

Will's Water Solutions

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BUMGT-480-001, Entrepreneurship: and Small Business Planning Capstone: Dr. Mary Spaeth (UW-Stout) and Dr. Ihor Katernyak (Ivan Franko University, Ukraine)

Introduction

Our founder William Randall and his family are avid ice bath users. Within a short amount of time, they found that their new hobby had some hefty cost associated with it. The cost of refilling the cold plunge and maintaining its cleanliness were the two main ones. William decided to eliminate one cost he would use an inexpensive fish filter from Walmart to keep his water cost down and water quality up. This solution that Will thought of on a whim is where our business starts.

The Problem with Cold Plunge Tubs

- The problem that Will faced was constantly dumping his ice bath and refilling it. Which was a huge detriment to his water bill. On top of that since he lived here in the Midwest during the long winter months, he had no practical way of dumping and refilling his water every day.
- Another problem Will faced was when he left the water in his cold plunge tub for more than a few days he would notice in a short amount of time a change in the water feel and smell. Which with a bit of research we found that that is a mix of bacteria and algae that were rapidly growing in his tub.

Our Solution

- We decided to create a filtration system out of aquarium filters that are universal to all ice baths. They come with suction cups to stick the filter to the bottom of the bath after use. One tube will pull the dirty water in and filtering it out the other tube to ensure the water will be clean before the next usage of the tub.



Target Market

We plan to market this specifically to people who own their own ice baths in the mid-west. This is because the mid-west gets cold in the winter and people will need to move their baths inside. However, any ice bath owner is a part of our target market. We also plan to market to athletic facilities that have multiple stationary ice baths. Our marketing strategy will focus on individuals who are on social media specifically Instagram and Twitter. We also want to partner up in the future with health and wellness influencers to build our brand with them.



Financials

The cost of the filter itself will be \$32.50 per unit that. We are importing 10,000 units for our initial investment. Our accessories we have consist of a sleeve for the filter to ensure it will not freeze in extreme temperatures as well as tubing for proper filtration. We also are buying suction cups that will help the filter stick to the ice bath to keep it secure. Lastly, we are rebranding the filter with our logo on it. Our total price to build our product is \$42.50 and we are selling it for \$99.99

- Competitor prices range from \$65-\$1,500+

Conclusion

What we want to accomplish with our first product is an awareness to water conservation and cleanliness within the cold plunge space. With our product not only can you extend the length of time you can use your water, but you end up saving on average 9360 gallons of water each year. Which depending on where you live can save you hundreds a year.



References

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