

## Water Technology Platform

(Business Research)



### Client

A water technology company which addresses various issues by developing and commercializing new technologies

### Opportunity



The client was considering commercializing its water technology platform which would address multiple issues of water. In the first phase, the company was planning to enter the functional water market in specific target geography in India. Perusal Global was mandated to assess various issues, solutions and opportunities related to the water sector. Additionally, we were mandated to study the market scenario of functional water in India in terms of potential competitors, their product offerings and positioning, growth prospects, demand forecasts, benefit analysis, sales and marketing strategy advisory, etc.

### Solution



Perusal Global conducted exhaustive desk research (secondary research) to gain a detailed understanding of various issues, solutions and opportunities related to the water market. Additionally, we analyzed the spectrum of bottled water players (e.g. mineral water, premium water, flavoured water, etc.) to project the healthiest water available in the market. Perusal Global also created a dynamic business plan and valuation model encompassing all operational drivers of the company and its distinctive financing requirements. In short, we worked as an extended team for the company and interacted with the management, potential CEO, marketing gurus, media planners, etc. to develop the right narrative/pitchbook for the company.

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### Value Delivered



Provided a comprehensive understanding about the water market, especially functional water.

The report's actionable information enabled the client to develop a Go-To-Market (GTM) strategy and position their bottled water.

Integrated market factors, competitive forces as well as consumer needs and preferences into the financial model, thereby empowering the client with a dynamic model for deal negotiations.

Helped the client to determine the risk factors that could adversely impact the value.

Acted as a bounce board for the company to pen down the right pitch for its investor material.

#### About Us:

We are an offshore financial research and advisory organization, specializing in life sciences, consumer and cleantech sectors. Our team of seasoned professionals has rich experience in executing investment, equity, business research and consulting projects across asset class world over. We deliver best-in-class research support backed by our cutting-edge analytics solutions syncing with the right information, best methodologies and the apt resources.

We offer tailor-made, comprehensive, insightful and timely research and analytics solutions to our clients through flexible engagement models and work as an extended team for investment banks, brokerage houses, private equity firms, venture capital funds, asset management firms and corporates.

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