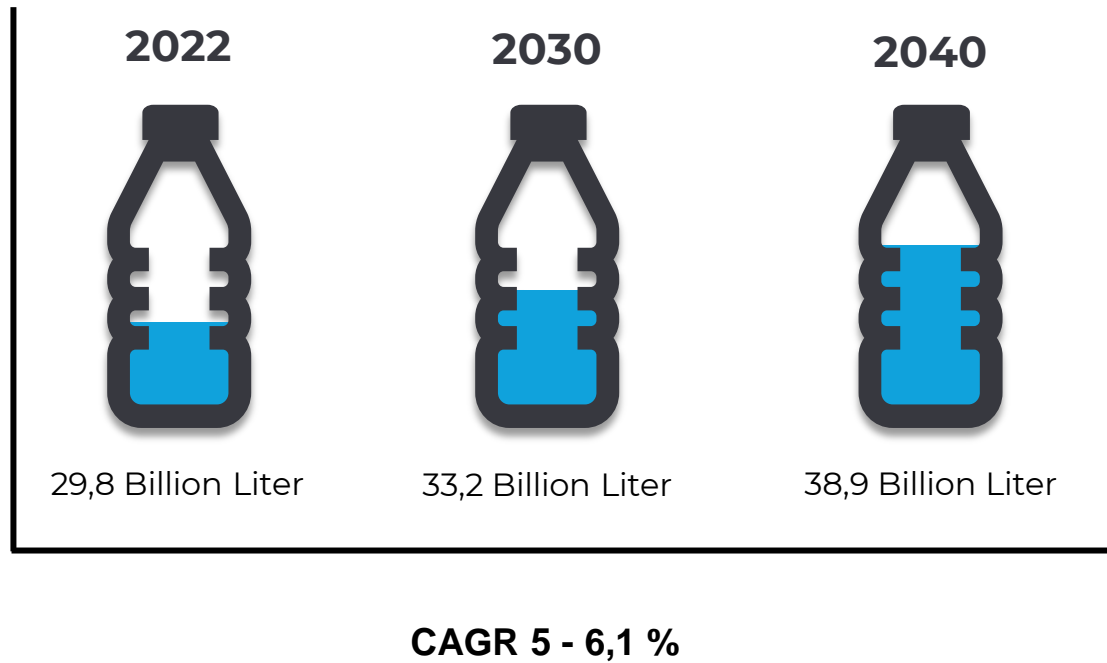


Demo MVP



Market Sizing

Indonesia Bottled Drinking Water Industry Sales Projection



Comparison

Factor	Water Coin Machine	Depot Air Biru Franchise	Newest Machinery	DO-Water
Service	Ro Water or Drinking Water from Brand (Vit, Cleo, etc) Self Service	Drinking Water, Shuttle (Conventional Water Depot)	Ro Drinking Water Self Service	Ro Drinking Water Self Service
Machine Price	3,4K – 5,4K USD	Franchise price 35K USD (10 year)	Online Marketplace Price 1,2K - 2,4K USD (Excluding Import Fees)	Online Marketplace Price 1,2K - 2,4K USD (Excluding Import Fees)
Minimum Buy	1 Unit	1	2 Unit	5 Unit
Water Capacity/day	100-3.000 Liter	>10.000 Liter	600-3.000 Liter	600-3.000 Liter
Water Monitoring	Yes	Yes	No	No
Payment	Coin, Digital Payment (Next)	Manual	Coin/ Cash	Coin, Tokens, QR Codes, Cash
Technical Support	No	Yes	Local China Only	Local China Only
Location	Indonesia	Indonesia	China/ Shanghai	China/ Shanghai
Dimension LxWxH (m)	2,3 x 1 x 2,3 and 1,2 x 1,2 x 2,1	10 x 12	1 x 1 x 2,3	1 x 1 x 2,3
Promoting Channel	Social Media and Website (Soon)	National / Regional Promotion and Advertising and Development of Outlet / Website Marketing Programs	Marketplace Ads / Website	Marketplace Ads / Website
Electricity	Solar Panel	Conventional Electricity	Conventional Electricity	Conventional Electricity

Go To Market Strategy

Profile and Behavior

User Persona - Tumbler User

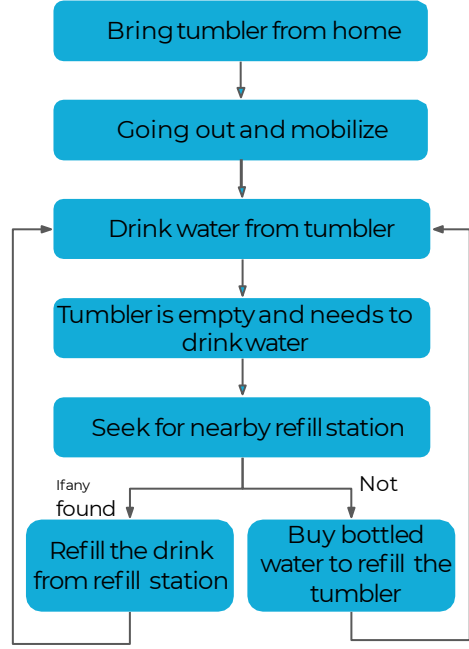


Tumbler user who has high mobility and live in urban area

Age :14 – 50
 Gender :All
 Occupation: All
 Location: Urban area

- Frequent to use gadget
- Frequent to access information through website /application
- Have high mobility daily
- Have a good internet connection

User Journey



Pain Points

- No or lack of access to refill stations in public places
- Poor quality of water
- Not knowing or having unclear information of refill station locations
- When there's any refill station, sometimes it is not functioning or having low maintenance
- Long queue at the refill stations
- Have to bring more than 1 tumbler or buy bottled water

Needs

- Easy and require less effort to find refill station in public places
- Know the information about the refill station (water quality, location, price, water source/provider, water processing, cleanliness & hygiene of facilities)
- Good drinking water quality in refill station

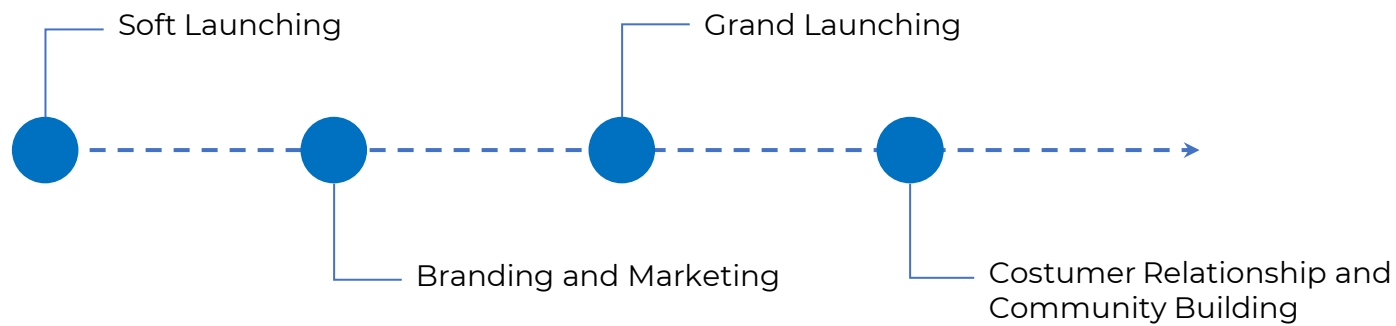
Preferences

- Refill stations /cheaper than bottled water price
- Reachable and accessible location of refill station
- Online-based platform (social media, website,application) that integrated with familiar platform (ex google maps)
- Refill station location in public places (recreational, transportation, shopping, and educational facilities)

Goals

- Provide information regarding nearby refill stations in public places
- Create interactive digital platform that is easy to use and require less effort
- Provide information regarding the water quality and keep it updated

Based on Survey YABB - User Survey 2.0 and Focus Group Discussion Results 693 respondents from 34 provinces in Indonesia



Financial & Fundraising Plan

CAPEX (CAPITAL EXPENDITURE)	
Workshop	Rp520.000.000
Peralatan	Rp310.000.000
Kas	Rp660.000.000
Aset Lain	Rp100.000.000
Total	1.590.000.000

OPEX (OPERATIONAL EXPENDITURE)	
Pekerja	Rp28.700.000
Listrik, Air, & Gas Workshop	Rp2.500.000
Promosi dan Kampanye	Rp15.000.000
Pemeliharaan	Rp5.000.000
Total	51.200.000

BEP	2,6	pcs / bulan	0%
	0,101	pcs / hari	
Revenue / month	129.969.231	Rupiah	
EBITDA Rendah	4,5	pcs / bulan	12%
	0,173	pcs / hari	
Revenue / month	222.608.696	Rupiah	
EBITDA Sedang	5,2	pcs / bulan	15%
	0,199	pcs / hari	
Revenue / month	256.000.000	Rupiah	
EBITDA Tinggi	6,9	pcs / bulan	20%
	0,265	pcs / hari	
Revenue / month	341.333.333	Rupiah	

REVENUE - BEP		
Selling Price	49.500.000	65%
COGS	30.000.000	
Gross Margin	19.500.000	

*Currency In IDR

FUNDRISING PLAN PRE SEED

Targeted Sales Arrangement			
Milestone of Growth Rate by Sales	Period	Targeted Growth of Monthly Sales	Total Quantity of sales
0%	Januari	0%	3
	Februari	24%	3
	Maret	24%	4
	April	24%	5
71%	Mei	4%	5
	Juni	4%	5
	Juli	4%	6
	Agustus	4%	6
15%	September	8%	6
	Oktober	8%	7
	November	8%	7
	Desember	8%	8
33%	Jumlah		65
	Rata - Rata Penjualan		5,4

Keterangan	Revenue Forecasting							
	BEP		EBITDA Rendah 12%		EBITDA Sedang 15%		EBITDA Tinggi 20%	
Total of goods sold	0,10	per day	0,17	per day	0,20	per day	0,27	per day
Gross Margin	19.500.000	Rupiah	19.500.000	Rupiah	19.500.000	Rupiah	19.500.000	Rupiah
Total day works / month	26	days	26	days	26	days	26	days
Total Gross Margin / month	51.200.000	Rupiah	87.694.335	Rupiah	100.848.485	Rupiah	134.464.646	Rupiah
Opex	51.200.000	Rupiah	51.200.000	Rupiah	51.200.000	Rupiah	51.200.000	Rupiah
Net Profit	-	Rupiah	36.494.335	Rupiah	49.648.485	Rupiah	83.264.646	Rupiah
Capex	-	Rupiah	1.590.000.000	Rupiah	1.590.000.000	Rupiah	1.590.000.000	Rupiah
ROI (Return On Investment)	-	months	43,57	months	32,03	months	19,10	months
	-	days	1.307,05	days	960,75	days	572,87	days

CAPEX

108K USD

OPEX

35K USD/month

Selling Price

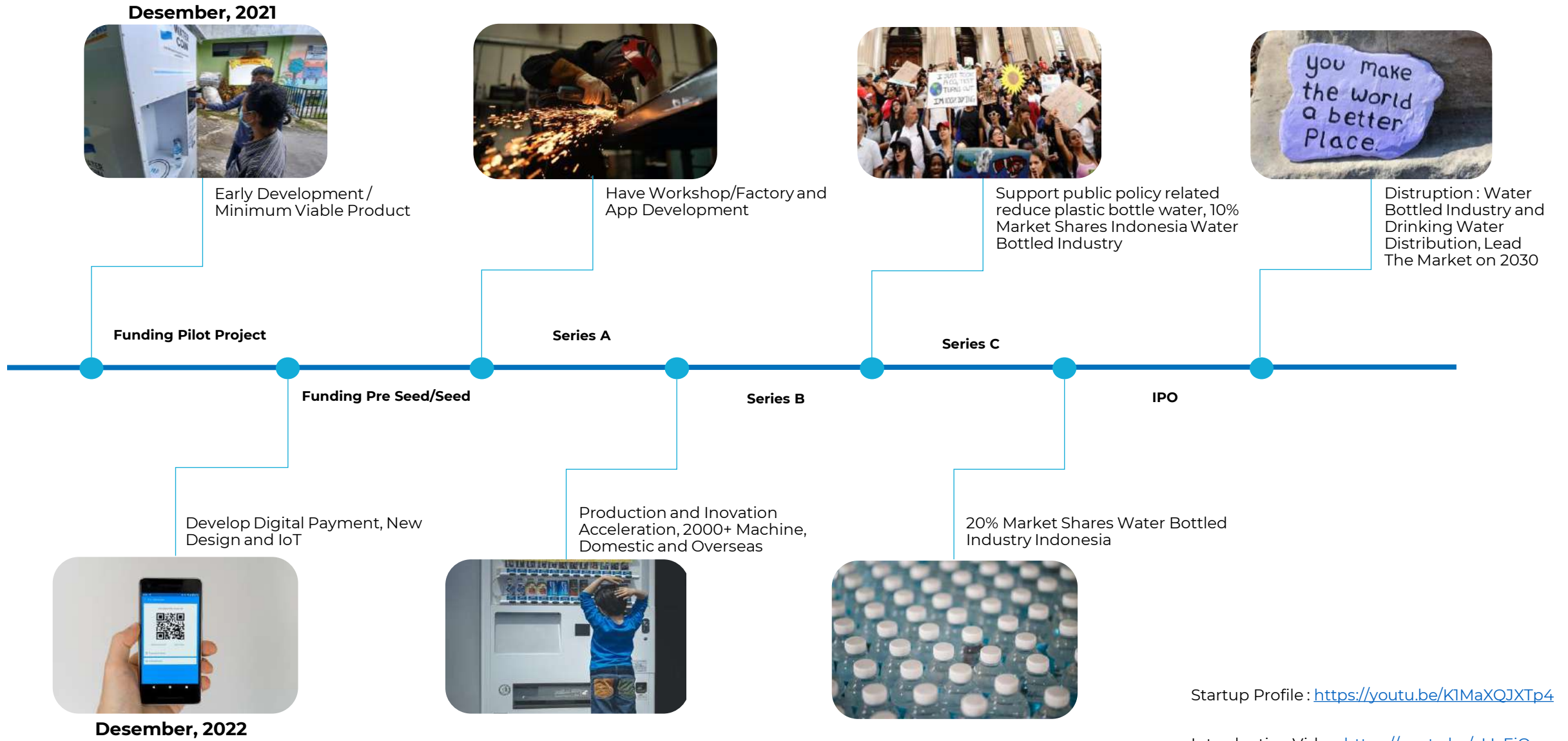
3,4K – 5,4K USD

depends on the features added to the machine

ROI

32 months

Journey and Roadmap



Startup Profile : <https://youtu.be/K1MaXQJTp4>

Introduction Video: <https://youtu.be/yLixEiQpgcs>

Impact Measurement

5-year projection



GHG Reduction
108 tCO₂e

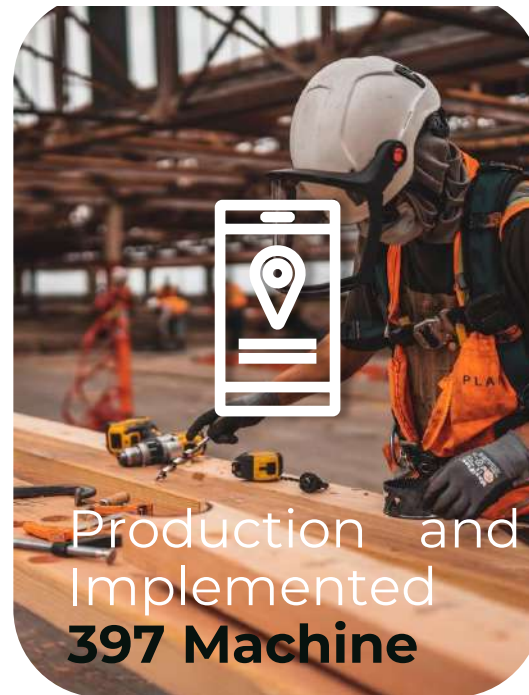
Saving by trees **4.695**



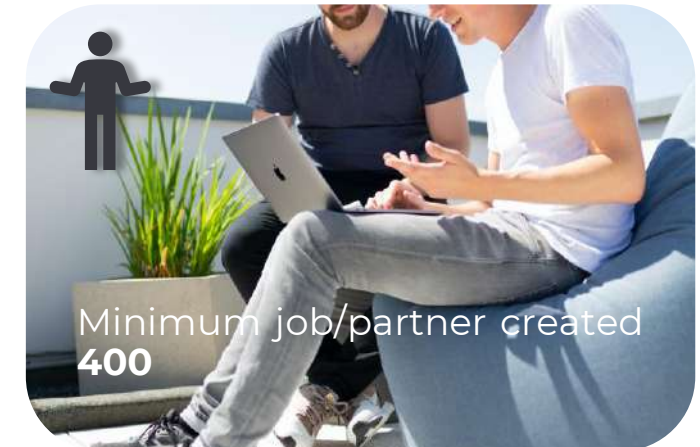
Electricity saved
0,56 GWh



Plastics Reduction
1.221 Ton



Production and Implemented
397 Machine



Minimum job/partner created
400

Team



Laa Roybafyh
 Founder & CEO
 Civil Infrastructure Engineering



Nicken Yoga Probondaru
 COO
 Eletrical Engineering



Fannisa Balqis Assyilah
 CFO
 Management & Architecture



Yusuf Pradityarahman
 CTO
 Eletrical Engineering



Tri Patrisya Br.Sibarani
 CMO
 Information System



Izzah Nazibah
 Technical Officer
 Eletrical Engineering



Viony Putri Berenza
 Technical Officer
 Chemical Engineering



Adhelia Intan Sabhira
 Public Relation
 Biology



Thanks



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Mesin Penjual Otomatis Air Minum dilengkapi Panel Surya

Status

PENGUMUMAN



PANGKALAN DATA KEKAYAAN INTELEKTUAL

Detail

NOMOR PENGUMUMAN
No. 11/DI/2022

TANGGAL PENGUMUMAN
2022-04-01

NOMOR PERMOHONAN
A00202200841

TANGGAL PENERIMAAN

TANGGAL DIMULAI PELINDUNGAN
2022-03-16

TANGGAL BERAKHIR PELINDUNGAN

JUMLAH KLAIM
-

NAMA PEMERIKSA

"The art of life set in the constant adjustment to our environment."

- Kakuzo Okakura

"Change is difficult at the beginning, messy in the middle and beautiful at the end."

Startup Profile : <https://youtu.be/K1MaXQJXTp4>

Introduction Video: <https://youtu.be/yLlxEiQpgcs>

