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 cost\(^1\)
  • Average cost of above ground pool $7500 USD and average cost of in-ground pool $15,000 USD\(^2\)
  • Homes with pools use 49% more electricity per year\(^3\)
  • Pool service companies charge $50 to $120 month\(^4\)

• Maintaining a pool takes time

• Knowing when to use pool chemicals is confusing

• Difficult to determine pool water quality

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1. The Cheat Sheet
2. Underground vs Aboveground Pools: Costs and Comparisons, River Pools
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 US\(^1\)
- 25 million more potential pool owners in US\(^2\)
- More than 50,000 pool cleaning companies in US\(^3\)

1. The Association for Pool and SPA Professionals
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