

## Problem: clogged pipes lead to cost and quality issues



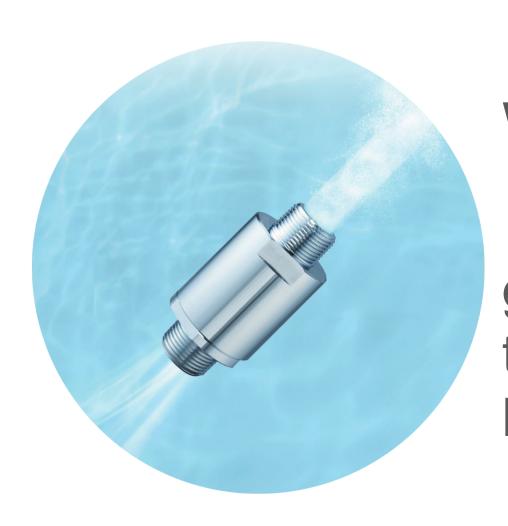


Water Design Japan addresses the problem without chemicals

Restaurants, manufacturing facilities, personal services facilities, and residential properties tackle the problem with expensive and environmentally harmful materials

## Solution





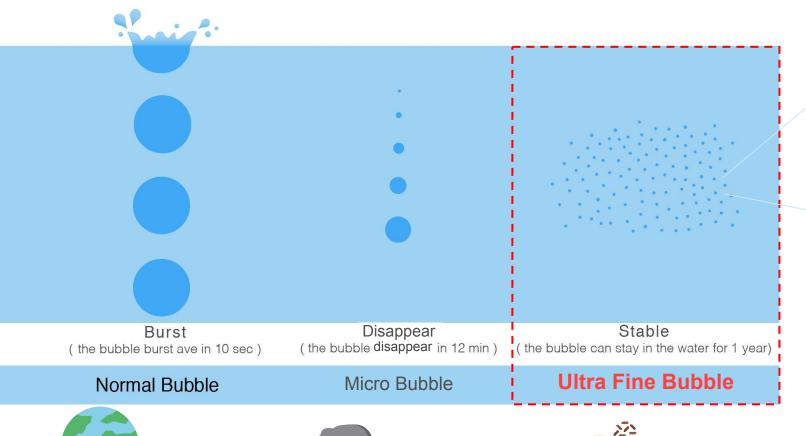
## With the world's first ULTRA FINE BUBBLE

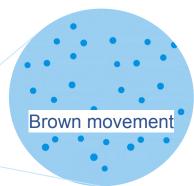
generator nozzle technology the solutions are only limited by the problems

## What are Ultra Fine Bubbles



- 1 UFB are too fine to see with the naked eyes, 0.000001 mm.
- 2 It can stay in water for a long time





<u>Ultra Fine Bubbles</u> have a negative electric charge and can reach under surfaces such as dirt or biofilm to remove it.



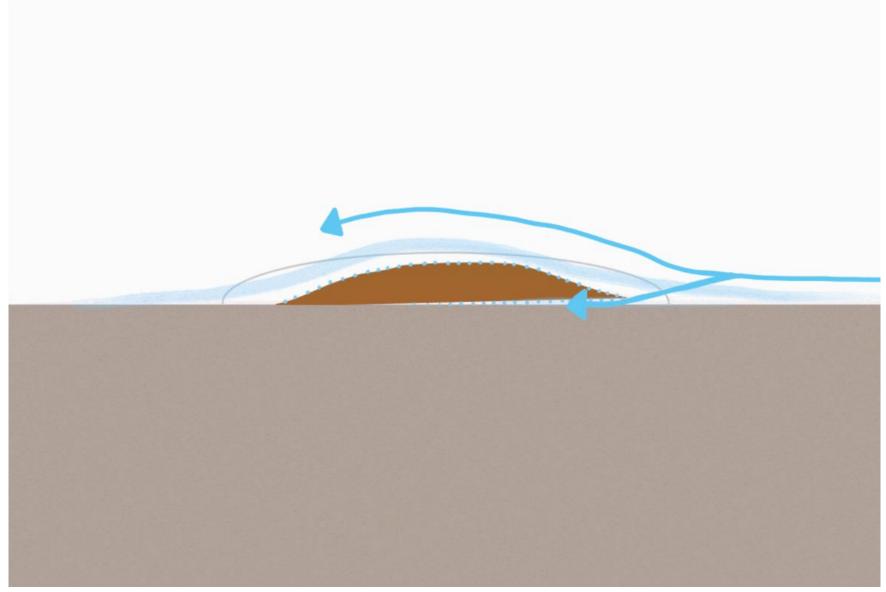
confidential





## How UFB removes biofilm (slimy dirt)





## **UFB** advantages





Cleansing

Removes stubborn biofilms
that develop in
of water pipes without the
need for harsh and
environmentally damaging
chemicals



Protects vehicle exteriors

Helps prevent dirt build up and reduces the frequency and effort required for cleaning

The bubbles remain on a surface up to <u>a week</u>



**Amplifies** benefits

Good for hair and skin

UFB water provides **four** time the level compared to normal water



#### **Gas dissolution**

Exceeds standard high concentration of 1,000ppm, by **ten** times. Gases used include  $CO_2$ , Oxygen, Hydrogen etc.

Factory, food-processing factory, manufacturing, beauty products and spa treatments



**Growth promotion** 

Accelerates plant growth Good for aquaculture as well

Use cases include tomato hydroponics and shrimp aquaculture.

## Our product



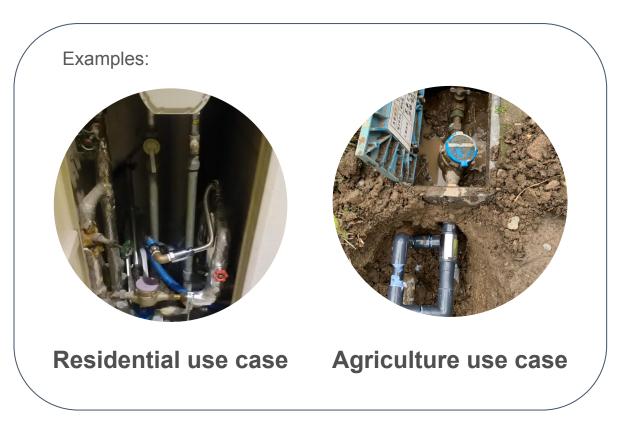
#### Meet UFB DUAL™

#### The World's First *Ultra Fine Bubble* Generator Nozzle

(the only nozzle that can be installed inside a standard water pipe )







## Our technology



#### **Cavitation method to generate UFB**

The process results in no change to quality, and minimal decline in pressure 0.05MPa (only 4% pressure loss)

Results in no change in water quality, purity, etc.



Adds 0.000001mm-sized-bubbles to the water **without**:

- introducing external air or by using an external pump, electricity, or gas
- A substantial decline in water pressure



## **Product features**



#### World's first achievement!



Passed drinkable water test



No external air, No bacteria





Installable into pipes



Almost no water pressure decline
Only 4% loss (compared to 40-50% for others)





Customizable in size and material

## Use case: Bacterial "biofilm" issues



#### **Problem: Biofilm and Legionella**

Biofilms generated in spa/bath reheating systems and plumbing can result in microorganisms such as Legionella, requiring environmentally hazardous disinfectants was the only available solutions. Removes and prevents biofilm reducing maintenance time and cost as less chemicals are required to maintain the desired state. It provides peace of mind as it is passively always working.





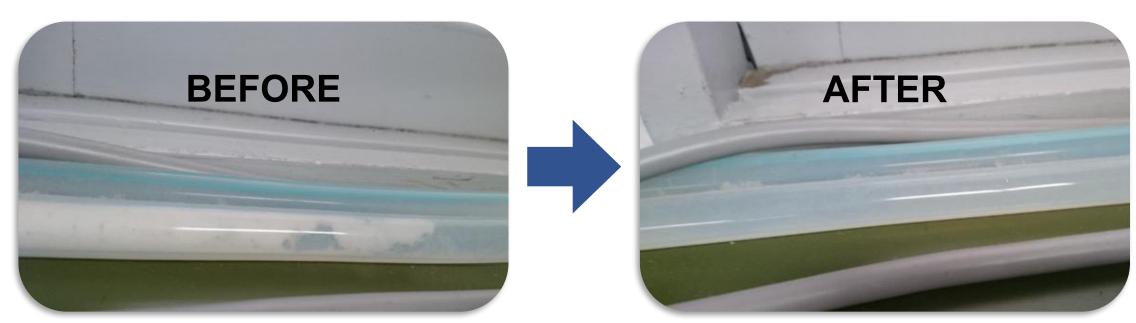


## Use case: Hospital's dialysis machine cleaning



#### Problem: Scale includes calcium clog

In order to clean the scale, dialysis hospitals use strong chemical for its cleaning. It is expensive and harmful for the environment, causes of deterioration of sewage piping. Successfully reduced the cost by about 60% using less chemicals.



Published at Japanese Society for Dialysis Therapy in 2019 <a href="http://www.congre.co.jp/64jsdt/en/index.html">http://www.congre.co.jp/64jsdt/en/index.html</a>

## **Use Case: Station toilet**



#### Problem: Urinary stone build up inside pipes

Build up of urinary stone causes foul odors in public toilets and removal can be a challenge. Build up also reduces water flow in the pipes causing loss of function and resulting in expensive plumbing retrofits or use of environmentally damaging, caustic chemicals

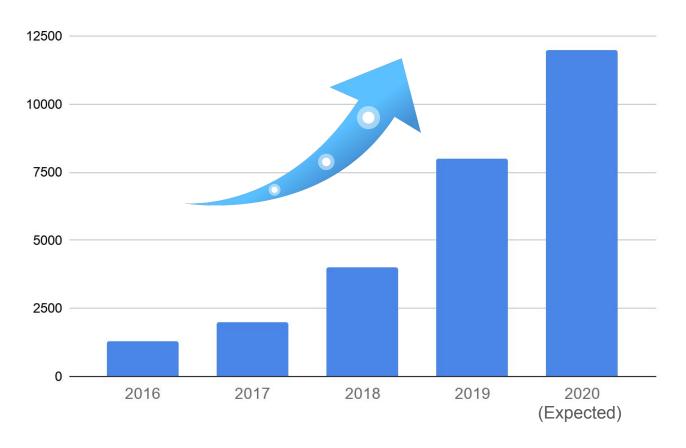
Just running UFB treated water for 100 hours removed urinary stone without chemicals or new pipes.



## **Past Traction / Achievement**



- Despite no marketing, we've shipped over 5,000 units to satisfied users
- Bootstrap (Expected \$1M revenue in 2021)



## **Current growth in Japan**



## **Ongoing POCs**



# Ongoing partnership / POCs

## Asahi **KASEI**

旭化成ホームズ



Sumitomo Corporation





Tier1 energy company

## Past Traction / Achievement - 2



Winner/Suntory Special awarded at the Startup World Cup 2020.



https://www.startupworldcup.io/



**Winner** Monozukuri Hardware Cup 2021. Attend Hardware Cup in the US in May.



**Selected startup** of Plug and Play's accelerator program as IoT section in 2020



## "Tiny bubbles to enrich our lives"



Japan Support System

## Thank you!

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Winner of Startup World Cup 2020 Osaka Selected startup from Plug and Play IoT



#### Kitchen sink | cleaning tool: brush, UFB water





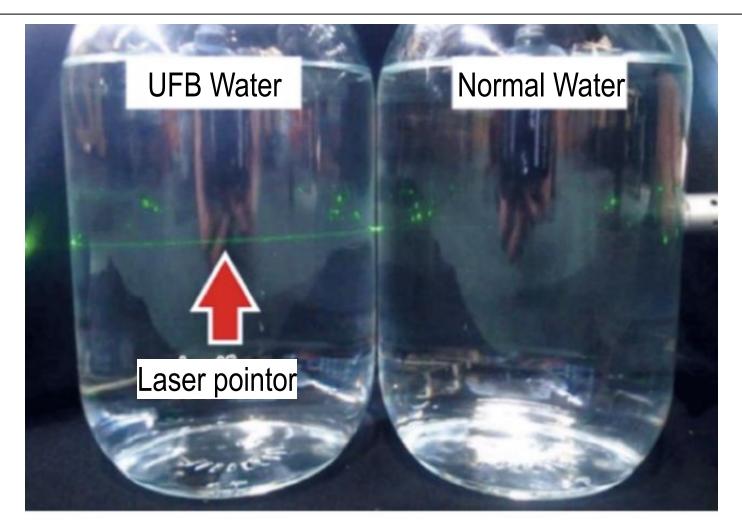










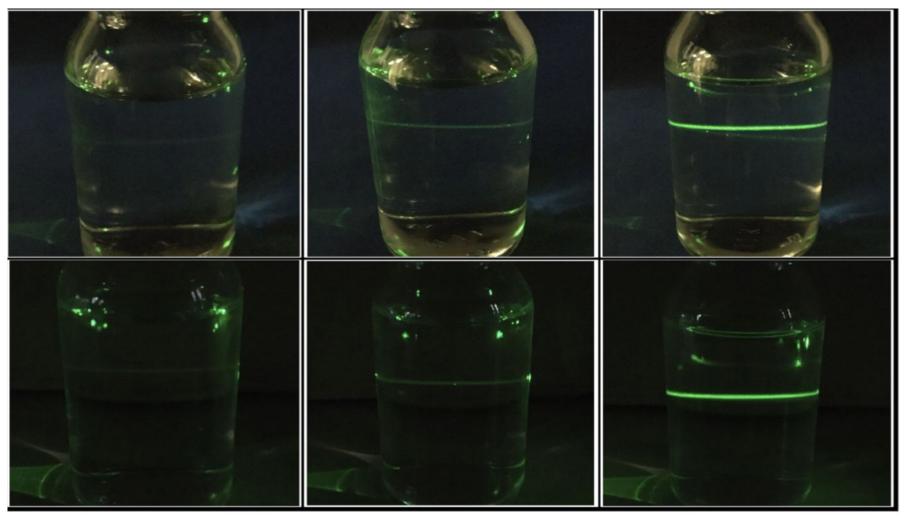


It has to be 100% purified water, no tap water.

Laser light is reflected on the bubbles to form lines



Right after



After 2weeks

1 pass 1 circulation 20min circulation

## **Positioning analysis**



	UFB DUAL	Toshiba	MTG	Science
Туре	Nozzle	Laundry machine	Showerhead	Bathub
# of bubble (in 1cc)	50,000,000	10,000,000	39,500,000	12,000
Generate UFB	<b>✓</b>	<b>✓</b>	Δ	-
No power	<b>✓</b>	_	<b>✓</b>	_
No water pressure decline	<b>✓</b>	Δ	_	Δ
Safety	<b>✓</b>	-	_	_
Maintenance	<b>✓</b>	_	Δ	_