

Application form Stage 1 | Climate-KIC Accelerator

[Note: this is a fictional application]

What is the name of your company?

Hamwells

Who is building the company?

- Drs. [Rob Chömpff](#), Fulltime CEO (58) - Rob is a serial entrepreneur who was previously a strategy consultant and head of Jaarbeurs trademarts. He'll own 40% and dreams of making sustainable housing affordable.
- Ir. [Eric van Duin](#), Fulltime CTO (35) - Eric owns an engineering firm that designs and produces complex electronic equipment. He'll own 30% and dreams of accelerating the energy transition.
- [Wouter Chömpff](#) MSc, 3-4 day / week CMO (33) - Wouter build brands for medium and small enterprises for over 10 years. He previously taught at Erasmus University. He'll own 30% and dreams of becoming financially independent.

What problem does your product or service solve?

For the energy-conscious consumer who wants to reduce his energy and water footprint, our recycling device (HomeSpa) is a shower that reduces water and energy use by 70%.

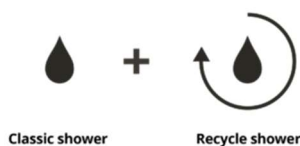
Unlike other heat-recovery systems, the HomeSpa is:

- Easy to install;
- Easy to clean;
- Increases user comfort.



What is the product or service your company sells?

The HomeSpa is a high-tech shower column with two functions:



With the traditional shower the water is drained immediately. With our innovative circulation shower a single drop is used just a couple of times.

We are currently running tests in a live environment. The results are promising: the system is stable, self-cleaning and the test users are satisfied.

We need 6 months to engineer for it to production, for which we still require €45.000.



How will you protect the company?

We have 2 patents pending, valid in the Netherlands only. We have 1 year to raise the funds to make this protection international.

Competitors have to deal with: (1) our patents which protect crucial hot water injection processes, (2) other technological hurdles.

We are not dependent on other people's technology. We use off-the-shelf components to assemble our shower. Since they can be interchanged, we are not reliant on any suppliers.

Who do you sell to?

Consumers will pay us as we sell to them directly and (in a later stage) through retail channels.

We are targeting a growing market, since (European) legislation is driving a push towards more sustainable buildings.

In the Netherlands alone, there are 500.000 bathroom renovations per year. We sell to a quickly growing group of environmentally conscious and relatively wealthy consumers, who make up about 15% - 20% of this total.

Worldwide there is a high demand for luxurious showering, whilst water scarcity is increasing. Our market reaches into the billions.

Who do you need to sell?

We will use direct marketing through Google Ads & Social Media to drum up leads. A sales force will follow up to bring these to our showroom.

If we increase our volumes we can bring down the cost price. This will allow us to recruit channel partners who usually want 30% of turnover for their efforts.

What is the history of the company?

Hamwells was founded in June 2018 when Rob approached Eric with the idea of bringing a recycling shower to market. As the shower was the biggest obstacle in making buildings sustainable, the potential impact was enormous.

How does your company benefit the planet?

- Our shower reduces the heating and water costs of a household with 30%
- These reductions allow for a smaller heating systems with less loss
- As well as reduce wastewater

Who will be your competition?

- Direct competitors have not succeeded in making a self-cleaning system.
- Our indirect competition are heat recovery systems, which is difficult to clean and install, and reduces user comfort.

SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> • Complete team • Strong market presence • Already 1.000 qualified leads 	<ul style="list-style-type: none"> • Lack of funding • Limited patent portfolio • Legacy tasks for Eric's engineering firm
Opportunities	Threats
<ul style="list-style-type: none"> • Trend towards online purchase of bathroom fixtures • Strong legislative drive to sustainability • Worldwide water scarcity 	<ul style="list-style-type: none"> • Legislation and certification for new devices • Slow adoption of new way of showering • Conservative building market

Is your company incorporated?

Hamwells was incorporated as a B.V. in June 2018. It is fully founder owned.

Did you raise any capital?

- We used €50.000 of our own savings to start the business.
- We received a €75.000 loan from PPM Oost at 7% interest, to be repayed in 48 monthly instalments.

How is your financial situation?

- We earned a €1.000 per unit for the 3 trials.
- We currently need 7500 per month to cover OPEX, including R&D.
- The coming 12 months we expect to need another €100.000

What are some rough numbers for past and future years?

	2017	2018	2019	2020
Revenue	0	€3.000	€30.000	€250.000
Profit	0	(€20.000)	(€50.000)	€10.000
Headcount	0	5	10	15

What's next for your company?

We want to make our HomeSpa ready for production by June 2018

Some administrative things:

- At least two founders will attend the 2-day boot camp. (See www.climatekic.nl/schedule)
- At least two founders will attend the 6 follow-up sessions on Thursday afternoons.
- You understand that absence may lead to exclusion from the programme.
- The information provided in this form is truthful and accurate.
- You understand that in case a grant is awarded any misrepresentation may lead Climate-KIC to seek refund.

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