



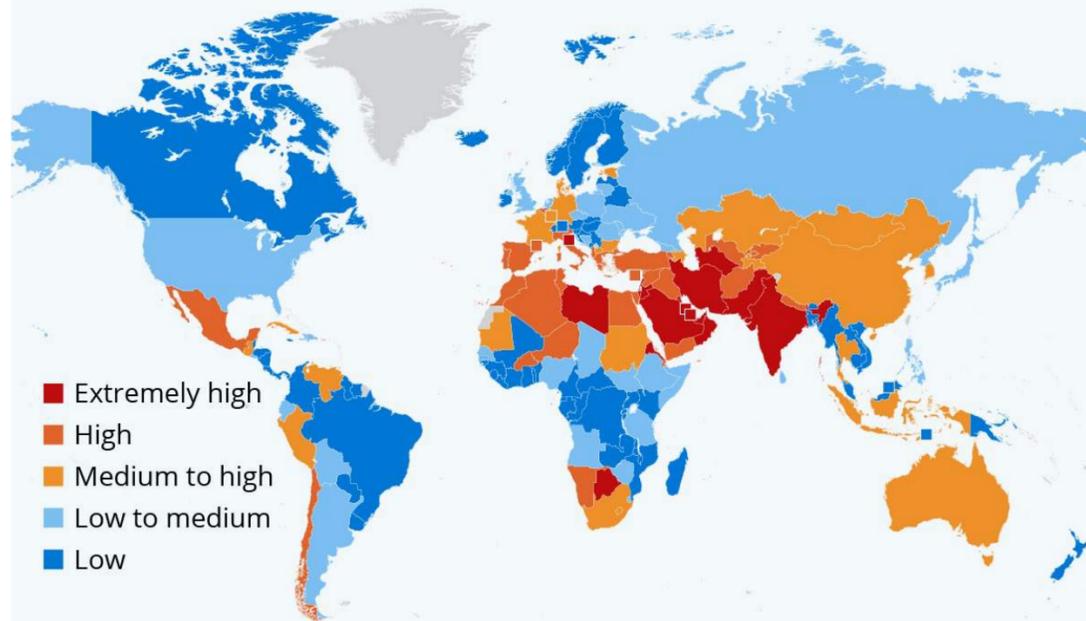
DETOXYFI
CLEAN DRINKING WATER FOR ALL



Access | Trust | Equity

Where Groundwater Is (Not) Scarce

Index according to the risk of groundwater shortages in 2019, by country



* Index measures the ratio of total water withdrawals to available renewable surface and groundwater supplies. Withdrawals include domestic use as well as industrial, irrigation and livestock.

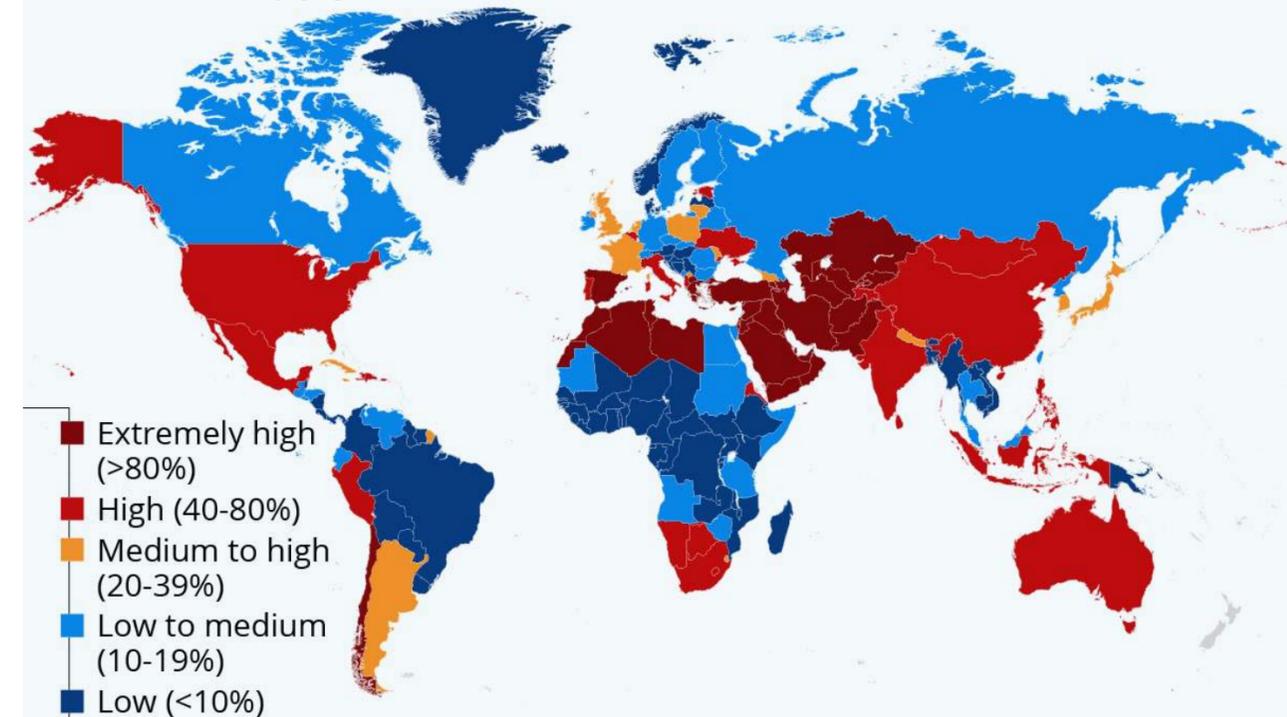
Source: World Resources Institute



statista

Where Water Stress Will Be Highest by 2040

Projected ratio of water withdrawals to water supply (water stress level) in 2040



Source: World Resources Institute via The Economist Intelligence Unit



statista

\$6B Filter Market | Unsustainable

Exclusive | Ineffective

It took
you up to
1 WEEK
to eat this
credit card



Brita

\$20/Pitcher

\$6/Filter

No Pathogen
Removal



Zero Water

\$20/Pitcher

\$12/Filter

No Pathogen
Removal



Life Straw

\$40/Pitcher

\$40/Filter

Pathogen
Removal



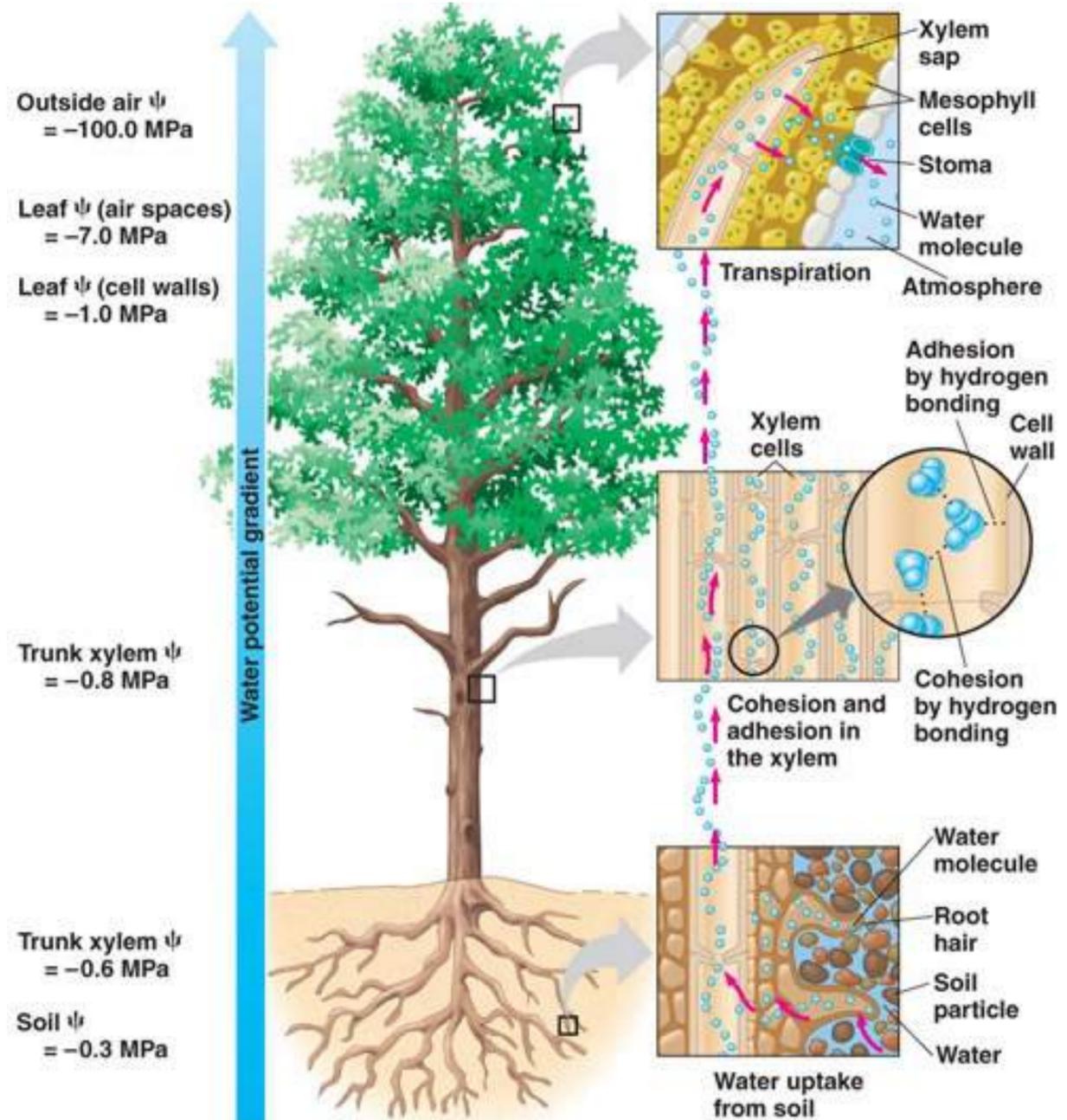
Aquagear

\$70/Pitcher

\$50/Filter

No Pathogen
Removal

Nature has Solved this Problem for Us



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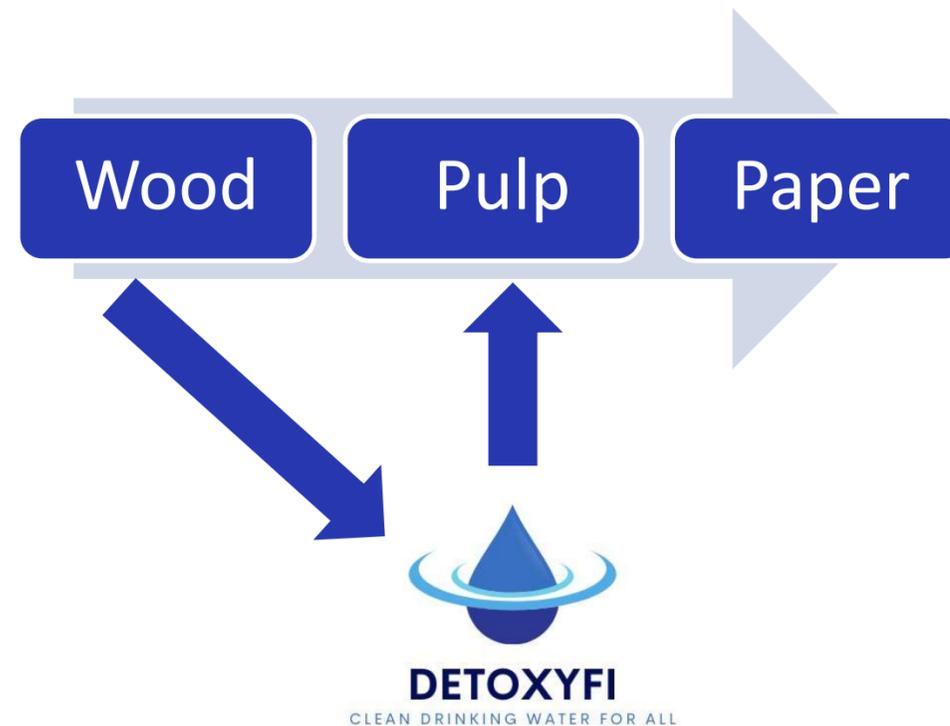


The Proof is Undeniable

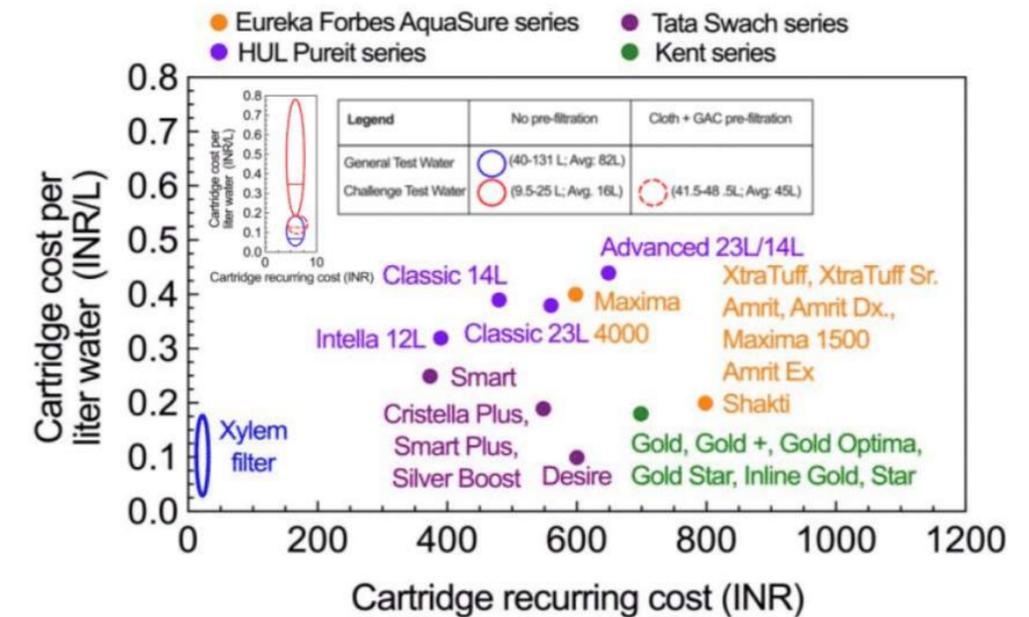
1: WHO Quality Filtration

Performance classification	Log ₁₀ reduction required			Interpretation (with correct & consistent use)
	Bacteria	Virus	Protozoa	
★★★	≥4	≥5	≥4	Comprehensive protection
★★	≥2	≥3	≥2	
★	Meets at least 2-star criteria for two classes of pathogens			Targeted protection
-	Fails to meet WHO performance criteria			Little or no protection

2: Zero Waste and Fully Circular Economy



3: Zero Economic Burden (\$0.005 per gallon)



Superior Performance



Eco-Friendly



Simple to make



Cost-effective

The Impact is Undeniable

1: Social

1. People find the natural, chemical-free nature of the xylem filter very attractive.
2. The repurposing of sapwood and xylem has potential to raise awareness of WASH issues.
3. The procurement of wood and distribution of wood filters can generate additional employment for many people.

2: Environmental

1. Filter uses low-grade byproduct wood of the wood industry
2. The global timber production exceeds 1 billion m³, but just 10,000 m³ is sufficient to make up to 500 million filters.
3. The filters can be re-used to make pulp, charcoal, or fuelwood, effectively providing clean water without consuming the material.
4. Furthermore, filtering water using xylem uses less than 1/30th of the wood required to boil the same amount of water.

3: Economic

1. The cost of wood required to make a filter can be less than a rupee
2. The replaceable filter cost is only a few rupees, and can produce clean drinking water for a family for a week or more.
3. The replaceable filter can be housed in filtration devices that can be of various designs and can cost less than 1000 rupees and last for many years.

Future Customers Agree

Quotes compiled by Megha Hegde during actual field study in India

*From a woman in a focus group discussion in Khumad village, Uttarakhand:
“I like this filter because it’s wood and not plastic, and wood is natural. It will be easy to find here”.*



*From an interview in the urban slums of Bangalore:
“If the (filtered) water is good then we will replace the filters weekly. Rs. 10-15 replacement cost is fine.”*

*From another interview/prototype testing in the urban slums of Bangalore:
“People in this neighborhood will buy this filter. Because it’s cheap and will help with clean water.”*

From a group discussion in a Bangalore slum, when asked what do they like about the filter: “Wood. It’s natural. And small replacement cost is feasible for our community.”



GO TO MARKET STRATEGY



Business Model Scales Rapidly

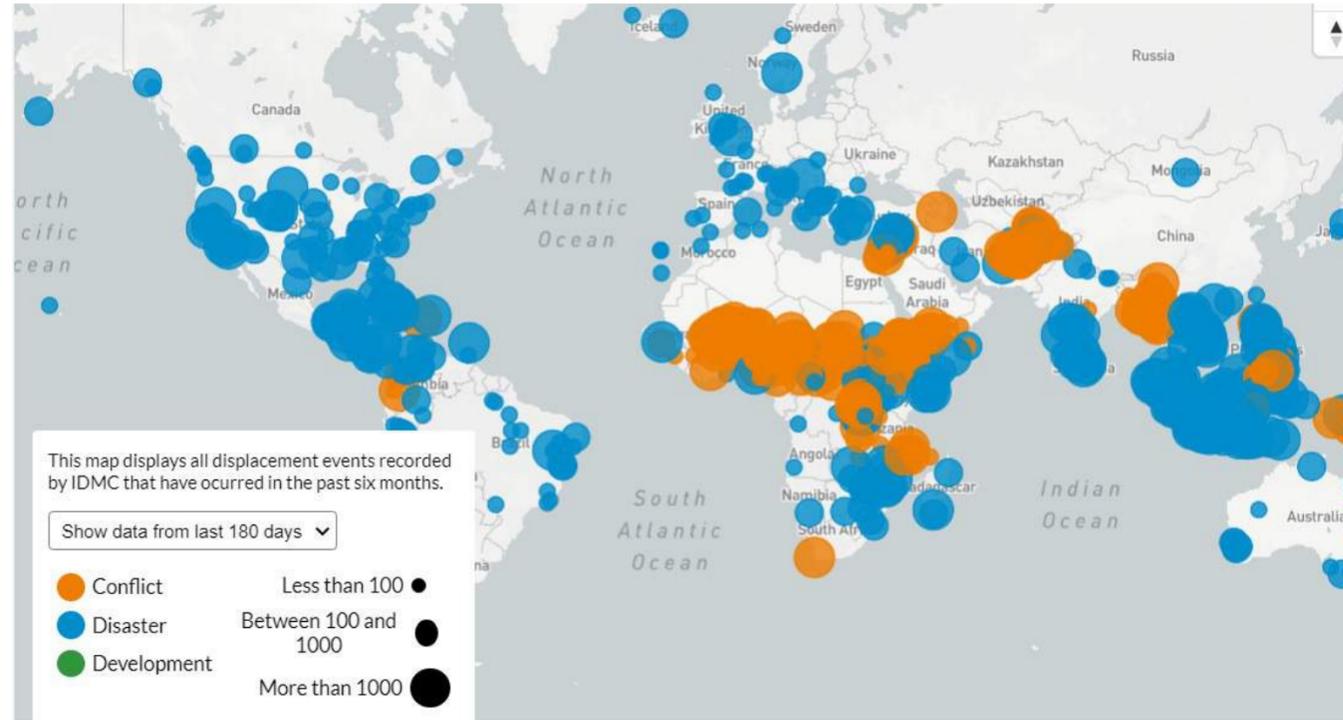
FINANCIALS

Startup Capital: 400k



Break-Even: 3 years

THINKING BEYOND PITCHERS & HOUSEHOLD TANKS



SPRING WATER
(NATURAL SPRINGS)

PURIFIED WATER
(TAP WATER)

A row of water bottles is shown against a dark blue background with a faint world map. On the left, under the heading 'SPRING WATER (NATURAL SPRINGS)', there are four bottles: Poland Spring, Deer Park, Ozarka, and Crystal Geyser. On the right, under the heading 'PURIFIED WATER (TAP WATER)', there are four bottles: Dasani, Nestle Pure Life, Aquafina, and Smartwater.

TEAM



Rishon Benjamin
Harvard Business School '22
MIT '17
Drexel '15 (Engineering)



Dhananjay Goel
Harvard Kennedy School '23
Wharton '22
IIT Delhi '17 (Engineering)



Dr. Rohit Karnik
Tata Professor, MechE, MIT
UC Berkeley '06
IIT Bombay '02 (Engineering)



Vikramaditya Singh
UPenn '25 (Wharton)



Tanmayee Talla
UPenn '25 (SAS)