

Connected Pool Monitor Business Plan

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Company Purpose

- To be the IoT gateway for consumers in their backyard connecting their outdoor lifestyle

Problem

- Maintaining a pool is expensive
 - Yearly maintenance costs of a pool 10% of pool cost¹
 - Average cost of above ground pool \$7500 USD and average cost of in-ground pool \$15,000 USD²
 - Homes with pools use 49% more electricity per year³
 - Pool service companies charge \$50 to \$120 month⁴
- Maintaining a pool takes time
- Knowing when to use pool chemicals is confusing
- Difficult to determine pool water quality

1. The Cheat Sheet
2. Underground vs Aboveground Pools: Costs and Comparisons, River Pools
3. <https://blogs.oracle.com/utilities/homes-with-pools-use-49-more-electricity-but-its-not-just-because-of-the-pool>
4. <http://www.nytimes.com/1981/04/02/garden/ban-on-city-water-for-outdoor-pools.html>

Solution

- Consumer installs Connected Pool Monitor to automatically monitor pool water quality
- Constantly measures and tracks pool water quality and provides alerts and recommendations to consumer
 - Consumer knows when to add pool chemicals to avoid wasting costly chemicals
 - Alerts consumer when to run filter system reducing electricity and water usage
 - Makes recommendations to consumer on benefits of pool cover usage, evaporation issues, potential water leaks
- Saves consumer 40% on yearly maintenance costs
 - Reduces environmental impact by reducing electricity, water, and chemical usage

Opportunities

- Additional pool servicing products can be developed
 - Automate pool skimming
 - Automate pool vacuuming (already industry players but very expensive solutions)
- Create complimentary products
 - Start with pool but move onto outdoor lighting, grills, home entertainment (audio/video), weather stations, wildlife monitors, home security, pet monitoring
- Create IoT gateway to consumer backyard
 - Provide cloud services for consumer data
- Could work with pool cleaning companies to license and sell pool monitoring system

Market Size

- Over 10 million residential pools in US¹
- 25 million more potential pool owners in US²
- More than 50,000 pool cleaning companies in US³

1. The Association for Pool and SPA Professionals
2. <http://aquamagazine.com/news/pkdata-report-25-million-new-pools.html#lightbox/4/>
3. <https://www.ibisworld.com/industry-trends/specialized-market-research-reports/consumer-goods-services/personal/swimming-pool-cleaning-services.html>

Competition

- Several IoT pool monitoring systems at different product stages
 - Does not appear to be majority winner yet
- Existing pool monitor systems installed and maintained by pool service companies
 - Well established brands and marketing
- Competitive advantage is lower cost compared to established solutions and advanced water quality measuring compared to other IoT products in same space

The Team

- Tim Coyle, CEO & Lead Engineer
 - 15+ years experience as engineer in Fortune 500 companies developing and launching embedded products

Key Issues

- Near term
 - Develop and validate prototype
- Long term
 - Manufacturing of system
- Funding
 - Goal is to launch crowdfund campaign with prototype
 - Get prototype in hands of beta users
 - Build consumer base
 - Evaluate if funding is needed to go to next step