

SWITCH^{H₂O}

FOR EVERYDAY WELLNESS

The logo for SWITCH H2O features the word "SWITCH" in a large, bold, white, sans-serif font. To the right of "SWITCH" is the chemical formula "H2O" in a smaller, white, sans-serif font. The entire logo is set against a solid light blue rectangular background.

SWITCH^{H₂O}

When WATER is processed through reverse RO and purification systems the water molecules are compressed from the size of a "snowflake" to the size of a "snowball" and your body's cell membranes can't consume it.

Our NANO PURIFICATION TECHNOLOGY splits the water molecules down in a size which allows the body to absorb it fast.

Fueling your cells with water, oxygen and minerals will provide numerous health benefits.

THE BASICS ON WATER



- Drinking water is more important than eating food. Water is the basis of life itself and two thirds of the human body is made up of water.
- Water plays two major roles in human metabolism; it delivers oxygen and nutrients through out the body and flushes out toxins produced during the metabolic process.
- Most of the water available to the consumers today is distilled or purified water that has no nutrients leaving us prone to illness.
- New science has successfully developed a special Nano carbon which breaks water molecule clusters into smaller clusters making it easier for our body to absorb them. We transform ordinary water into Wellness Water which is rich in oxygen and minerals and the answer to our fundamental health needs.

TIME TO SWITCH YOUR WATER?

₱40-70



WHAT YOU HAVE NOW

- Purified or Distilled water is dead water.
- You have to choose purified, distilled, mineral or alkaline, there is not an all in one solution.
- Low Ph at 5.5 which can lead to high acidity, cholesterol and weight gain.
- Large water molecules which can't penetrate the cell membrane.
- Does not increase metabolism or energy levels.
- Can make you feel thirsty even though you have been drinking the water.
- Absolutely zero health benefits besides giving you basic hydration.
- Comes in normally an old, used water gallon where they charge you PHP 250 deposit for each gallon.
- Nobody is providing you with any testing reports or way for you to test the water they give you.
- The ordering process is unorganized and inconvenient.

SWITCH^{H₂O}

TIME TO SWITCH YOUR WATER?

SWITCH H2O Hyper-Oxygenated, Mineral Alkaline water delivers a uniquely smooth and airy feel, delicious flavor, and enhanced health benefits like no other water available today.

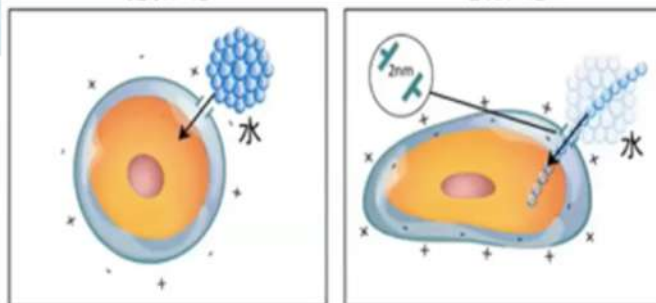
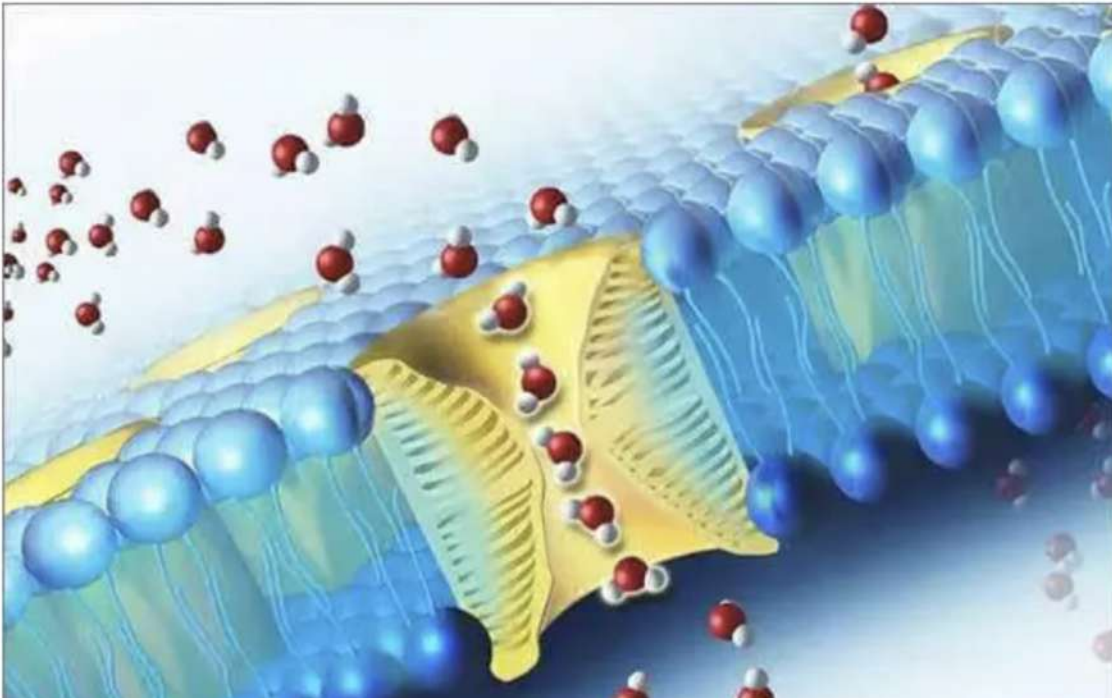
- Nano-Pure with 6 Levels of Filtration.
- 0.0001 Microns Nano-Filtered for Medical Grade Quality.
- 99.99% Pollutants Removed.
- Bio-Available & Nano Purified to 55 ppm.
- Naturally Alkaline, Ionized & pH balanced to 8.5.
- Re-Mineralized, Great Source of Potassium & Magnesium
- Anti-Oxidant .
- Free of Chlorine, Pharmaceuticals, Fluoride, Nitrates, Pesticides, Trace Hormones, Heavy Metals.
- Hydrates the skin and all the cells in your body providing natural detox of the body every day of the week.
- Increases metabolism, energy levels.
- Reduces high blood pressure, blood sugar and cholesterol.
- Eliminates Acid Reflux.
- Increases Longevity.
- Enhances Hydration and quenches your thirst fast.
- Comes in a brand new 5 gallon including testing equipment and Guarantees the water quality.

**Includes a cash back reward program
allowing you to earn free water.**



CELLS WATER CHANNEL

- The Nobel Prize in 2003 in chemistry was awarded to Peter Agre for the discovery of water channels of the cells in our body.
- The size of the water channel is about 0.28 Nanometer across the narrowest.
- Ordinary water exists in clusters of around 20 water molecules which are 0.27 Nanometers far beyond the water channel size of a cell.
- The size of water can also be measured in Hz and must be smaller than 65 Hz to penetrate straight into the water channel of a cell.
- SWITCH H₂O is 54 Hz compared to Distilled water which will be 118 Hz or more or Rain water at 119 Hz.
- Today its not enough to just drink clean water. You must drink the right water to allow your cells to self repair and rejuvenate.



Water Channel

**Direct Entry of
Single Chain
Water Molecules**

OUR FILTRATION STAGES

STAGE 1

CLEAN IT

Removes particles, microscopic impurities chloride, chemicals, germs and viruses.

Also removes VOC, Color and ensure a good taste of the water.

STAGE 2

ADD MINERALS

Add healthy minerals like calcium, magnesium, potassium, zinc and more to increase the important trace mineral content which is needed for your cells.

STAGE 3

FIGHT ACIDITY

Increases the alkaline levels up to 8,5-9,0 to fight acidity in your body. An alkaline state greatly improves healthy weight loss and your general wellbeing.

STAGE 4

SMALL MOLECULES

Nano carbon splits the water molecules down in size to 54hz to ensure instant delivery to your cell structure giving you maximum hydration for your whole body.

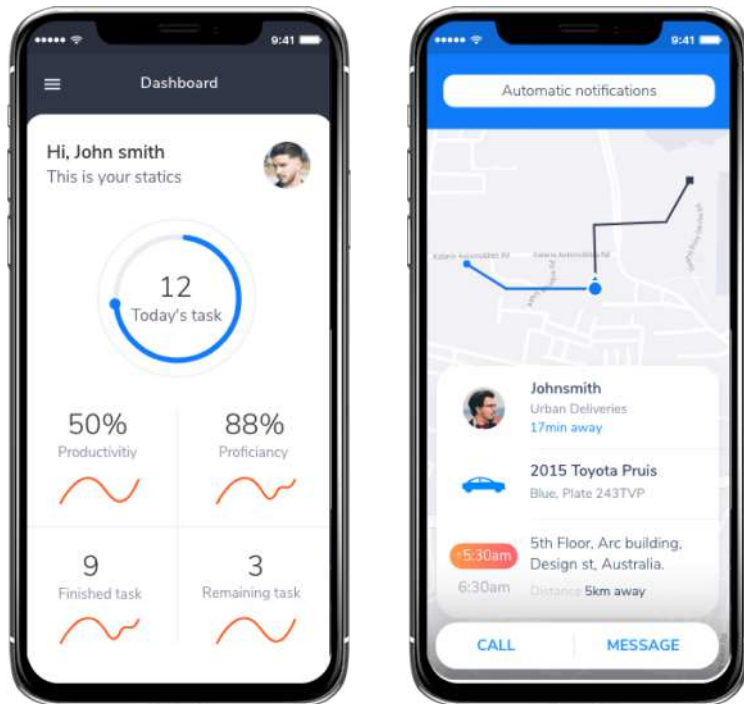


Water is the most important ingredient to a healthy life. The fact is that today you do not know the quality of water that is delivered to you in a gallon.

SWITCH H₂O will warrant the quality of our water and provide our valued customers with equipment to be able to test the quality of water we provide in from of testing the PH and TDS levels.

Philippines bottled water market value is
USD 3B per annum with
estimated yearly growth of 5,5%

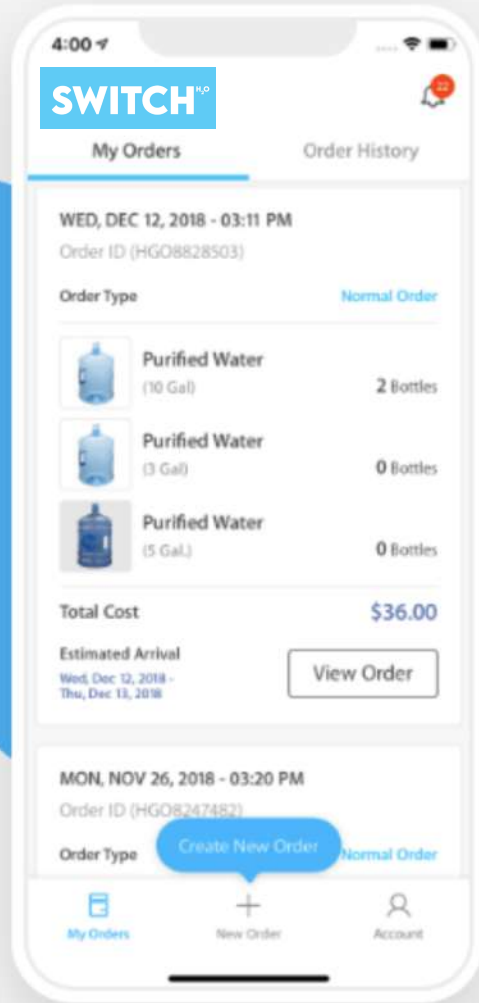
ALL APP CLOUD DRIVEN



DELIVERY APP

We are launching Philippines **first water delivery app powered by a reward system.**

The logistics team are notified on the app of all orders and deliver to the client. The receiver can monitor the delivery van status.



Water On Demand



Fingertip Ordering

Easy sign up and delivery process. No need to call and sign into a contract.



On Demand

One time delivery or recurring deliveries base on customer need.



No Need To Wait For The Truck Route

Delivery on the day that customer desires.



Customer In Control

App Notifications when delivery is on the way and completed.



Transparent Pricing With Our Geofence Pricing

Customer enter their delivery address and will get their pricing in detail before placing order. No hidden fees.

INCOME STREAMS



WATER GALLONS

Biggest and easiest market to penetrate is the water gallon market locally, leveraging current distribution networks.



HOME SYSTEMS

Offering home installation of smaller systems is becoming more and more popular for the higher income market.



OFFICE SYSTEMS

A large market for water systems are offices, restaurants and hotels. We will capture this market with industrial models.

REWARD PROGRAM SECURES US CUSTOMER GROWTH

BASICS

EARN POINTS

For each 5gln purchased from a referral you make 20 points. 1 point = ₱1

On average a household will buy 14x per month.

FREE WATER

SIX REFERRALS

The average is 14x 5gln per household x 20 points.

This is 1,680 points.

This is the same amount as 14X per month.

POWERFUL

FAST GROWTH

The company will sign up 100 customers and replicate on average X5 to 500 then 2,500 customers to reach first target.

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MARKETING PLAN BASICS



APP SOCIAL MEDIA

Social media engagement and video education on why the water you are drinking may not be good for you and why to SWITCH H2O.

Share - and get free premium water!

The APP will do the duplication of clients and ensure automatic customer acquisition.

EVENTS

Mall and pop up events of all kinds giving free taste and education and first delivery incentives

With FREE testing equipment.

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ROLL OUT PLAN

STEP 1 – LEVERAGE NETWORK



LEVERAGE CURRENT SYSTEMS

Currently in Manila there are thousands of unorganized water filling stations.

We will provide our filtration system to them and make them our providers and delivery partner. **They will receive ₱ 45 per 5 gallons delivered to the clients though our app.**

Our app will receive payment, track the sales and pay the partner daily.

CUSTOMERS PATTERN

WHAT ARE CONSUMERS DOING NOW?

In our own investigations on current small sized water stations they delivery to 50-100 customers per day between 4 and 6 five gallon units per customer. Many customers wish to have only 2 units at the time, two times per week.

Most likely due to space in an apartment. Houses receive higher amount per delivery. There is a 50/50 rate on flat carry 5 gallons and the water dispenser units. Many in the Philippines does not have water dispensers.

To inspire sale of the round units we will provide clients with a **free USB rechargeable smart gallon dispenser.**

(if required we will provide the flat 5 gallon units)



FILLING STATION BASICS



One basic filling station can deliver to 50-80 customers every day.

This would be 350 customers or more per week (*50) 1,400 customers per month or more with rolling 350 households.

Per 10 filling station partners we can deliver to 3,500 to 4,000 households per month.

We can install our system and make them operative in one day.

Limitations: Staff, delivery capacity, space for gallons and storage.

STEP 2 - OWN SYSTEM

OWN WATER TRUCKS

To increase the number of households we can deliver to we will run our own delivery system together with the water stations.

We will have our own location where we will fill the 5 gallons and place them into delivery truck systems with an innovative racking system.



These trucks will focus on housing areas where we did our marketing to capture the community in a specific area for optimal time savings.

One truck can hold up to 500 gallon units and delivery to 100-140 customers per trip or up to 500-600 customers per day.

SMART STACKING SYSTEM



The 4 Pocket ProStack[®]



Features:

- 360° bottle enclosure dramatically reduces leakers
- Forklift pockets for complete bottle protection
- Unmatched durability, built to last
- 4-way pallet jack compatible
- Stacks up to 15 layers high for optimum floor and shelf space utilization
- Double Leg Ratchet Pallet (DLR) provides twice the forklift damage protection



360° Bottle Protection



Reach Through Feature



Forklift Layer Slots



Leg-Down Engagement

American style racking systems are seldom seen used in Philippines as most water delivery is not centralized. However, we will use such systems for more efficiency and fast growth.

OWN WAREHOUSE BASICS



Our own filling warehouse will **initially** be able to fill and store 10,000 units which are circulating every day covering approximately 3,500 customers per day / 24,500 weekly / rotating.

Locations shall be scalable.

We will delivery our customers new and fresh gallon bottles compared to the old ones most experience to be given today.

Racking system 1x1m = 40 units stacked 2 high will require 250 units/140 on floor or 250 sqm

STEP 3 – “GRAB” DRIVERS



WATER DELIVERY DRIVERS - INDEPENDENT

We will offer any person that passes our compliance and registration process to become a water delivery man. You need your own car just like a Grab driver and you can pick up water and deliver to customers who are nominated to you through our app.

The driver will pick up water from our own truck or pick up location.

This system will provide us with wider and faster delivery to our network.

STEP 4 – OWNED SYSTEM



AT LOCATION INSTALLATIONS

Customers will be able to purchase their own under the sink systems and enjoy the water at home.

We are looking at a lease option with Home Credit where customer can pay XX per month for the system or a lease version. TBA.

We can also offer water dispensers with hot and cold water connected straight to the water source for both homes and offices.

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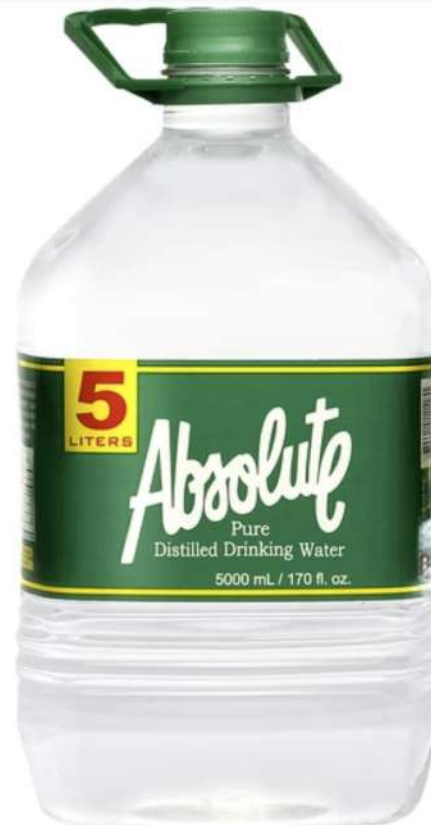
FINANCIALS

COMPETITIVE ANALYSIS

If we were to compare our water to any other water it must minimum be the branded waters like Absolute and Summit which cost between ₱125 up to ₱290 per 5 gallons for water **without our health benefits.**

120.com.cn
NATURE'S SPRING
BOX OF 35
Nature's Spring Purified Water 500 mL
☆☆☆☆ No Ratings
Brand: No Brand | More Serveware from No Brand
₱710.00
~~₱1,421.00~~ -50%
500mL
Buy Now Add to Cart
17,5L
PHP 811 pr/5gl

WalterMart.com
Reorder | WalterMart... | My Fa
Everyday Savings | Store | Shop | What's New | Recipes
Absolute Distilled Water | 5L
₱70.00 | pc
☆☆☆☆ 0 Review(s) | Write a Review
5 Liters
PHP280 pr/5gl
SKU/UPC: 5077
Location: Aisle 1

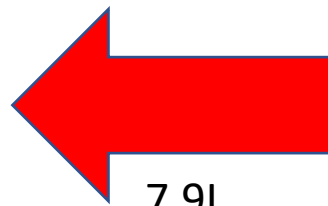




IWG EVIAN Natural Mineral Water 24 x 330ml case

₱1,046.4

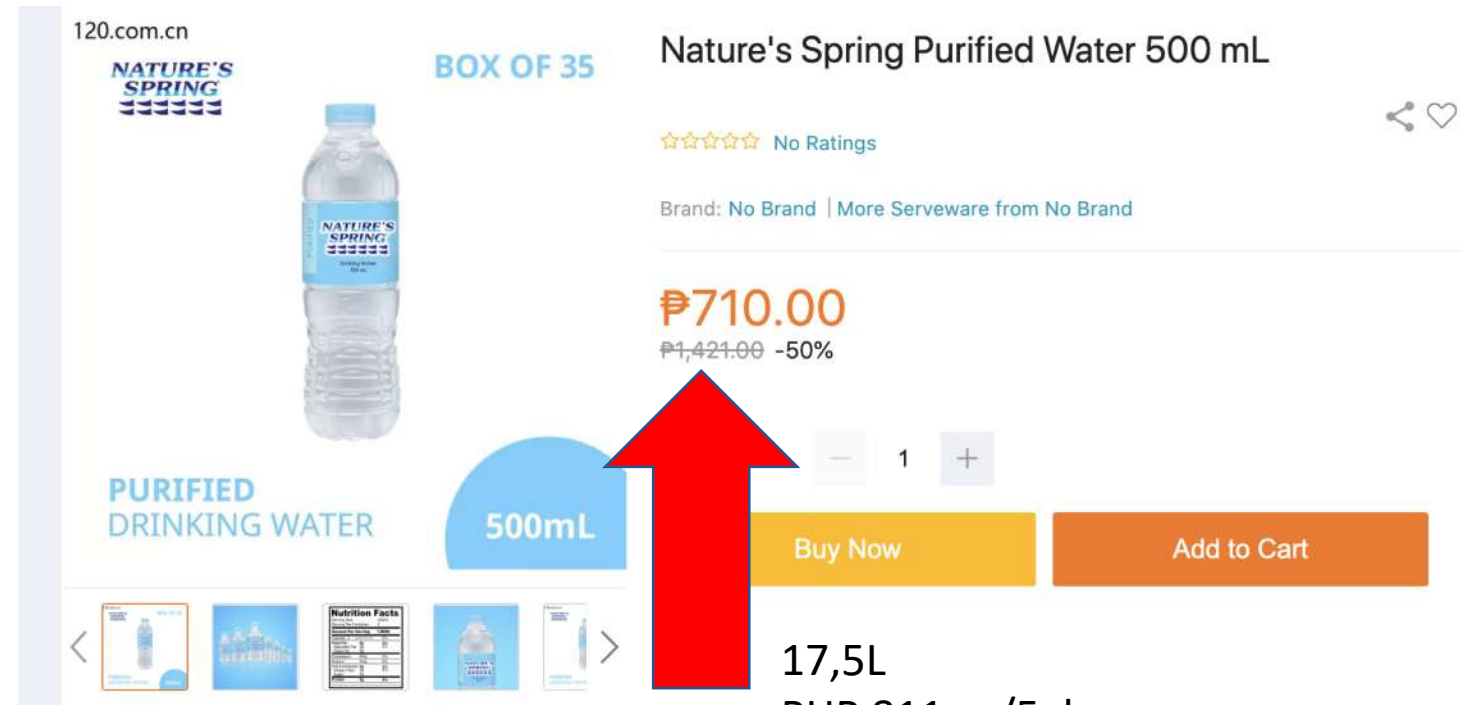
~~₱1,090~~ -4%



7,9L

PHP 2,648 pr/5gl

WHY WATER IS SO PROFITABLE



120.com.cn

NATURE'S SPRING

BOX OF 35

Nature's Spring Purified Water 500 mL

☆☆☆☆☆ No Ratings

Brand: No Brand | More Serveware from No Brand

₱710.00
~~₱1,421.00~~ -50%

PURIFIED DRINKING WATER

500mL

1

Buy Now

Add to Cart

17,5L

PHP 811 pr/5gl

SWITCH^{H₂O}

PRICES IN CURRENT MARKET



THE PRICE OF STARBUCKS

SINGLE ESPRESSO ₱120.00

CAFFE LATTE ₱155.00

CARAMEL MACCHIATO ₱180.00

BLACK TEA LATTE ₱155.00

CARAMEL FRAPPUCCINO ₱185.00

C JELLY FRAPPUCCINO ₱200.00

<https://menus.ph/starbucks-menu/>

OUR MOTTO

**SWITCH AT PHP150
PER 5GL IS ON
AVERAGE 14X150 PER
CLIENT – PHP 2,100
PER MONTH.
THEY ALREADY SPEND
OVER 400 ON WATER.
OUR PRICE IS 1,700 PER
MONTH HIGHER /
PHP 56 PER DAY.**

**YOU CAN AFFORD TO
SWITCH !**

OUR UNIT COST / PROFIT

GROSS PROFIT PER 5 GALLON UNIT

Looking at the current market price of alkaline purified water from water stations the price is ₱ 40 - 45.
 With Absolute and Summit it can easily be ₱ 150 - 300.
 Our price per 5 gallon will be ₱ 150.

Item	Financial
SRP per 5 gallons	₱ 150
Payment to filling/logistic	₱ 45
Reward program cost	₱ 20
Other costs	₱ 10
Gross profit per 5 gallons	₱ 75

PROFIT PER 1,000 customers of an average of 3,5 units per week,
 14 units per month is 14,000 units of ₱ 75 profit = ₱ 1,050,000 per 1K customers.

First target of 2,500 customers = ₱ 2,625,000 in gross profit per month.

With own water warehouse the ₱ 45 above is reduced to ₱ 5 + delivery charge + OPEX.



**PHP 150
PROFIT 75**

START UP PLAN – 2,500 REACH

MONTH 1

CAPEX

Purchase 20 machines and equipment to roll out the first 20 water station partners and our own first location.

MONTH 2

START

Initiation of first own customer acquisition of 100 customers to inspire to use the program for free water.

MONTH 3

500 REACH

First 500 customers target for testing of the complete system. Further marketing to reach the first target of 2,500

MONTH 4

2,500 REACH

We have now reached our first goal and initiate further duplication and events to grow.

RISK VS REWARDS

**2,500
CUSTOMERS**

MINIMUM

To achieve 2,500 customers will only take up to 4 months and the APP marketing and events will do the rest of duplication.

All work is delegated to the water stations in the partner program.

**₱ 2,625,000
MONTHLY**

PURE PROFIT

With 2,500 recurring customers we are making a high profit with minimum expenses. 1M + in gross profit per month will provide us with 20M per year allowing less than 12 months ROI to the initial shareholders.

**₱ 240M
NEW EVALUATION**

DOUBLE THE VALUE

A company making 24M+ profit per year has an evaluation multiple of minimum X10 making the company worth 240M+ after 12 months of recurring 2,500 customer sales. Fully automated.

**₱ 1B
TARGET
EVALUATION**

21,000 REACH

Our initial target is 21,000 customers first year representing a growth on average 2,500 customers per month. Reaching this target will give us gross profit of 100M+
On PEx10 evaluation is then PHP 1B+

JOIN THE TEAM

BECOME AN OWNER

TAKE A SHARE

The new company SWITCH H2o INC has 1M shares. Each 1% package represents 10,000 shares of an investment of PHP 950,000.

An investor can purchase several packages upon request.

Minimum investment is PHP 95,000 for 1,000 shares.

The company are raising 38M for the execution of the project.

1% = ₱ 950,000

ROI 12 MONTHS

**+ X2 MINIMUM
MULTIPLE
ON SHARES VALUE**

ESTIMATED PROFIT FIRST YEAR



21,000 customers

₱ 249m turnover

₱ 100m gross profit

Based on 3,100 customers month 4.

Then growth of 2,500 customers monthly.
Rapid growth due to referral rewards.

Will require 70 or more filling partners.

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**“There are “no” illnesses, only sick or healthy cells.
Human cells only need three things to thrive and stay healthy.
Water, oxygen and minerals.”**

SWITCH^{H₂O}



CORPORATE INFORMATION

Business name: **Best Innovations Inc**

Business type: Limited company

Registration number: **CS201729949**

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