Date: 29.10.2025

H2OLUTIONS

DESIGNED BY

TUDOR BUNEA, LUCA POP

PROBLEM

Access to potable water is limited for many people who live near rivers. We aim to solve this social challenge by adding water filters on rivers, targeting the SDG 6 EU objective.

EXISTING ALTERNATIVES

There are filters which simply use gravity and the flow of rivers, but these are underground and access to potable water is difficult. Our innovation will also use sustainable energy from the waterflow in order to power the filter.

SOLUTION

Our innovation will use hydroelectricity to power the filter station. These will be placed on river banks so anyone can take potable water and transport it to the community. To purify the water even more, we will use UV filters.

KEY METRICS

Our innovation will filter around 5m3/h. The hydroelectric station will make approximately 4kW. On average, every station will provide purified water for 120 houses. After the first year, we estimate to sell around 85 units, impacting 10200 households.

HIGH-LEVEL CONCEPT

Sustainable, scalable hydro-powered water filters including UV purification on rivers.

CHANNELS

People will be able to see our products through advertisements and social and environmental campaigns on social media platforms. We will present our innovation to governments and NGOs through sustainability conferences.

SUSTAINABLE ADVANTAGE

Our innovation requires quality products, meaning that it will be difficult for competitors to produce cheap alternatives. We will use recyclable materials, and we will provide local community training. It will follow the SDG 6 EU objectives.

CUSTOMER SEGMENTS

Our target audience consists of NGOs and governments. Our innovation is meant to provide pure water at a very low price, so that it will attract them to purchase our product.

EARLY ADOPTERS

Our very first customers might be camping places without sources of clean water nearby and NGOs that support isolated communities.

UNIQUE VALUE PROPOSITION

The uniqueness of our innovation is that it can be implemented on all rivers, being scalable and helping more communities. Our product will have UV filters to clear bacteria from the water, which is not seen on many filtration stations.

COST STRUCTURE

To successfully sell our first product, the production cost is $4700 and marketing costs are $1500. After the first year, we estimate to sell around 85 units, at a price of $7300, taking our profit to $93500.

H2Olutions

REVENUE STREAMS

NGOs and governments will buy these filters in order to provide water to people in need. Water is a human right, so why shouldn't everyone be able to receive it at the highest quality?