



# Smart Water Management & Leakage Detection

*Water as the medium to transmit data*



Co-funded by  
the European Union

# Watersign Purpose

Simple, economical and easy-to-install online monitoring system for water usage and detection of leakages, bursts and blockages, **using the water itself as the medium to transfer data.**

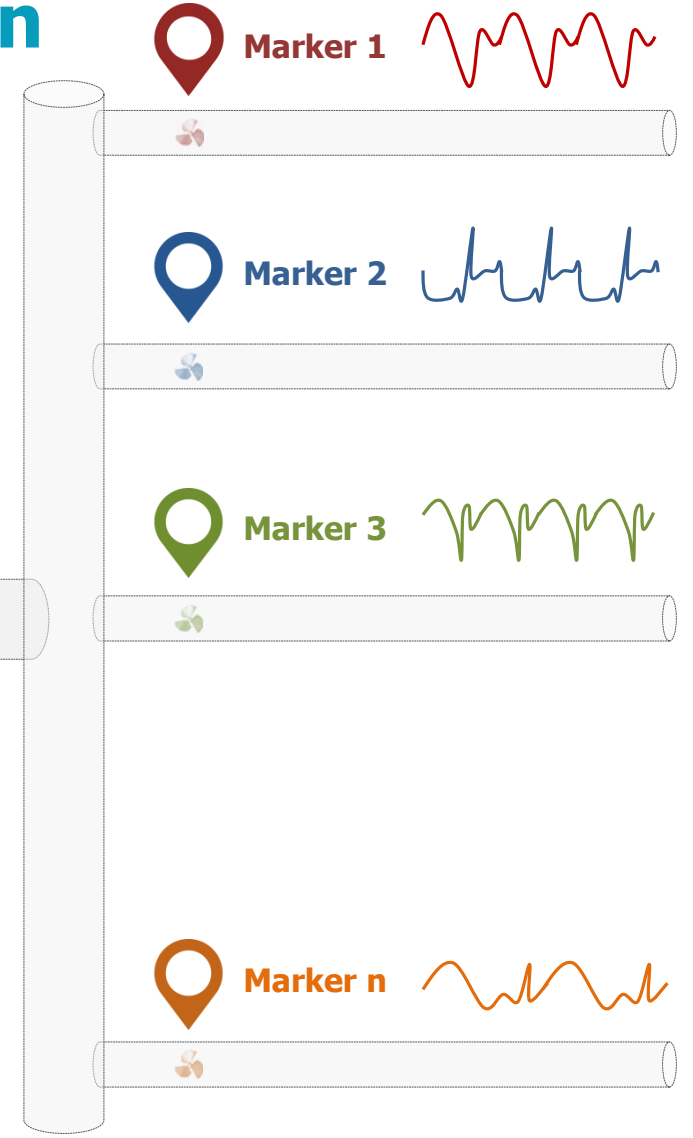
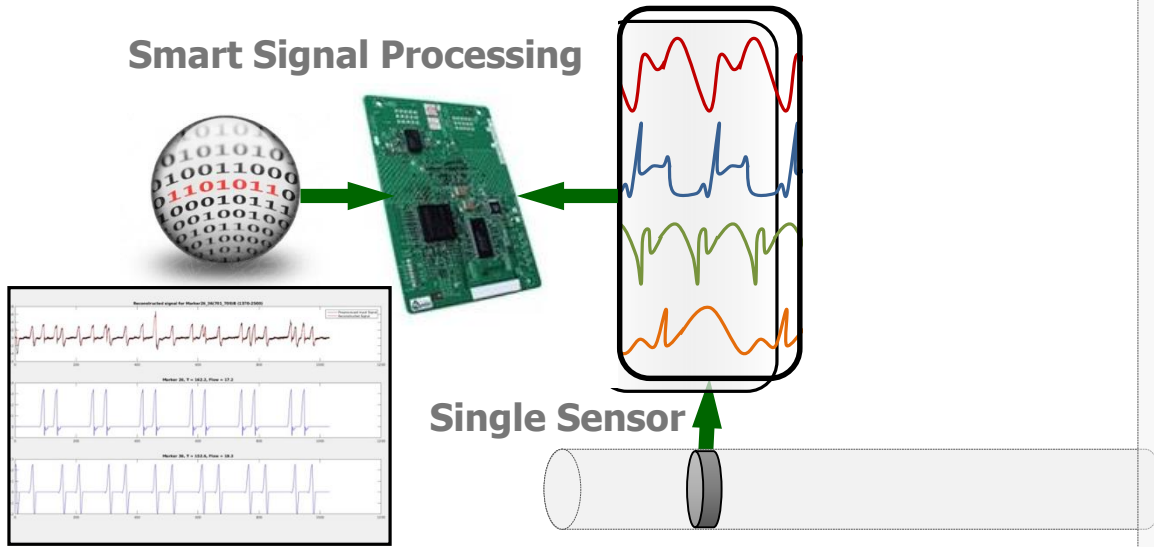


Field Pilot- Palmahim



**Patented technology- USA & Australia. EU will be granted in 2019**

# Problem & Proposed Solution



**Most Water usage is not monitored! A mere 10% reduction of the annual global loss will save \$1.4B!**

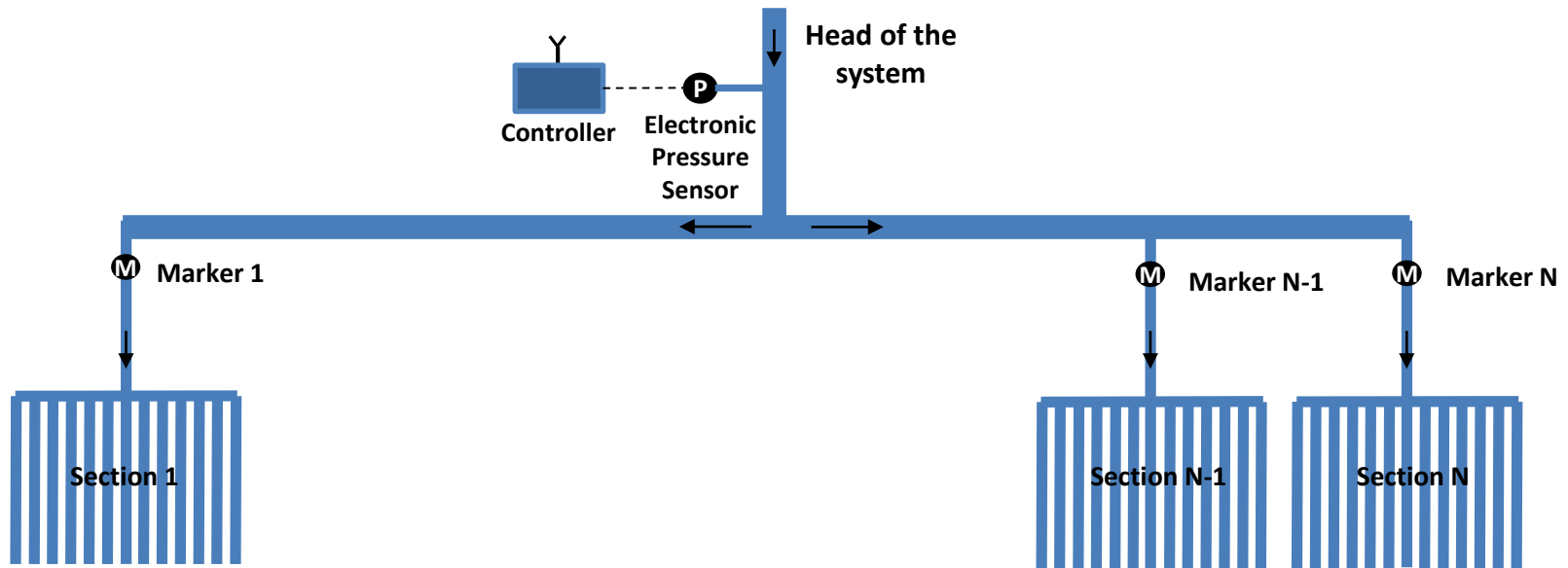
**Key to reducing water loss is monitoring and alerts!**

The Watersign patented disruptive technology uses water flow fluctuations to transfer information, a unique breakthrough that eliminates the need for radio transmissions

# Value Proposition

Innovative and disruptive technology that broadens the product offering of irrigation and water technology companies

- Companies position themselves as “environmentally concerned”
- Affordable to all users
- Offering monitoring services - binding users to the company
- Use water more efficiently and save money



**Smart water management industry predicted to grow from \$8.46B in 2016 to \$20.1B by 2021**

# Market Opportunity and Risks

Water monitoring systems' market is €20 Billion. We intend to sell €34 million by 2025, a **small fraction** of the market.

**Our strategy** – complement and complete irrigation and rural water supply companies' product line

**Our offering:**

- Real-time monitoring
- Applicable to all users
- Simple – mechanical devices, control box and the water itself
- Economical to install and use
- No need for electricity or transmitting devices



**Risk: Traditional, conservative nature of the irrigation and water market**

**Our solution – cooperating with market leaders**

# Competition: WaterSign Vs. Existing solutions



	WaterSign	Existing Solutions
<b>Sensors</b>	1	multiple
<b>signal</b>	mechanical devices	water meters with transmission devices
<b>Transmissi on</b>	Via water	Radio transmission or Two wire cable
<b>System configurati on</b>	Simple	Complicated, requires sophisticated controller
<b>Price</b>	low	high

AMR	Controllers	Acoustics	Scada	Software
ARAD, Itron, Elster, Schlumberger	Talgil, Hunter, Toro, Rainbird	Ecologics, Gutermann, Aquarius	Motorola, Siemens, Schnieder	TAKADU

**WaterSign solution: Simple, Economical and Easy to install and use**

# Business Model

Creating value for our customers

- TAVLIT network of customers
- Water supply companies
  - Add on to control systems (existing or new)
  - Standalone monitoring systems

**Phase I** – sale of systems

**Phase II** – monitoring service for a monthly fee



Slicing the market:

System	Cost	Selling price
AG	2,585€	4,615€
Golf & Landscape	4,200€	13,846€
Water Supply	3,785€	10,615€

Initial sales 2020

# Commercialization and marketing strategy

## **AG:**

- Major irrigation companies
- Pilots with Netafim
- Embedded system or stand alone solution

## **GOLF and TURF:**

- Toro (market leader)
- Pilots
- **WATERSAVER** as a key in promoting the system

## **WATER SUPPLY:**

- Large scale companies (SUEZ)
- Modified solution
- Integrating the solution

## **Controllers companies:**

- Embedded system
- **Turning competitors into partners!**

**Bringing value to our customers and users - saving water**



# Financial Projections

## 5 year (2020 – 2025) sales forecast:

7,200 systems for AG, TURF& Golf  
715 systems for water supply  
Total sales – €70 million

## By 2025:

3,000 systems in AG  
1,300 systems in GOLF& TURF  
500 systems in WATER SUPPLY  
Total sales: €34 Million

## Seed investment: TAVLIT

### SME phase two funding:

- Complete marker development
- Software and algorithm completion
- Embedded system
- Extensive Israeli and European Field trials
- Extensive marketing and BizDev efforts

**Major impact on efficient water usage and water loss reduction**

## Our Team

**Mr. Yoav Nahmias:** CEO of TAVLIT Plastic, a leading supplier to the irrigation world of emitters, filters and accessories. Over 18 years experience in irrigation and water industries. Chairman of WATERSIGN.

**Mr. Dan Dayan Rahamim:**

CEO & Founder of WATERSIGN, entrepreneur and engineer. 15 years of experience in development and managing projects in communication and high tech technologies.

**Mr. Hanan Itzkovitch:** VP Business Development, TAVLIT and WATERSIGN, entrepreneur, business development. Over 30 years relevant experience in the irrigation and water world.

## Watersign Advisory Board

**Mr. Igal Aisenberg** - Ex general manager of NETAFIM , experienced veteran of the irrigation industry. A leader in the Ag and irrigation industry.



**Mr. Leonard Gregory** – President and owner of TURFSTAR, one of the largest dealership of TORO with vast experience in Golf and Turf



**Mr. Yossi YAAKOBI** – Director of WATEC, water technology center of Mekorot- Israel national water company dedicated to identify and support new water technologies.



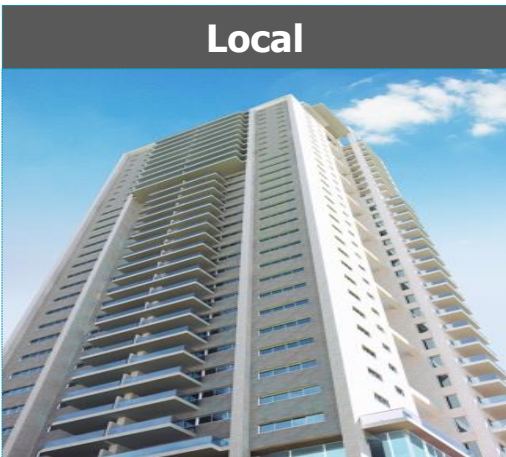
**Mr. Ivri Verbin** - CEO and founder of Goodvision, the Israeli pioneer Corporate Social Responsibility (CSR) consulting firm.



# Conclusion:

## WaterSign Technology: The right answer for saving water

**SWM** – Smart Water Monitoring, **AMR** - Automatic Meter Reading, **DMA** - District Metering Area



**Every Drop Counts**



# Every Drop Counts



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Thank You!