

# FUTURE SPRINGS

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## TECHNOLOGY

The technology for the environment and human health that has eliminated the production of plastic, cut transport costs and reduced CO2 emissions by more than 90%



# Agenda

## 1. Scenario

- 1.1. Global market
- 1.2. The dark side of bottled water

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- 3.2. The Product
- 3.3 The Capsules
- 3.4 IoT ecosystem
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  - 3.4.2 Customisation
  - 3.4.3 RFID tag


## 4. Benefits

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- 4.2. Benefits for the individual
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- 6.2. Various informations
- 6.3. The financial benefits of our technology
- 6.4. Nutshell forecast
- 6.5. Excel data



**Even if every ocean clean-up project, every beach plastic recycling programme, or every company that is involved in cleaning up plastic in the ocean were one hundred percent successful, it would still be too little and too late.**



## **SCENARIO**

The market and the polluting side of water in plastic bottles

# Scenario

Global Market



The global food & beverage market is controlled by a **few producers** with absolute control over the water production and distribution chain.

While **sustainability** is at the centre of every discussion and public opinion is becoming **increasingly aware** of the impact humans are having on the environment, some estimates indicate that sustainability-conscious consumers will spend up to **\$ 150 billion on sustainable products** by the end of 2021<sup>1</sup>.

**Consumers are ready for change.**

Multinationals are pushing for communicative sustainability throughout their production and distribution process.

Actions range from resource management to product packaging, alternating between **green washing** and new ranges of Organic products whose actual impact is minimal, **without proposing real alternative solutions**

<sup>1</sup> Nielsen, 2019, Sustainability continues to drive sales across the cpg landscape

# Scenario

Global Market



**As the market value decreases, the demand for beverages continues to grow. With the growing interest in health and consumer awareness, demand has shifted from carbonated or artificial sodas to healthier alternatives, including flavoured and functional water.**

## **Functional Water**

The size of the global functional water market was valued at \$ 10.34 billion in 2017 and is expected to reach \$ 18.24 billion by the end of 2025, showing a Compound Annual Growth Rate (CAGR) of 7.4% in the forecast period 2018-2025. The segment is on the rise and demand is on the rise globally<sup>1</sup>

## **Flavoured Waters**

The global size of the flavoured waters market was estimated at \$ 17.2 billion in 2021, and is set to reach \$ 36.7 billion by 2026<sup>2</sup>

# Scenario

The polluting side of water in plastic bottles



## The industry offers no solutions

The production and distribution of bottled mineral water is the great plague of plastic pollution:

67 million plastic bottles are thrown away every day in the world, the Pacific Trash Vortex, known as Plastic Island, covers up to 10 million square km.<sup>1</sup>

1.15 to 2.41 million tons of plastic enter the oceans every year.<sup>2</sup> There are currently 1.8 trillion pieces of plastic, 250 for every human being.<sup>3</sup>

The production chains are waiting for a European regulation on production that is about to arrive<sup>4</sup> but until it is implemented and a total reconditioning of the industry is not economically counterproductive, there will be no changes.


**The only alternative solution is our technology which is able to solve the problems at the root and without compromise.**

<sup>1</sup> The Ocean Cleanup, 2019, The exponential increase of the great pacific garbage patch

<sup>2</sup> Forbes, 2020, Surface Clean-Up Technology Won't Solve Ocean Plastic Problem

<sup>3</sup> The Ocean Cleanup, 2019, The exponential increase of the great pacific garbage patch

<sup>4</sup> Agi, 2021



**Plastic has lost its appeal,  
the only valid alternative to support the  
demand for flavoured and sweet mineral  
water packaging  
is our biodegradable capsules technology.  
Sustainability is the only relevant trend.**



# TRENDS

## The new consumer



# Trends

## The new consumer

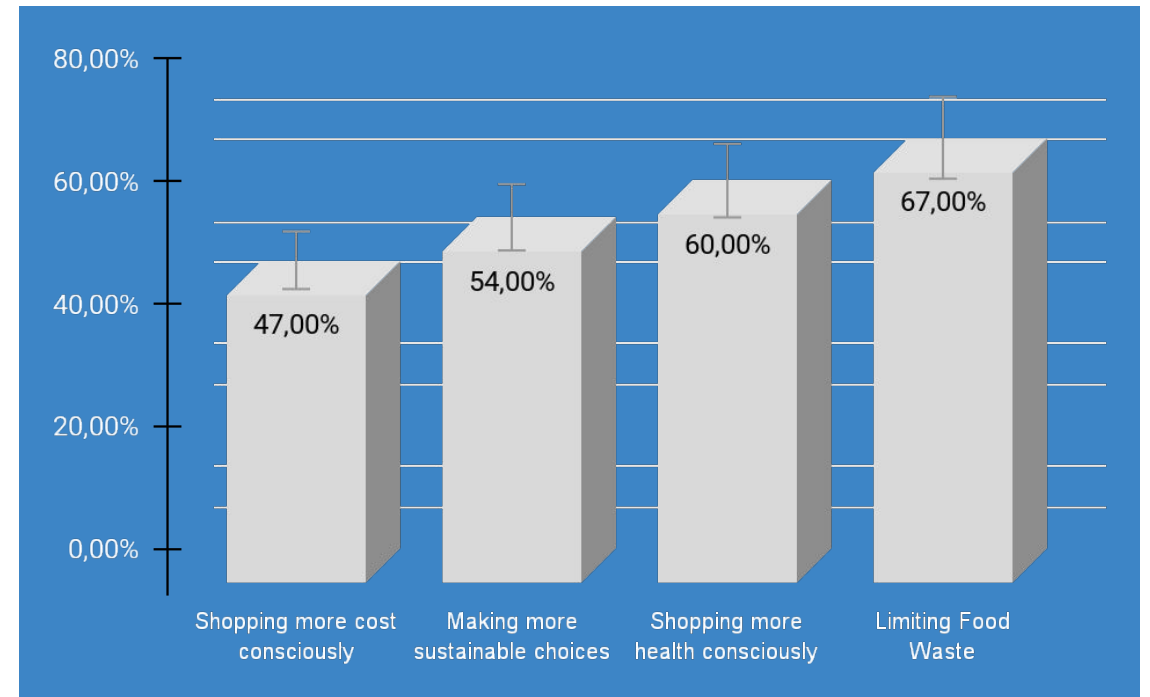
Consumers are more **attentive to sustainability issues** and ask companies to have **greater responsibility** towards environmental protection and product quality.

They are more aware, attentive and critical of what they buy, choosing products with care and buying especially those that meet the requirements of wellness and sustainability.

**Consumers today are more than ever looking for meaningful companies that are part of the solution and not the problem.**

For this reason, most companies donate to non-profit organisations, set up volunteer days and evolve their daily practices and their products in the name of corporate social responsibility.

Proportion that agree or significantly agree with statement <sup>1</sup>



# Trends

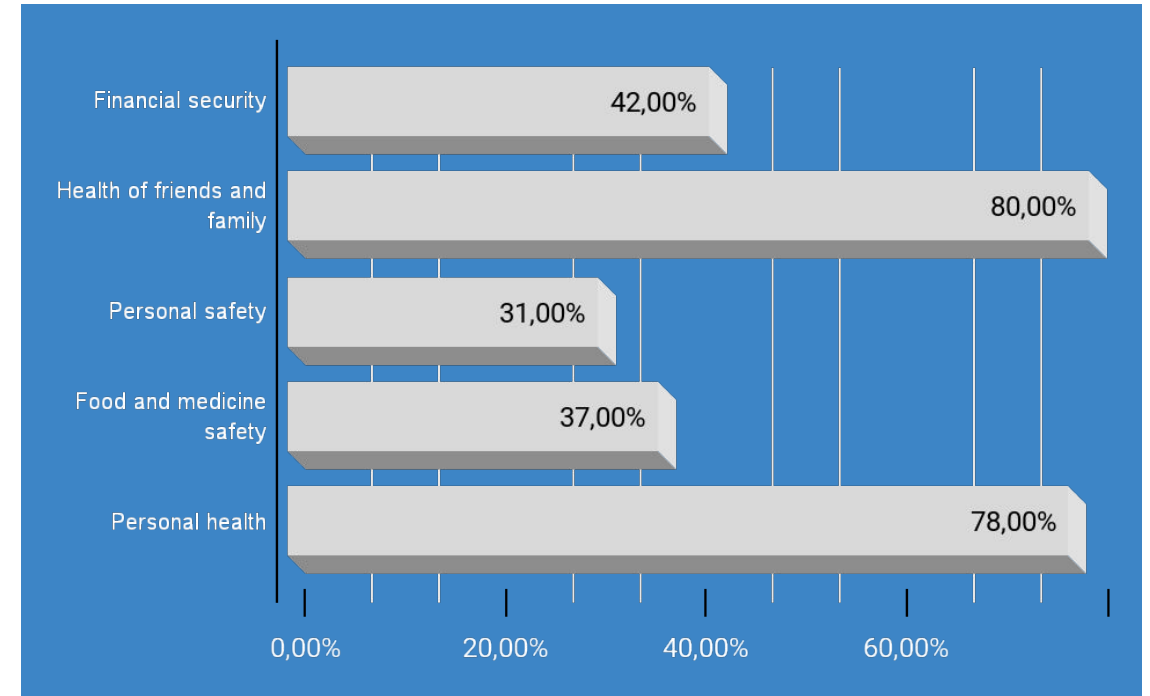
The new consumer

**Microplastics** are very **dangerous for human health** and the plastics catastrophe has reached a level where we are constantly introducing plastic micro particles into our bodies.


**The problem of water quality is one of the biggest challenges humanity is facing and is fast becoming a global priority.**

Thus, the priorities of consumers have become centred on the most basic needs, sending the demand for hygiene products and basic products skyrocketing.<sup>1</sup>

Basic needs that are top of mind<sup>1</sup>



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**“We don't want our world  
to be destroyed by 100 companies  
The consumer wants to have a role in all of this”**

# THE PROJECT

## What is Future Springs



# Project

Revolutionising the human-water relationship

We are revolutionising the relationship between man and water.

*FutureSprings* is involved in **eco-sustainability** and makes the **solution to the problem of plastic production** the **heart of its company**.

**It was not founded in response to a market request but exists to solve the problem of plastic and the sustainability of the entire production chain.**

***Future Springs* is the technological solution capable of revolutionising and saving the market. The application of this technology guarantees bottlers an increase in ebit by a minimum factor of 6.**

# Project

Revolutionising the human-water relationship

The new **public awareness** towards more ethical consumption and towards companies with more values is imposing profound repositioning, including on large multinationals.

**They have to rebuild the perception of the brand** to regain consumer confidence.

*Future Springs* makes **eco-sustainability** and **tech disruption** the **heart of its company**, not the result of a repositioning process dictated by market demand, the logical consequence of a disruptive technological innovation, ***Not a Trend but a Solution.***

Future Springs will be the leader of the new ecological sensibility and interpreter of consumers' wishes and thus the leader of a new market segment.



# Project

The product

Future Springs aims to radically **revolutionise the water ecosystem.**

With Future Springs **ANY source of water can be purified** thanks to an optimised, automated and miniaturised engine created to complete a fast **distillation cycle** that guarantees water has an **extraordinarily pure, fresh taste.**

The hyper mineralised biodegradable **capsules** enhance distilled water and transform it into mineralised **water rich** in nutrients and taste, thus **combining health and pleasure.**

The development of the machine is at a greatly advanced stage, indeed we have developed a **fully functional prototype.**





# Project

The product



Design Concept



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# Project

The product

Our system is the solution to the problems that the water industry is bringing to nature and human health.

We have already reached 8 of the 17  
for 2030



# Project

## Future Springs capsules

Future Springs capsules enhance distilled water and transform it into mineralised water with whatever taste is required.

### **Endless possibilities.**

The capsules allow you to have endless combinations of ingredients, nutrients, vitamins, as well as flavours with different levels of minerality, both with and without trace minerals, making it possible to produce water specifically for neonatal use. Future Springs will release all capsules that will cover all the possible varieties of water, with trace minerals, minerals, functional, flavoured, for neonatal use and sweet drinks.

### **Goodbye to wasted space**

A blister of 6 capsules (for 6 1L bottles) can be sent by standard mail. The capsules are made of recycled paper, are 100% biodegradable and require very little storage space.



# Project

## Future Springs capsules

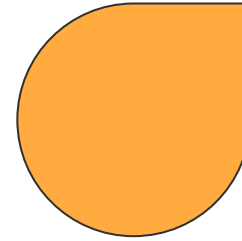
*Future Springs* technology is able to provide **water that is microbiologically pure** and totally **free of substances hazardous** to human health, to be enhanced with the mix of **mineral salts** according to the user's taste and needs.

In fact, its capsules make it possible to create **any type of mineral, functional or flavoured water**, which can therefore be **tailor made** to the needs of consumers.

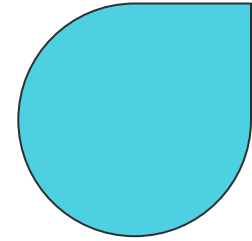
Furthermore, ours is **the only technology in the world** that guarantees the **domestic production of water suitable for babies** that responds to their nutritional needs, also taking into account the different formulations of **powdered milk**.

The technology can also be used for sparkling water. This means it is possible to reproduce any type of taste already available on the market, in a sustainable and more efficient way.

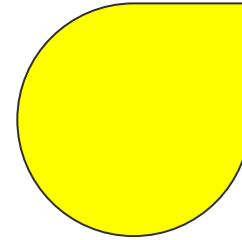
**Opening up endless possibilities for introducing a sustainable and more efficient solution than what is already on the market.**



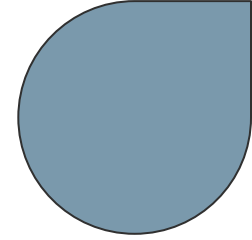
**Neonatal waters**  
(es. Sangemini, Fontenoce)



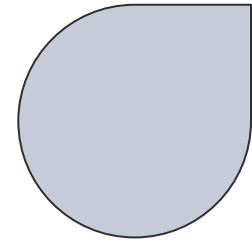
**Mineral waters (e.g., Evian, San Pellegrino, Perrier)**



**Sweet drinks**  
(e.g., Coke, Tea, Sprite)



**Functional waters (e.g., Levissima Anti Oxidant, Gatorade Active)**



**Flavoured waters (e.g., Spindrift, Just Water, Waterdrop)**

# Project

Non-domestic applications

*Due to the exceptional reduction in handled volumes, the technology is **perfectly suited for use on large cruise ships.***

*The miniaturization offered by our capsules would provide them with **immediate fuel savings and exceptional efficiency in on-board logistics.***

*This efficiencies will guarantee them an increase in ebit.*

***Airline companions could zero out the logistics of waste plastic from the single-use bottles used to date, thus reducing an inefficiency and increasing their ebit.***

***Bars and restaurants in large cities would optimize their space and maximize their ebit** through increased utilization of internal volumes and logistics.*



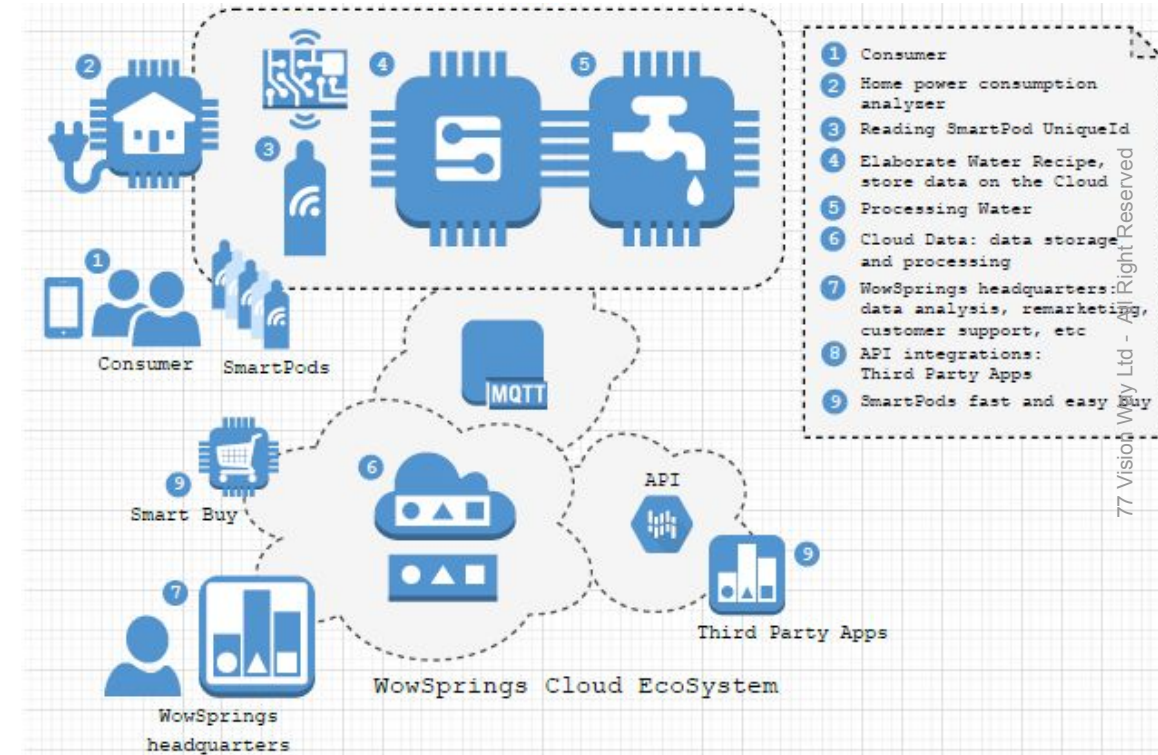
# Project

## IOT Ecosystem

The device is also equipped with an advanced IoT (Internet Of Things) system whose functions are mainly divided into two areas:

- **Functioning**
  - Anti-fraud control (RFID system), monitoring, consumption and maintenance
- **Customisation**
  - Control and management of preferences, automation and assistance

In the image on the right, an overview of the project's IoT ecosystem.



# Project

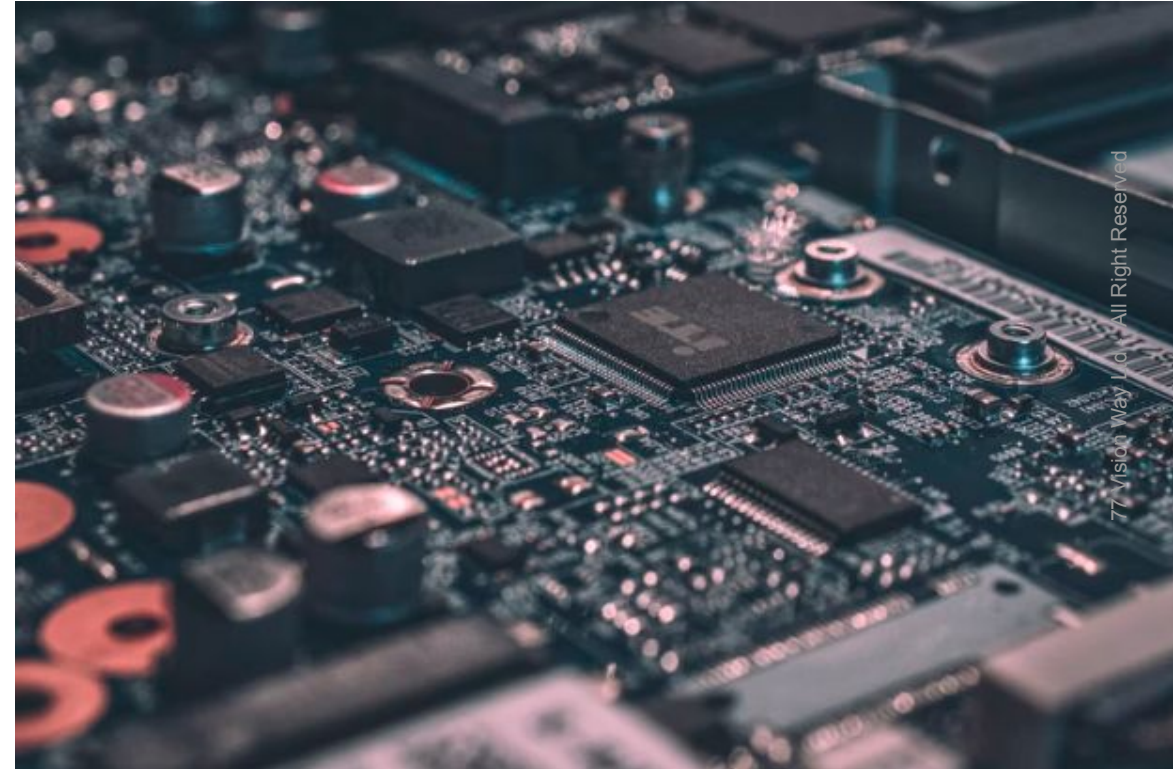
## Functioning

The machine optimises its performance by adapting to the user's consumption.

Specifically, it is able to monitor:

- Litres of water produced
- Energy consumed
- Hours of use and stand-by
- Alarm log and malfunctions

Using machine learning, these data make almost total consumption efficiency and continuous monitoring of correct functioning possible, with a system for sending notifications in the event that malfunctions are found.



# Project

## Customisation

The constant monitoring of consumption data makes it possible to **optimise customer care** and implement functions such as the **automatic reordering** of capsules when they run out and sending **the user customised offers** based on their tastes and habits.

Furthermore, **dynamic localisation** means marketing activities can be designed in a targeted way and distribution and logistics can be managed in a more organised fashion.





# Project

Tag RFID

An important function of the IoT ecosystem is that **of reading the RFID tags** of the remineralisation capsules.

RFID tags contain a unique code which **prevents the system from operating** if it not recognised by the machine control system (such as in the case of counterfeiting).

This function is intended to make **it impossible to use non-original remineralisation capsules**.

Both the checking algorithm and the local database used by the machine to check the validity of the unique codes are cyclically updated to prevent fraudulent systems being developed.



**Future Springs is not a Trend.  
It is the Solution.**

# Benefits

Sustainability

Benefits for people

Benefits for the environment



# Benefits

## For humans

Organic contaminants are eliminated

Microplastics are eliminated for an average of 10.4 particles per litre of bottled water and 4.45 of tap water

The effectiveness in the assimilation of minerals is increased exponentially

## For the world

It reduces the Carbon Footprint by more than 90% for every litre of water produced compared to the classic plastic bottle.

0% Plastic - Replacement of bottles with biodegradable capsules

Minimal transport impact by reducing weight and volume 37.5 times.

# Benefits

## Persona

The benefits of this new way of using water are not limited to its variable composition or the efficiency of assimilating minerals.

The water distillation process designed by *Future Springs* guarantees by design the **elimination of organic contaminants and microplastics normally present in water**

(for an average of 10.4 particles per litre of bottled water and 4.45 of tap water)

Studies on the physics of the boiling stages and the operating dynamics of the machine show the potential of this new type of filtering through the substantial reduction in contaminants such as trihalomethane (THM) which, for example, is linked to prostate cancer.



# Benefits

## Environment

*Future Springs* makes **sustainability** its **founding mission**, the entire production process was therefore designed to minimise environmental impact.

The Carbon Footprint of *Future Springs* is immensely smaller, here is a calculation:

Tap water - 0.42 gCO<sub>2</sub>eq

Distillation process-19 gCO<sub>2</sub>eq

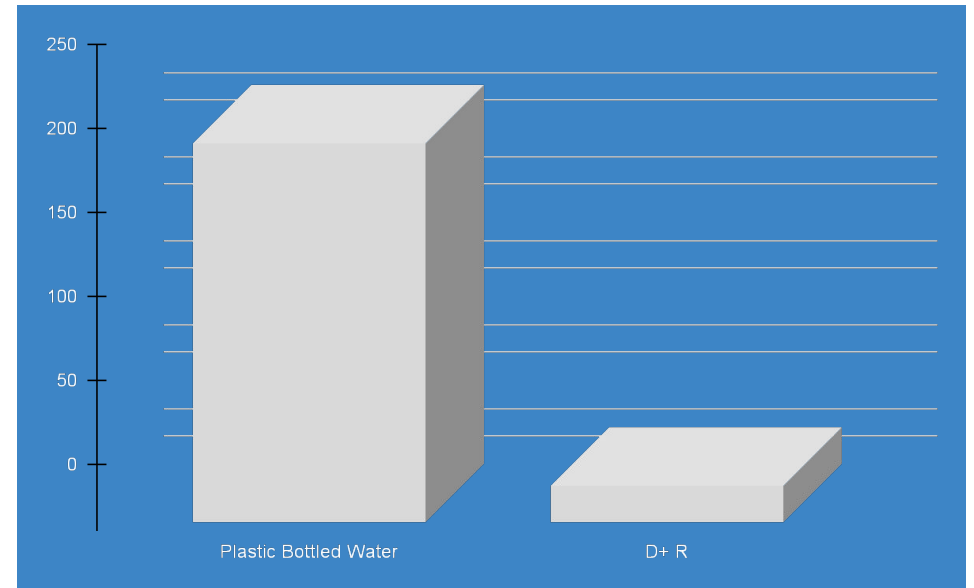
Packaging\*\* - 2 gCO<sub>2</sub>eq

Transport \*\*\* - 0.5 gCO<sub>2</sub>eq

Total = 22 gCO<sub>2</sub>eq - per litre of water D+R

***This shows a reduction in CF of more than 90% for each litre of water produced***

CF Plastic Bottle vs CF D+R



# Benefits

## Logistics

As mentioned, another significant impact that *Future Springs* contributes to reducing the environmental impact in the water production industry is related to the transport chain.

According to a study by the ECTA<sup>1</sup> (European Chemical Transportation Association) 1000cc of water shipped a distance of 300 km by truck will generate approx. 18.6 g of CO<sub>2</sub> per litre.

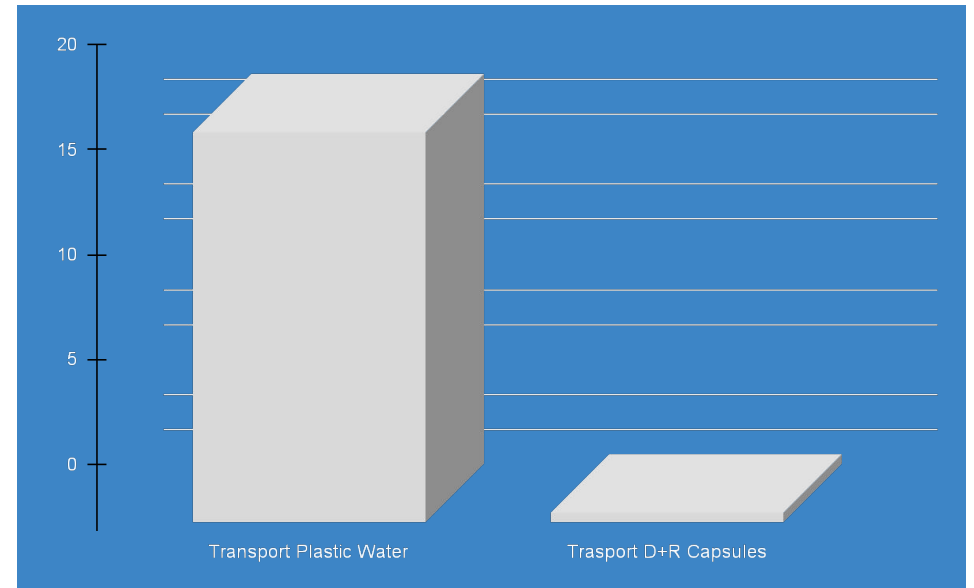
For the transport of bottled water, the following standard measures apply in which 1kg can be considered equal to a volume of 1 litre.


Considering the weight and volume of 20cc of the Future Springs capsules and their capacity to remineralise 750cc of water, it is clear that the system offers a reduction in weight and volume of 37.5 times applicable to the previous example, equal to 0.496 g of CO<sub>2</sub> per litre **compared to the classic plastic bottle.**

*\*\* 75 Wh/litre is a conservative estimate, it is expected to achieve a value lower by 15% -20%*

*\*\* reviewed in the next slide*

CF Plastic Bottle Transport vs CF Capsule Future Springs





**Future Springs is not a Trend.  
It is a scalable technology.  
It is a sustainable solution.  
It is the new water market.**



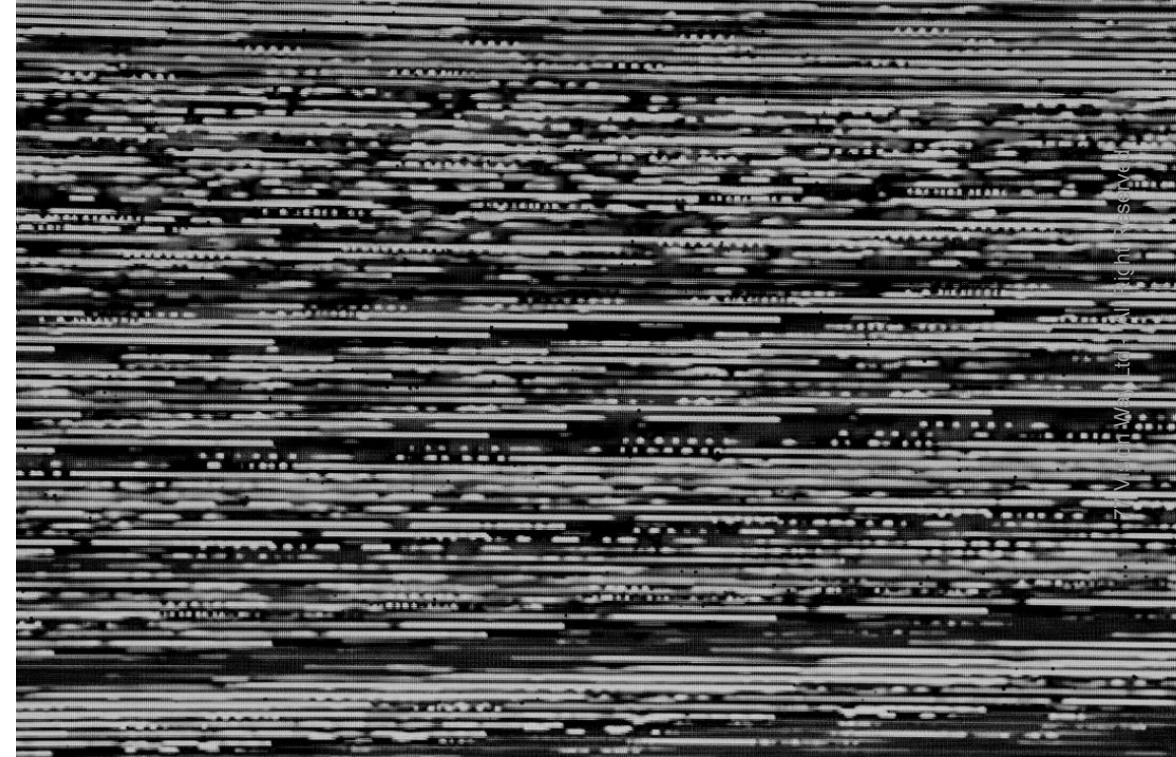
# PATENTS

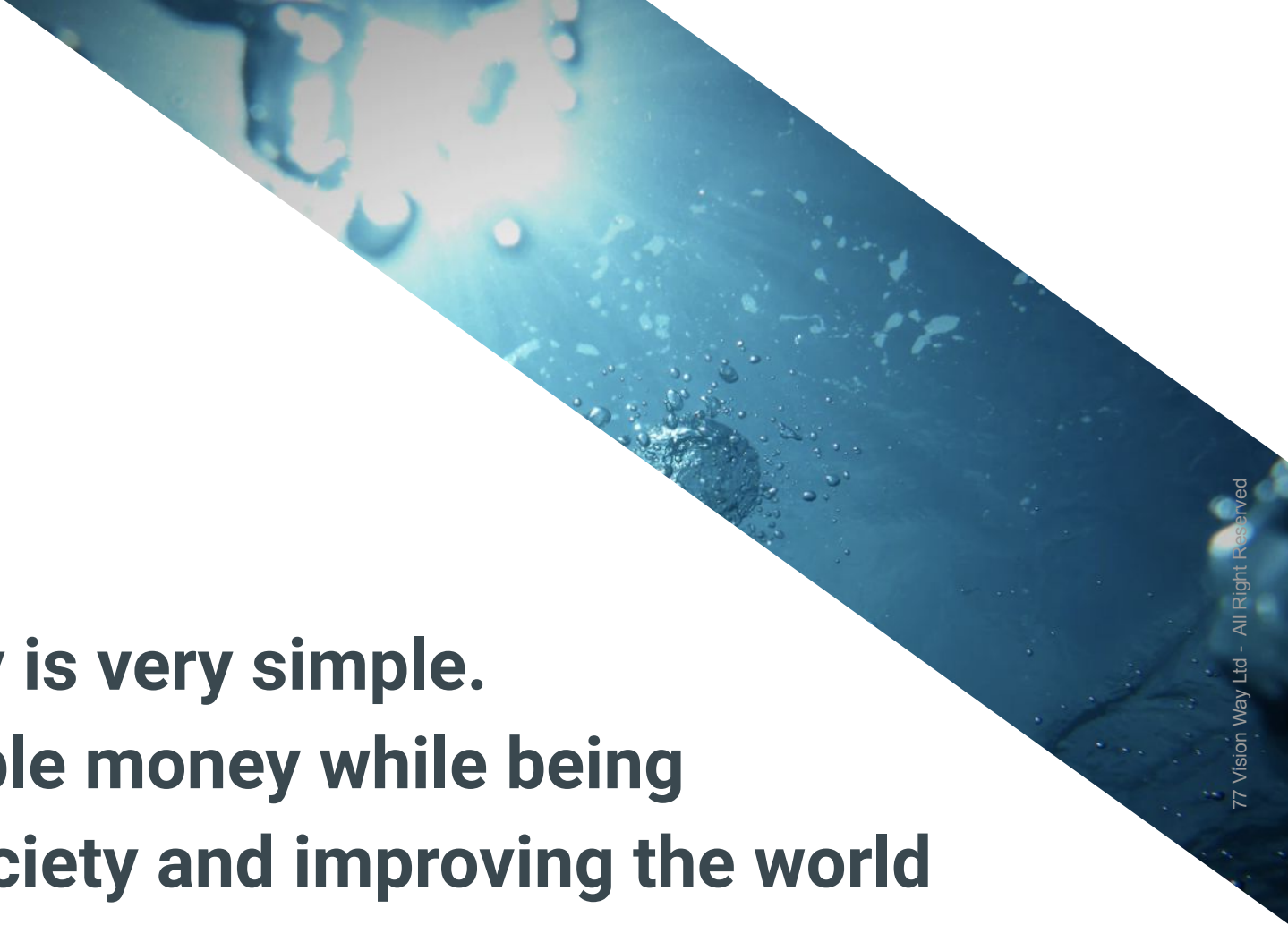


# Patents

Patent Pending

The Future Springs technology is a proprietary technology with an international patent application, and several further patent applications pending, capable of changing the entire water supply chain through a sustainable and scalable solution.





**Today, making money is very simple.  
But making sustainable money while being  
responsible to the society and improving the world  
is ~~very difficult~~ *EVEN EASIER.***

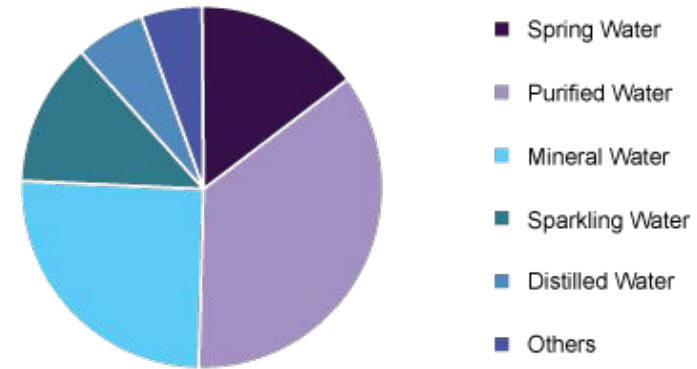
# FORECAST



# The Market

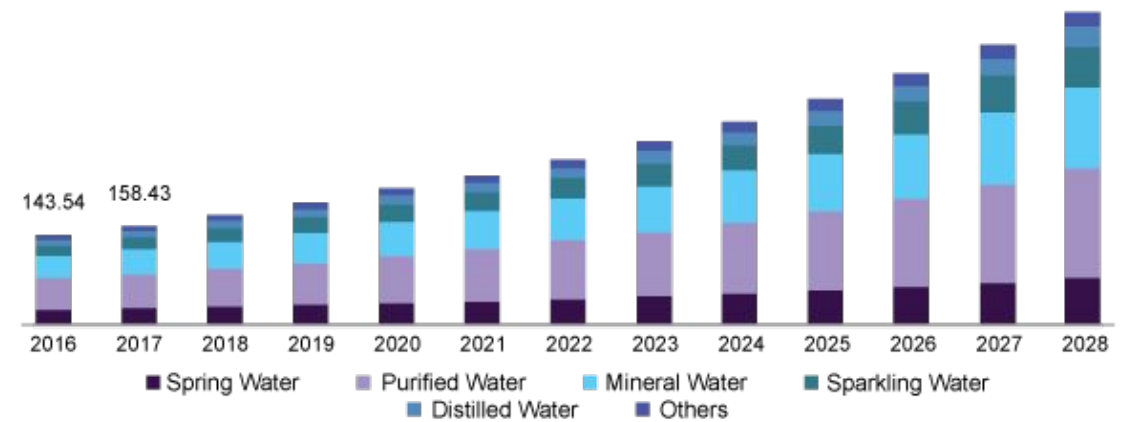
437.3 billion litres have been drunk worldwide on 2020, according to data from The Business Research Company and the market value is close to 250 billion dollars. This means a value equal to the gross domestic product of a country like the Czech Republic or Portugal. But it also means that \$32 per year is spent on bottled water worldwide for every inhabitant of the Earth (on average, each person drinks more than 50 litres of packaged water).

Global bottled water market share, by product, 2020 (%)



Source: www.grandviewresearch.com

Global bottled water market size, by product, 2016 - 2028 (USD Billion)



Source: www.grandviewresearch.com

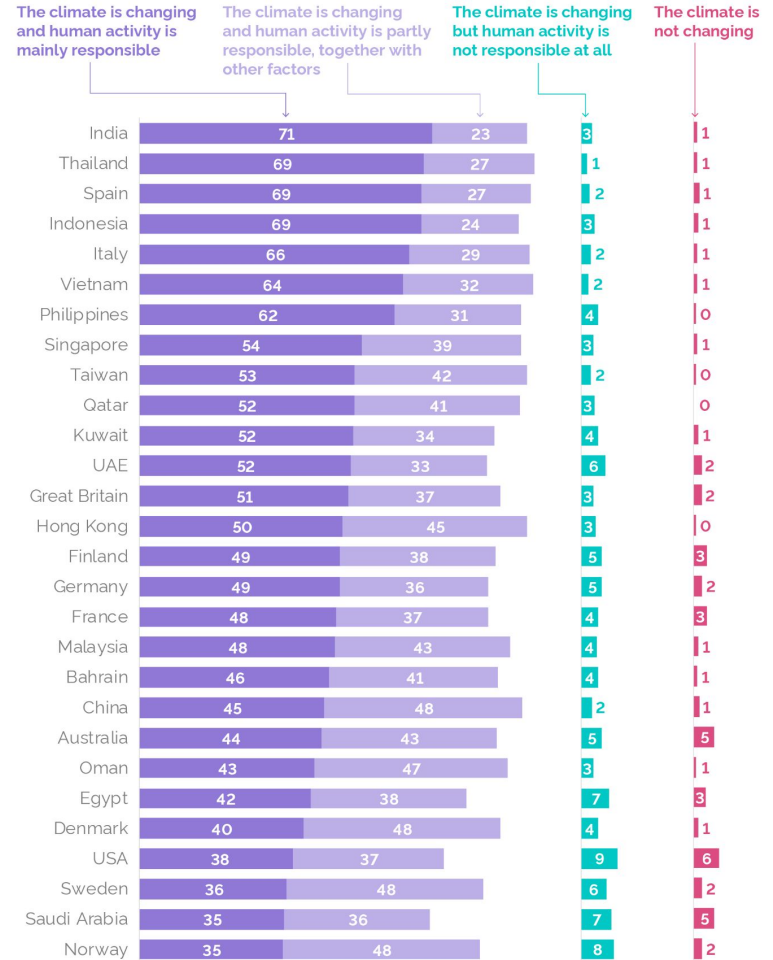
Fonte: Grand View Research

# Various informations

- ❑ Market size: 437.3 Billion litres on 2020
- ❑ CarbonTax free (-90% CO2 per litre)
- ❑ 0% plastic
- ❑ Logistics advantages\* (-95% transport costs)

## That climate change is happening and that humanity is at least partly responsible is a view held by the majority across the world

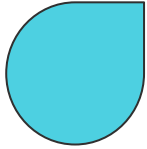
Thinking about the global environment... In general, which of the following statements, if any, best describes your view? %



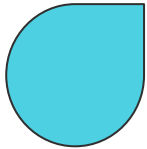
# The financial benefits of our technology



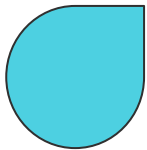
The exceptional CO2 footprint reduction factor of our technology, (Carbon-Footprint) per liter of more than -90% will result in a valuable safe-conduct for any form of taxation linked to CO2 emissions that the legislator decides to formulate.



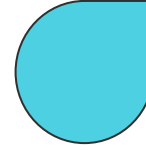
The simple cost savings linked to packaging in terms of pure production costs and plant downsizing and automation.



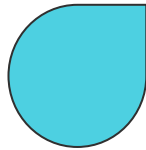
Thanks to a product that minimizes the CO2 footprint and eliminates plastic, it will be possible to benefit from concrete savings on communication costs related to the corporate image.



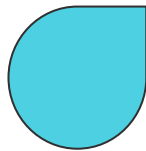
Technology separates the potential of the brand from the production capacity of the source, increasing its scalability virtually indefinitely which, unlike natural sources, becomes inexhaustible.



Thanks to the RFID system it will be impossible to use counterfeit capsules, minimizing the losses of value of the Brands.



A volume reduced by 40 times and a virtually infinite shelf life result in massive cost savings in terms of transport and storage. Just to give a small example, what is transported in 40 containers today will be transported in only 1 container tomorrow.



IOT (Internet of Things) technology allows access to the real-time consumption data of each individual consumer and this in a market in which, until now, it was unthinkable. All this translates into enormous marketing cost efficiency.