

Title-Enhancing customer experience with AquaFree -The Waterless Soap Spray

Subject- Business Creation



EXECUTIVE SUMMARY

AquaFree is a bath-substituting spray, designed to replace the need for soap, water and skin lotion. It provides its users with a fun and convenient alternative to traditional bathing and showering, a precious tool for helping people to lower the excessive water use that is leading to a looming global water crisis. As it stands, there are almost two billion people in the world without adequate access to water and sanitation, all while people in urban societies consume an average of 80 liters of water every time they bathe/shower. It is our goal to change the way society practices personal hygiene, and to provide economical personal hygiene alternatives to the poor.

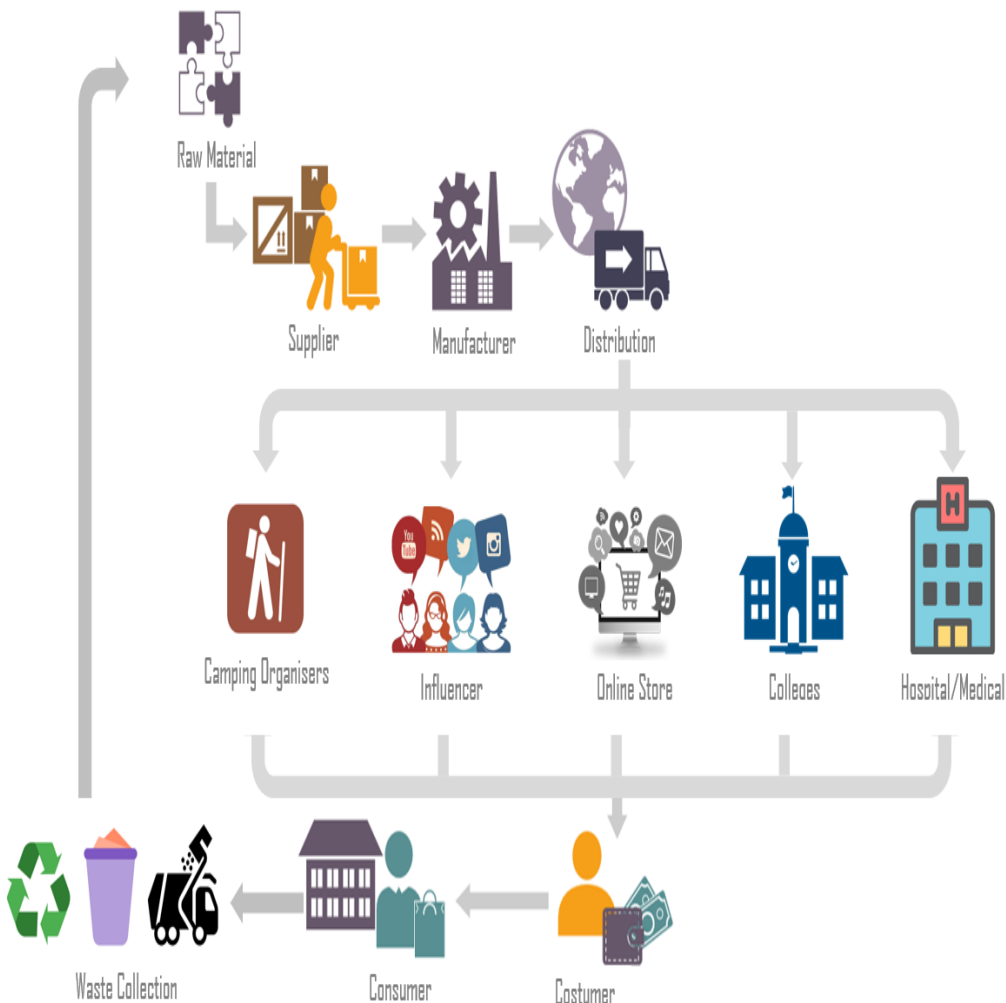
In the company's view, the Indian consumer had several problems, that **AquaFree** can solve:

- ❑ Water-less hygiene when you don't have the Time, Privacy, or Water to shower.
- ❑ Convenient to carry and easy usage.
- ❑ Works as a solution for people who are lazy to maintain their personal hygiene.
- ❑ A life saver for people who don't have access to clean water or sanitation.

The current size of the soap industry in India is \$17 billion, out of which the liquid soap is \$2.5 billion. **AquaFree** has a high growth potential in the near future as it is first of its kind in the Indian Consumer Society.

The targeted customer segments consist of tourist, patients and injured, campers and early morning lazy hostel students. **AquaFree** shall reach to the customers through various distributors through which the product is easily accessible to the targeted audience.

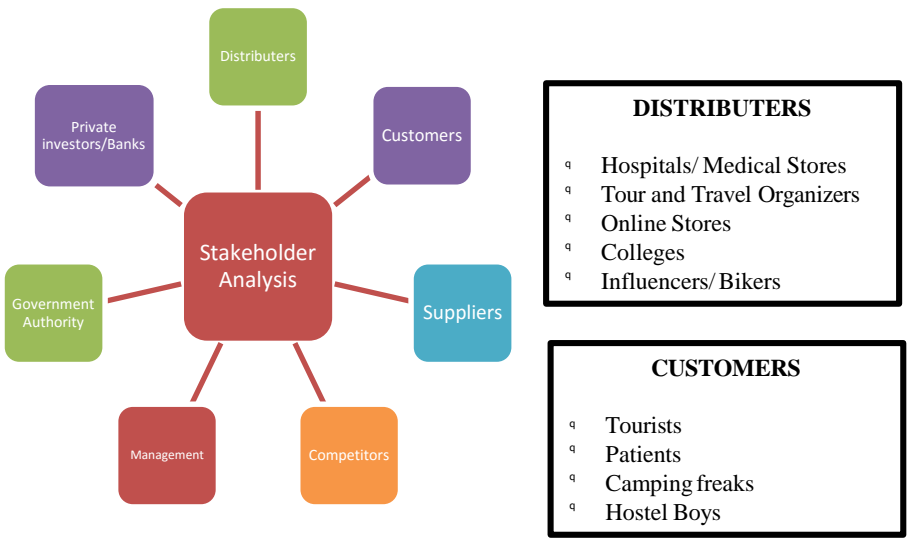
After understanding the white spaces in the FMCG – Soap industry, the product has been ideated by WeSchool's Business Design Students to make a small difference in the society by contributing their bit.



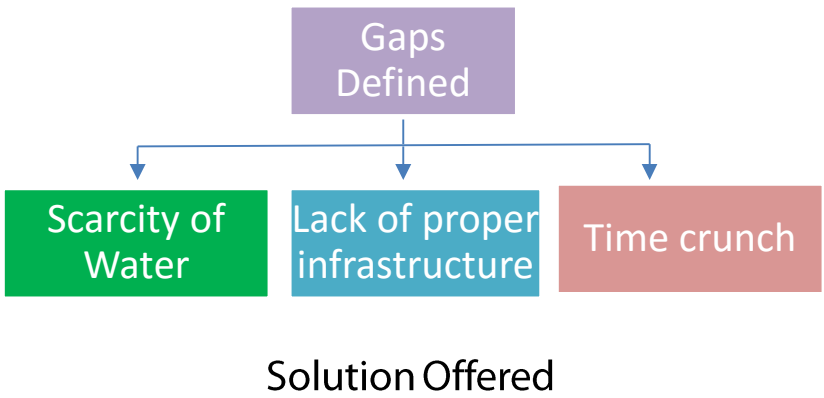
OPERATIONAL VALUE CHAIN

While researching about the primary and secondary stakeholders of the soap industry, we found out certain opportunity spaces and latent needs of the customers. By keeping the customer at the centre we offered a unique solution that follows a process to reach the end user and then back to the cradle (recycling). It starts with collection of raw material which gets processed and the final output reaches the end user through various distribution channels. We also focus on continuous improvement in the product.

STAKEHOLDER



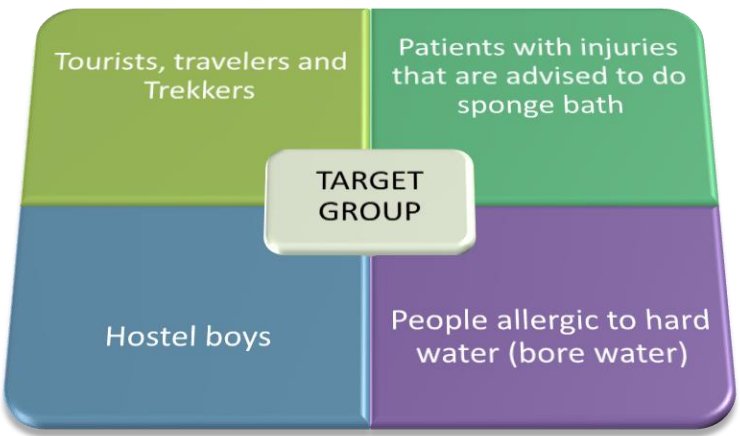
IDEATION



NEEDS ANALYSIS



TARGET CUSTOMERS



BMC MODEL

This Business Model Canvas is the gist of all our business parameters. The value proposition that we offer with AquaFree is unique, for our niche customer segment. Due to which conventional channels of distribution cannot be used, hence we are trying to explore new distribution channels. Since are channels are unconventional our key partners are also different. Yet our key activities, key resources, customer relationship, cost structure and revenue model are according to the conventional businesses.

AquaFree is an innovative gel that can be used as the world's first Water-less body Wash. It cleans your body by using the skin-rubbing motion of your hands to gently remove dead skin cells & full-body odour. It achieves this without damaging your skin's natural protective barrier with germicides or the need for much water.

WHY SHOULD INVESTOR INVEST IN YOUR IDEA???

AquaFree – The waterless soap spray is here. First of its kind to enter the highly potential FMCG market. Being the first movers we have an advantage in the soap industry. Providing a solution which helps in contributing towards combating the scarcity of water. Transforming the user experience by offering a unique soap spray that doesn't require water as a cleansing agent along with the soap.

BENEFITS



GROUP MEMEBRS

