



TAPP Water Watrvent Pitch Deck - May 2020

Contact details:

Magnus Jern, co-founder

magnus@tappwater.com

+34 607 859 039

Confidential. Do not share without permission from the owner of this document

Purpose & Vision



Reduce plastic waste
by 10 bn bottles by 2023



€1bn revenue run-rate
with profitable recurring
business model by 2024



Problem = Opportunity

1. 600m households globally drink bottled water at home on a regular basis
2. Plastic pollution and climate change gaining media visibility and public attention
3. Existing water filters have failed to compete with bottle water based on consumer needs (simplicity, cost, taste, sustainability)



Our journey

-  **Apr 2015** R&D phase for TAPP 1 started
-  **Jan 2017** Commercial launch
-  **Nov 2017** TAPP 2 Crowd- funding
-  **Jul 2018** TAPP 2 launch
-  **Sept 2018** H2020 Phase II Grant
-  **Nov 2019** Seed Round



Playa de la Barceloneta, 2019.

Where are we today?



Sold 65,000+ units



Growing fast!
3x growth / year / units sold



90% of direct customers
choose subscription

TAPP 2

Our Current Winner

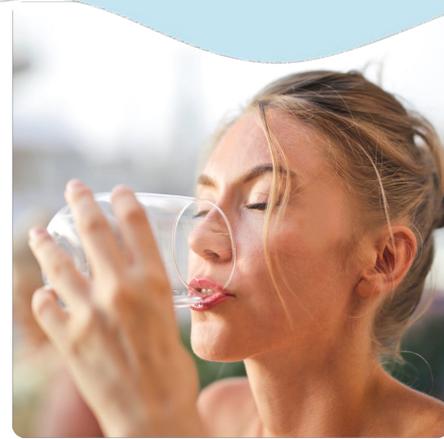
- Affordable, easy to use and install household tap water filter
- Standalone or subscription with automatic replacements
- Sustainable cartridges
- Track your impact



Next Gen: TAPP 3l



Water as a Service (summer 2020)



- Very small filter solution
- Monthly subscription service*
- Patent pending sustainable micro cartridge design lasting one month

*New cartridges sent by normal mail every month.

Tested to fit with all European and North America post box sizes.

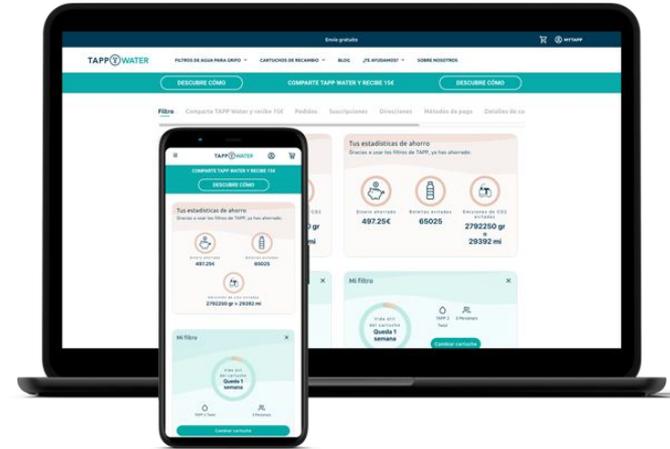
Next Gen: TAPP 3x



Water Quality Monitoring (winter 2020)



Funded by EU H2020 SME



- Monitors water quality with LED displaying safe to drink
- Combines sensor data (TDS, Turbidity, Temp, Flow and pH) with public water quality data
- Patent pending sensor platform

Market Size



Region	Households (million)	Bottled Water consumers 2018 (million)	Comments
Europe (28)	274	75	Excludes households only drinking sparkling water.
North America	140	49	Excludes households only drinking sparkling water.
Latin America	145	72	Includes large replaceable water fountain bottles.
Africa & Middle East	98	27	Based on World Bank data assuming 7 people per household and 24% in sub-saharan Africa and 75% in North Africa and Middle East
Asia & South Pacific	714	340	Includes large replaceable water fountain bottles.
Total	1,371	560	

Water filtration landscape



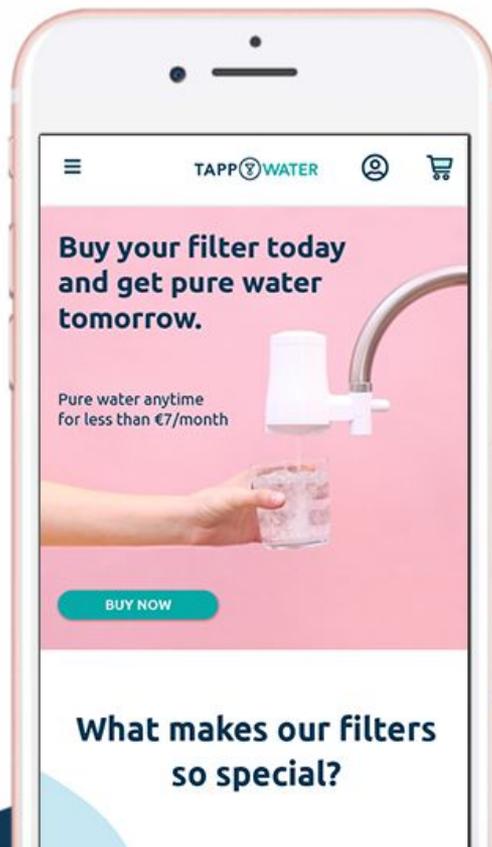
Industry	Brands	TAPP Competitive Advantage
Water Filtration US*	 	Design, Eco-friendly, Smart, Automatic replacement, Water Quality Monitoring and Flow-rate
Water Filtration Europe*		Design, Eco-friendly, Smart, Automatic replacement, Water Quality Monitoring and Flow-rate
Installation Water Filters	  	Affordable, No plumber needed, Water Quality Monitoring, Eco-friendly, Automatic replacement
Startups	  	Eco-friendly, Water Quality monitoring, Automatic replacement and Flow-rate

*Point of use filters that the user can install themselves.

Where can you find our products?



- Focus on Spain and Italy. Next countries: France, Germany, UK
- www.tappwater.com
- Amazon
- Physical shops in Spain and Portugal.
Soon: Retail



Financials



	2018	2019	2020	2021	2022	2023
Total Sales	€801,320	€1,421,529	€3,753,166	€13,136,081	€44,662,675	€125,055,491
COGS	-€310,434	-€398,028	-€836,453	-€2,758,577	-€9,379,162	-€26,261,653
Gross profit 1	€490,566	€1,023,501	€2,916,713	€10,377,504	€35,283,514	€98,793,838
Gross profit 1 %	68%	72%	78%	79%	79%	79%
Cost of Sales	-€179,697	-€298,521	-€1,024,614	-€3,073,842	-€9,221,526	-€25,820,273
Gross profit 2	€310,869	€724,980	€1,892,099	€7,303,662	€26,061,988	€72,973,565
Cost of Marketing	-€159,886	-€284,306	-€1,162,793	-€3,488,379	-€10,465,137	-€29,302,384
Gross profit 3	€150,983	€440,674	€729,306	€3,815,283	€12,971,962	€36,321,494
Personnel cost	-€288,941	-€692,901	-€1,290,454	-€2,580,908	-€5,419,907	-€11,923,795
Operational cost	-€258,263	-€487,326	-€592,179	-€947,486	-€1,989,721	-€4,377,387
Other						
EBITDA bef H2020	-€296,221	-€139,553	-€633,327			
EBITDA bef H2020 %	-37%	-10%	-17%			
EBITDA	-€396,221	-€739,553	-€1,153,327	€286,889	€5,562,334	€20,020,312
EBITDA %	-55%	-52%	-36%	3%	15%	19%

* Adjusted EBITDA is EBITDA before product development capital costs that have been expensed and that are reimbursed by the EU Horizon 2020 grant of €1.25m.

Investment

Angel round 2017

- Timing: Closed June 2017
- Where: UK holding company
- Valuation: €2.1m
- Raised: €300k in equity + €80k ENISA loan

2018 Convertible notes

- €710k closed in convertible notes

Other

- €1.3m H2020 SME grant received Sep 2018 to Aug 2020

2019 Seed Round

- €2m investment (incl convertibles) at €10-11.5m pre-valuation closed Sep 2019

2020 A-round

- Target of min €3-5m
- €3m+ on customer acquisition/scale including marketing (150k new customers at average cost of €20 generating life-time value of €280+)
- Plan to be profitable before marketing by Oct 2020

Company



Investors:

Founders, friends & family
Peter Kadas (BXR Group)
Ola Lauritzon (Swedish Halso Invest)
Blue Water Group
Yabeo
(Horizon 2020)

Advisory Board:

Patrick Funfrock (ex Head BD Brita)
Rasmus Bjerngaard (sustainability
entrepreneur)
Sam Saddigh (CEO top brand agencies USA)
Neil Gregory-Eaves (VC investor)

Legal:

Registered holding in UK with subsidiaries in
Spain, US and Canada. Team of 23 in Barcelona
and manufacturing in Taiwan and China.
Investment through UK holding company.

Management team



Rocío Alcocer
CEO & Co-founder

Building and managing team, Strategy, Community and driving PR. Previously 6 years of CSR & start-ups in Barrabes, Deloitte and StepOne Ventures



Alexander Schwarz
CPO & Co-founder

Partnerships, Product and Design. Previously head of strategy and partnerships at Softonic (€100m revenue) and several other product startups



Magnus Jern
R&D & Co-founder

Water Geek responsible for R&D, International Expansion, and Investor Relations. Co-founder 6 companies and 3 successful exits (each €20m+ revenue)



Jeff Cardarelli
Data & Co-founder

Data Insights, Operations, Supply Chain and ongoing analysis. Previously data analytics manager at Softonic



Michaela Mairinger
Marketing & Sales

Marketing, Sales, Brand, Customer Experience. Previously head of digital marketing at Rosa Clará (€55m revenue)

TAPP  WATER