

Executive Summary - Water U-Can Trust

21st century Clean Drinking Water for All - using No Plastic Bottles

“Thank you, for finding the time to read our Executive Business Summary.”

We are seeking £400K stage-**one** investment from one of the following: Government Guaranteed Bank Loan, Business Angels groups, the Technology Strategy Board or an aware Philanthropist interested in our solution to the global crisis of water scarcity.

Water U-Can Trust was registered in England as a private limited company in July of 2011, seeking to secure ethical shareholders in our company's purpose and vision. Water U-Can Trust aims to professionally prototype, manufacture, and install our low energy, iconic, solar powered SVD units located on pavements to provide quality drinking water for the general public. www.waterucantrust.co.uk/our_solution.html

Within ten years 95% of this world's human population will have convenient access to guaranteed safe drinking water via our 10M ***Street Vending Dispenser*** units. Our end-users (the general public) will be charged a fair sustainable price per water refill of their (purchased) re-usable 750ml stainless steel U-Can™ flasks. Secure in the knowledge that each SVD water refill is free from all dangerous toxic impurities. Our guaranteed safe, high quality, chilled SVD drinking water will be ideal for on-the-go individuals travelling to work, school or whilst on their holidays worldwide. Thereby reducing their 'single-use polluting plastic water bottle footprint' upon their holiday or business eco-system as well as removing any doubts they may have about the purity or safety of the drinking water held within these containers.

At the present moment global drinking water issues are a serious concern at Climate Change and the MDGs debates focusing upon its poor distribution, quality, and the wasting of natural resources. **Oil** is the main ingredient in 'plastic bottle' manufacture and also used in the transportation to their retail outlets. We aim to greatly reduce this unsustainable waste of fossil energy activity by the introduction of our new solar powered SVDs drinking water system, located at regular sidewalk-pavement locations globally. Each SVD will be wirelessly monitored for faults and regularly serviced from day one. Current indoor, outdoor, and wall-mounted fountains rightly have end-users concerned about their hygiene and the output water quality from these systems.

Water U-Can Trust - Advantages & Environmental Benefits

- No shipping costs in comparison to our competitors who waste costly diesel transporting heavy pallets of water in plastic containers to retailers every day.
- Reducing the quantity of single-use plastic bottles eventually polluting our rivers, oceans, and overflowing landfill sites for thousands of years to come.
- Each SVD is designed for Low Energy consumption and sustainability.
- Guaranteed pH balanced, toxin-free drinking water, easily accessible to all.
- The very poor will be issued with one free U-Can™ flask set. Children under fifteen and the very poor will be permitted one free SVD water refill daily.

Each **set** contains a re-useable bar-coded U-Can™ stainless steel flask, an electronic water I.D. bar-coded top-up card, and a neoprene protection/carrying case. These sets will be sold at the following outlets: Walmarts, Amazon, and our online store. Also distributed and issued to the very poor (for free) by NGOs, such as UNICEF.

Operation of the SVD units: each has two bar-code readers on its front enabling the automated operation of that unit by the end-user to refill their U-Can™ water flask. All of our SVDs internal equipment will ideally be designed as low energy consumption units. We have planned for zero local power usage, as they are designed for solar panel power. However we envisage hybrid technology enabling utility use in our SVDs, as required. Our inbuilt technology will monitor as well as meter both mains water and electricity usage for payments at the standard business rate. Using modern low energy Water from Air technology, which dehumidifies moist air within the surrounding atmosphere, filtering and condensing it into adequate SVD daily quantities of the purest drinking water. Reassurance for our end-users knowing that our drinking water is 100% free of contaminants, such as Chlorine, Typhoid, Fluoride, Lead, Bisphenol-A, Pharmaceuticals, Arsenic, E-Coli, and numerous others. [See EPA](#)

We have recently met and discussed the project with our selected prototype developers. Currently we have been quoted an overall price of £150,000 GBP for the following work: CAD illustrations, 3D modelling, SVD final component selections, master tooling, and 50 Pilot SVD units for field testing, [planning permission](#) enabling their legal installation as well as securing our ISO-14001 certification. We estimate that these stage-**one** developments will take approximately 18 months.

Each Street Vending Dispenser unit has two (a left & right) digital video screens enabling paid-for advertisement, managed by one of our outsourced street furniture advertising agencies, such as CBS Outdoor, Clear Channel, JCDecaux or WPP. [See Appendix](#) Additionally we propose Product Sponsorship on each SVD by international businesses, for example, mobile phone operators, Banks or global food, and beverage producers, such as [Nestle](#). [See Appendix for likely Sponsors](#)

We aim to use our growing advertising income to cover most of our business overheads, like payroll, company administration, SVD maintenance costs, and the repayment (exit strategy) as agreed with our stage-**two** customers within a maximum period of ten-years. Stage-**two**, we estimate will begin two years after our initial stage-**one** seed investment. Stage-**two** involves the bulk manufacturing of our SVD components, the shipment of these components, the construction of five SVD assembly plants, the training of our outsourced pre-installation (ground work) teams, and the assembled SVD units' being transported and installed by our trained coordination engineers. Early-on in stage-**two** we shall engage quality new executive team members to assist in our effective ISO-14001 management of Water U-Can Trust's global operations. We intend to use the globally recognised **SAP** Business Management System to effectively monitor our global operations, i.e. component tracking, quantities, SVD maintenance using telemetry, and secure communication with our global executives. We are **EIS** (Enterprise Investment Scheme) pre-registered with the HMRC's which is a government initiative designed to assist small businesses in attracting investments of up to £10m. This scheme is designed to reward serious investors with numerous benefits regarding their annual Capital Gains as well as Income & Inheritance Taxes. We are a new sustainable, environmentally friendly, and long-term disruptive idea, providing you with a commercially viable drinking water proposition. We very much look forward to meeting with you to discuss this exciting project as well as share your opinions and views in regards to this business proposal. Contact Details: **Mr. Dave Ashman**

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