

WaterWaze

SMART WATER QUALITY MONITORING

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How might we track nitrogen pollution in freshwater?

1. The Problem



Riverkeeper:

- Monitors 80 miles of waterways
- finds a nitrogen spike
- Fish die. Farmers get fined.

- ✗ 3 weeks later
- ✗ no real-time data
- ✗ no affordable tools
- ✗ lab only access



3,000+

US water systems hit by algal blooms.



500+

dead zones worldwide.



\$2.2 Billion

in damages from eutrophication yearly

2. Current Solutions

USGS station

Cost

✗ 40k

Data Speed

✓ Real-time

Personnel Required

✗ Specialist

Maintenance

✗ \$15k/year

Manual monitor

Cost

✗ \$500 per test

Data Speed

✗ Delayed

Personnel Required

✓ Anyone

Maintenance

✓ One-time

3. Our Solution

WaterWaze

Cost

✓ \$200 per unit

Data Speed

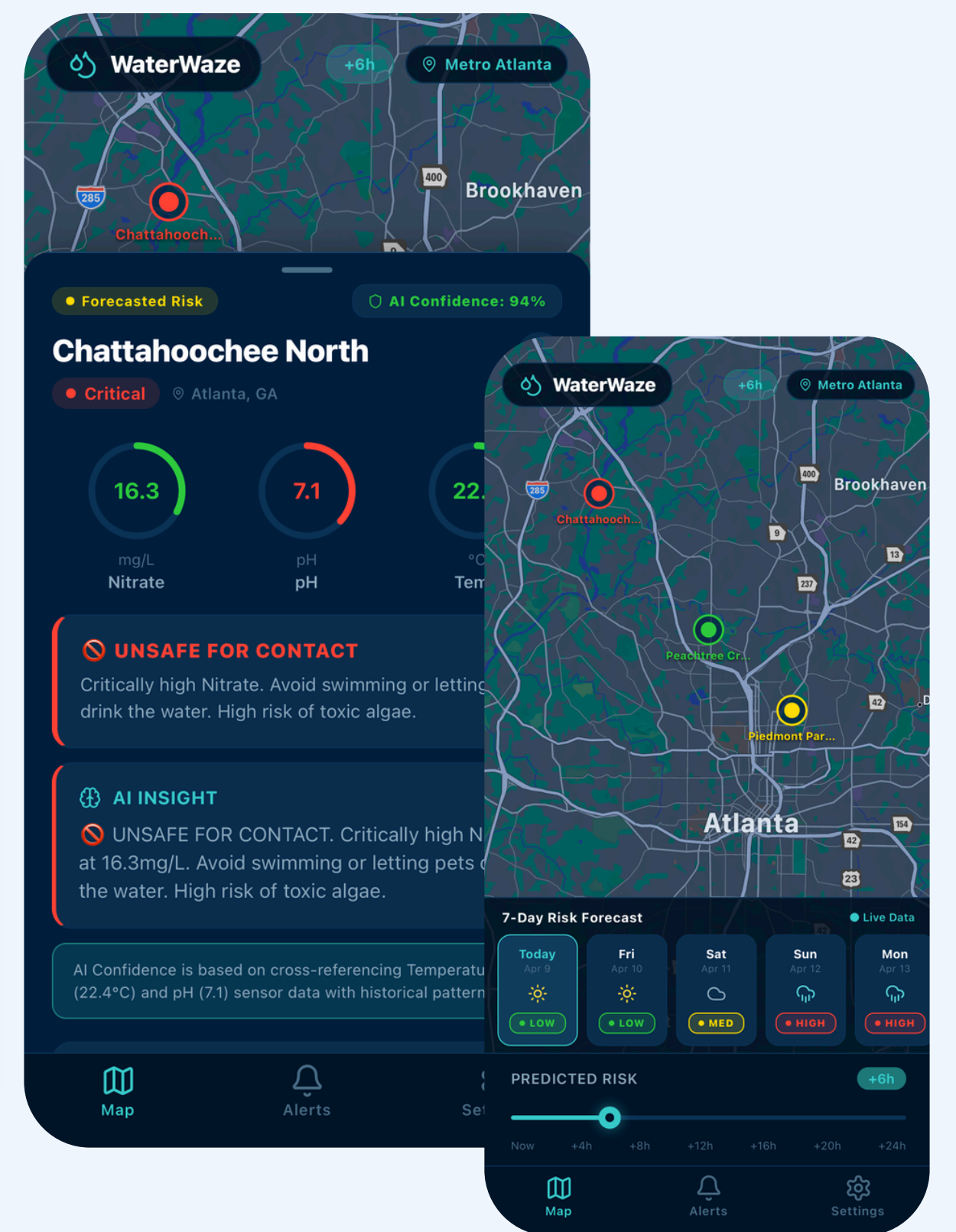
✓ Real-time

Personnel Required

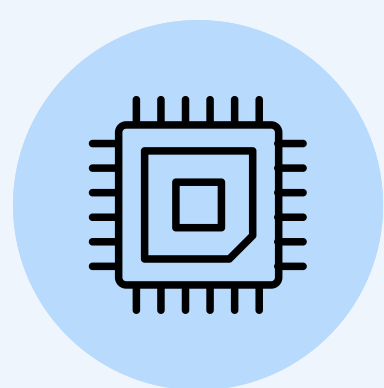
✓ Anyone

Maintenance

✓ \$40/year



4. How It Works



Sense



Transmit



Process



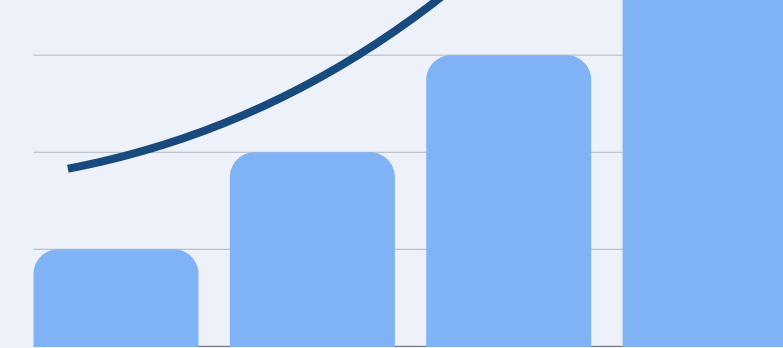
Alert

5. Market & Scaling

- Phase 1:** Deploy 5 nodes on Chattahoochee River
- Phase 2:** Expand across Georgia via EPA contracts
- Phase 3:** National rollout – sell data to utilities & ag insurers

\$1.8B Market

9.2% CAGR



6. Experiment

- Built custom hardware system integrating sensors
- Successfully ran system code and application
- Verified live temperature and turbidity sensor readings

Hypothesis: If a custom integrated system is built, then it will produce real-time sensor data outputs.

7. Early Adopters

- Georgia Riverkeeper Orgs
- Chattahoochee River
- EPA relationships

- ✓ Already monitor water manually
- ✓ Have grant funding for equipment

FUNDING PLAN: Grant Funding + Subscription Model