

# BUSSINESS PLAN SWAPP – SALT WATER APP

Climate Adaptation Business Challenge 2014



25<sup>th</sup> of September 2014



- ✓ Non profit research institute
- ✓ Expertise in water, subsurface and infrastructure
- ✓ National and international activities

***“Enabling Delta Life”***



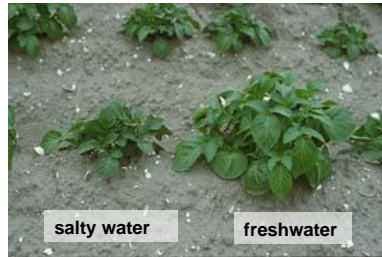
- ✓ Utrecht Inc Start Up experience
- ✓ Successful Apps and gadgets
- ✓ National and international activities

***“Developing cool stuff related to science”***

25<sup>th</sup> of September 2014

# WHY SWAPP

## Salinization of water in Deltas



Climate Change will accentuate the problem

Monitoring of water quality is done

by Water Boards and Governments to manage the water

by individuals to decide on irrigation schemes and drinking water sources



25<sup>th</sup> of September 2014

# SWAPP Advantages

There is a need for a low-cost, portable, social, predictive, yet scientifically sound method for indicating water salinity

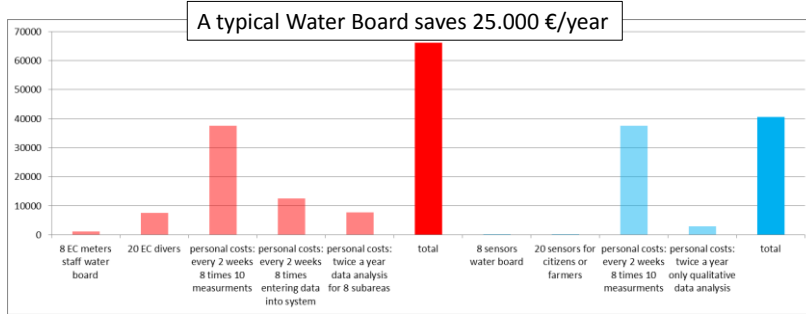
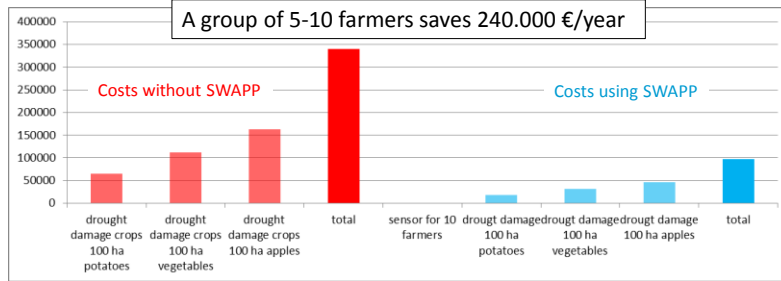
## SWAPP

Cheaper  
User friendly

- No more paperwork and real time visualization in the phone and the PC
- Create a database of historic trends
- Creation of a Global map of salinity
- Open and big data

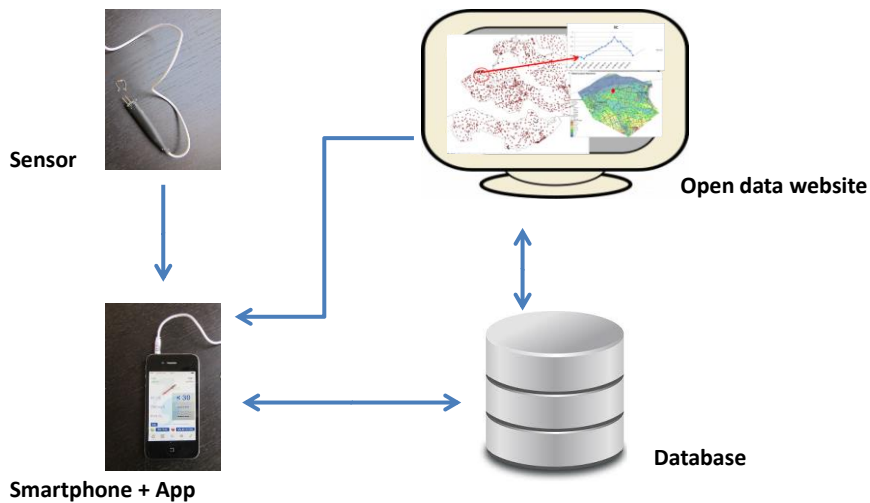
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## SWAPP saves costs



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## SWAPP in detail



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# Business Case SWAPP



Sell the Sensors (30 €/sensor)

APP free

Projects

Beach head market:

Water Boards and Governments  
Farmers

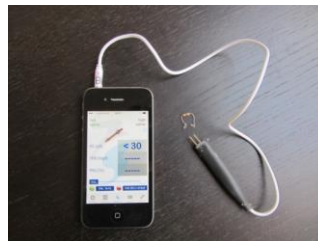
Start in Zeeland and Bangladesh

With the prize we can create our first batch of the **SWAPP** to Zeeland and Bangladesh



25<sup>th</sup> of September 2014

Thank you very much for your attention!



We would like to thank Rien Dam for helping initiating this idea

25<sup>th</sup> of September 2014