

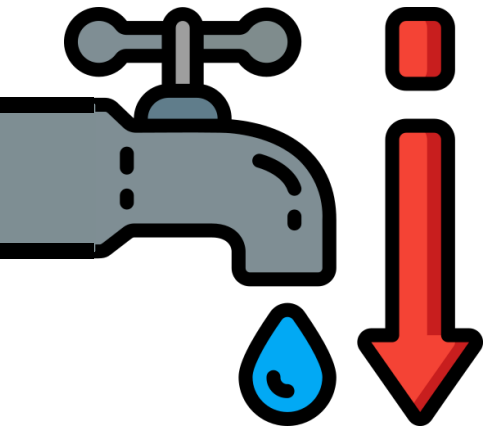


**Efficient Water Demand Management**  
**The Power of Digital Transformation Solutions**

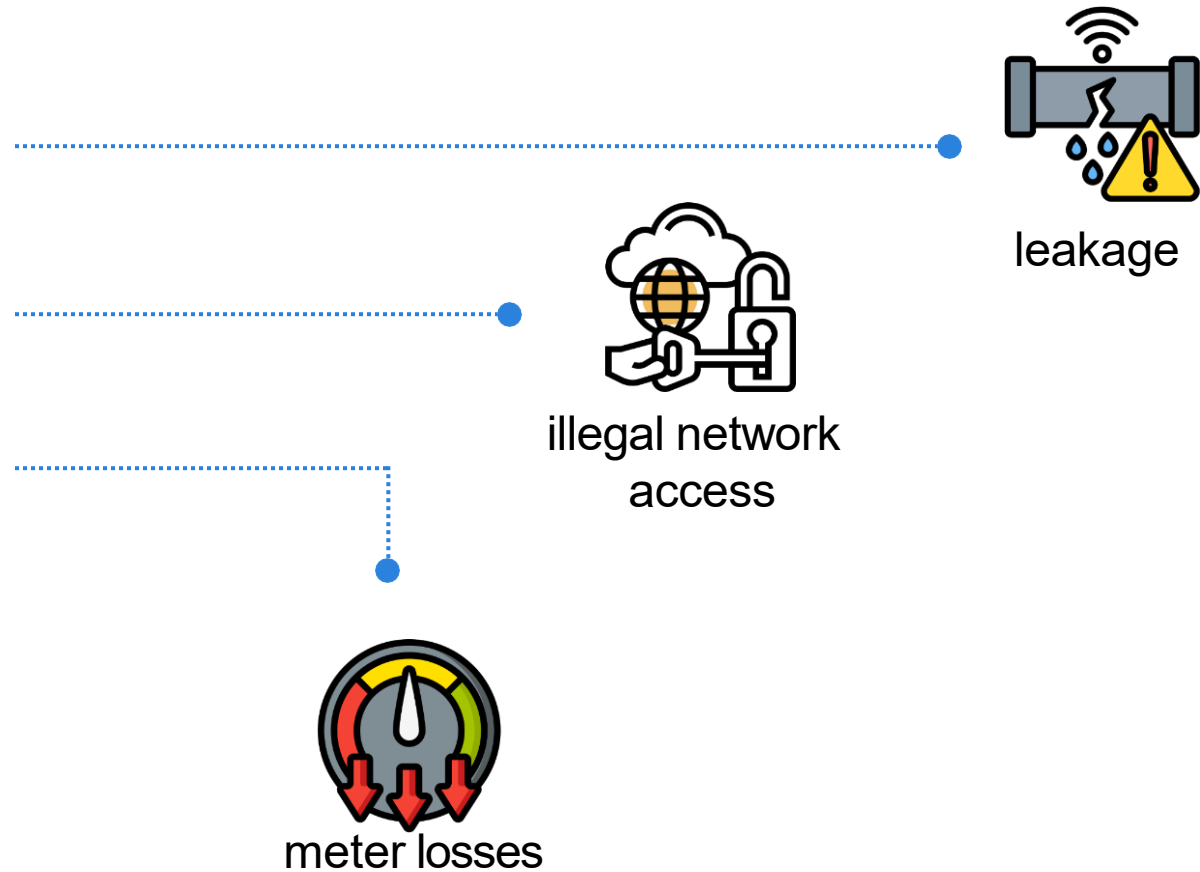
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Email :[heba.asaad@smarwti.com](mailto:heba.asaad@smarwti.com)  
Mobile :00962795335753

# | What is the problem?

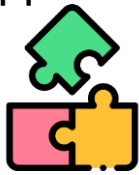


**45% Commercial use  
water lost/wasted**

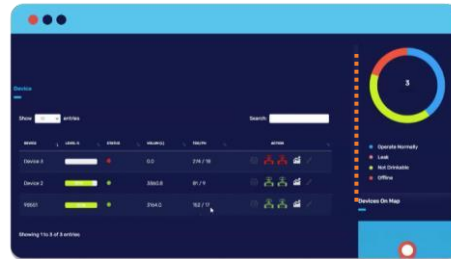


# | What is our Solution?

Smart IoT / AI water management system-- Smart controller with web Platform and Mobile App



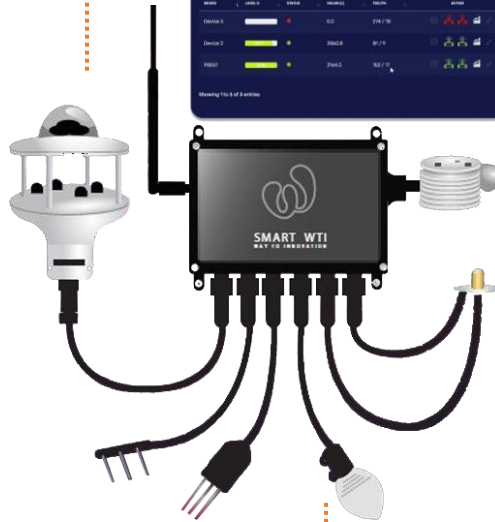
Flexibility



Low Power Consumption



Easy to Deploy & Use



Real-Time Information



Leak Detection



# Applications



Water & Oil losses & leak detection



Irrigation Water Management



Water & Oil Storage metering, monitoring & controlling



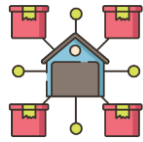
Industrial Water Management



Water quality monitoring & controlling



# Applications



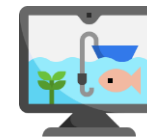
Water distribution network  
management



Swimming pool remote  
measurement



Wastewater controlling &  
monitoring



Fish farm  
management



# Market Size

Smart Water Management Market- Growth Rate by Region (2020 - 2025)



Source: Mordor Intelligence



# Business Model



## Revenue Model

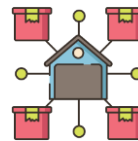
Hardware Sales Subscriptions  
Service and Maintenance



## Lifetime Value

2-3 years ROI

GOV



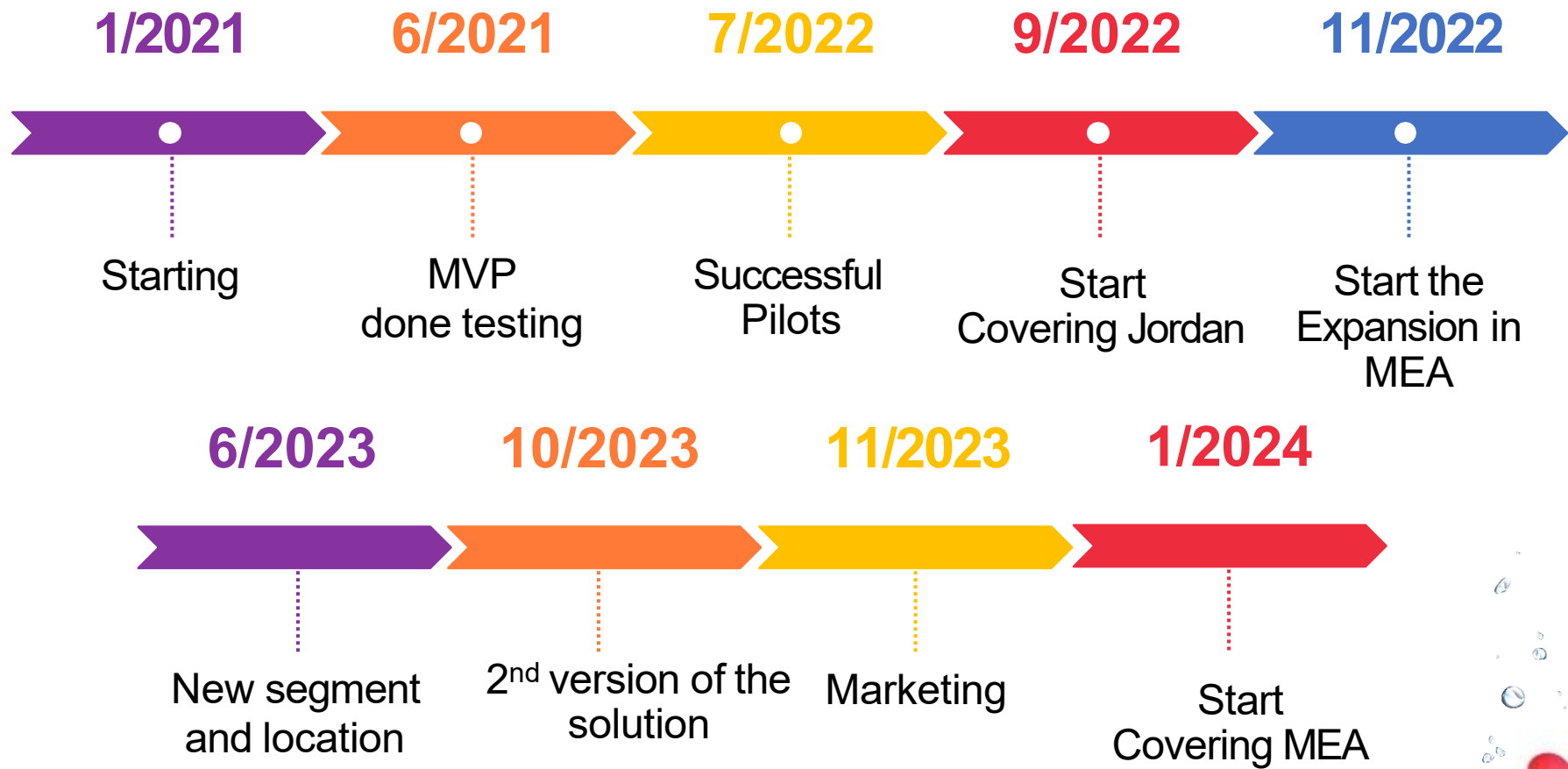
## Distribution Model

COM

Local campaigns



# Road Map



# Our projects

30%-35 %  
saving



Social Development Centre

Agriculture Department



Automated irrigation for green wall



# Industrial Projects

30%-35 %  
saving



Accurate Billing & Data

Reduced  
Environmental  
Impact

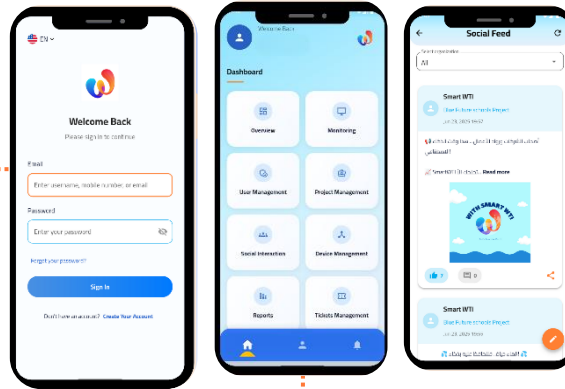


Efficient Resource Management



# | school Projects

20%-25 %  
saving



Real-Time Monitoring  
& Leak Detection



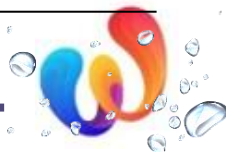
Data-Driven Decisions

Enhanced Student  
Awareness



# Competitors Analysis

| Features                                      | WTI<br>(Our solution) | (EMS) | AJB - hightech | LIBELIUM | Advantech | Zain / Tanki | (MWI / Water<br>App) |
|-----------------------------------------------|-----------------------|-------|----------------|----------|-----------|--------------|----------------------|
| Flexibility                                   | ✓                     |       |                | ✓        | ✓         |              |                      |
| Easy installation                             | ✓                     | ✓     | ✓              | ✓        | ✓         | ✓            |                      |
| Real Time<br>information                      | ✓                     |       |                | ✓        | ✓         |              |                      |
| Low power<br>consumption                      | ✓                     | ✓     | ✓              | ✓        | ✓         |              | ✓                    |
| Tracking the<br>consumption & quality         | ✓                     |       |                | ✓        | ✓         | ✓            |                      |
| Water leak detection<br>alerts                | ✓                     | ✓     | ✓              |          |           |              |                      |
| Calculation of saving cost<br>& environmental | ✓                     |       |                |          |           |              |                      |
| Tips & Tricks                                 | ✓                     |       |                |          |           |              | ✓                    |
| Data base for research                        | ✓                     |       |                |          |           |              |                      |
| E-store for water<br>saving tool              | ✓                     |       |                |          |           |              |                      |



# SDGS



# | Our Team



**Heba Asa'd**  
CO- Founder & CEO  
Communication  
Engineering



**Omar Asa'd**  
CO- Founder & CTO  
Master's in Electrical  
Engineering



**+10 Talented Employees**

Our team specializes in working in places and on problems that other people avoid or walk away from. We build on existing capacities by filling gaps and supporting what works.



# Achievements & Awards

**2025**

**1st Place – DSC  
MENA Startup  
Award (Cairo)**

•For AI-powered  
water & energy  
innovation.

**2024**

**Secured a  
£250,000 Grant –  
GSMA Innovation  
Fund**

For the  
"BlueFuture  
for Schools"  
project across  
40 schools.

**2024**

**Selected  
by UNDP**

•To implement  
innovative water  
solutions in  
Northern Jordan.

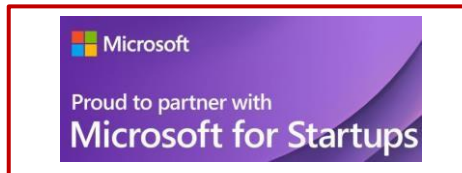
**2023**

**1st Place in  
Orange Jordan  
Innovation Award**

Including  
a **\$20,000** dev  
elopment  
grant.



# Partnerships & Sponsors



# | What we need?



Investment



Increased brand awareness



Product line extension



Access to new customers



Expansion into new markets



Networking and connections

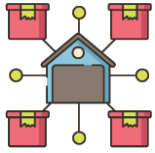


# Financial

| GBP (JD)   | 6-12/2022 | 2023    | 2024    | 2025      | 2026      |
|------------|-----------|---------|---------|-----------|-----------|
| Customers  | 5         | 10      | 26      | 72        | 132       |
| Revenue    | 31,000    | 121,000 | 390,000 | 1,779,960 | 4,662,000 |
| Net Profit | 4,800     | 33,060  | 82,000  | 518,702   | 923,840   |



# Investment Ask: \$500,000



**Market Expansion**



**Product Development**



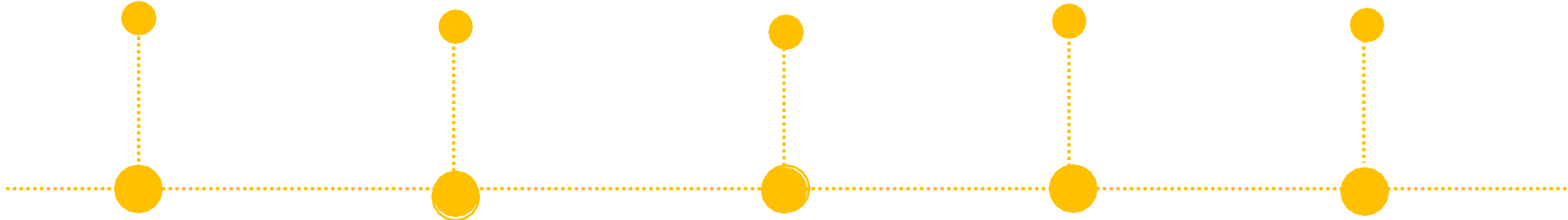
**Team Growth**



**Customer Acquisition**



**Operational Excellence**





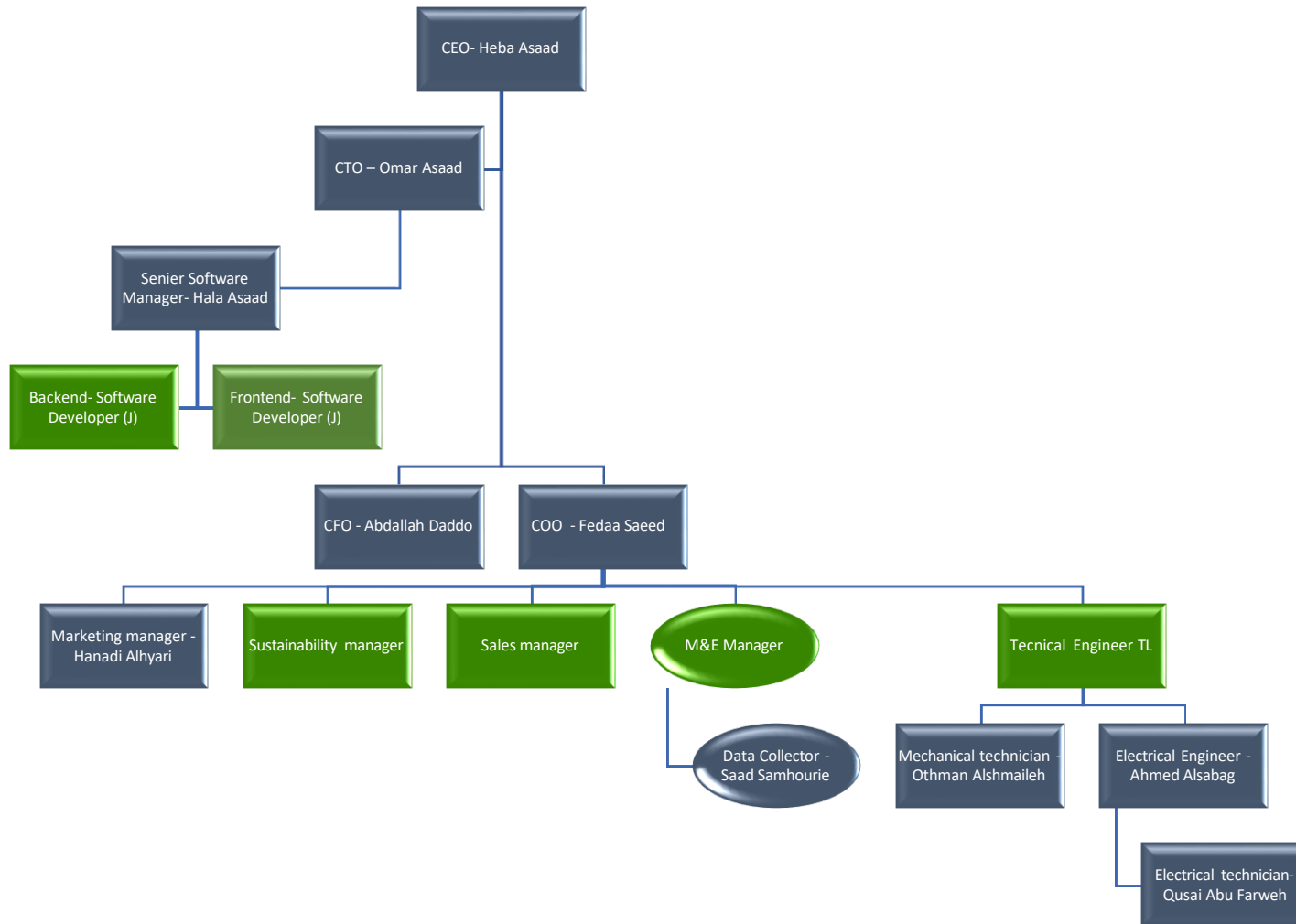
**Our Website**



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**Thank you!**

# Organisation Structure



# Benefits

By leveraging SmartWTI solutions, businesses can optimize their water usage, reduce environmental impact, and achieve long-term sustainability



Enhanced efficiency



Proactive maintenance



Environmental sustainability



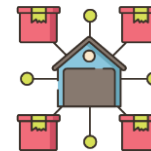
Regulatory compliance



Water conservation



Data-driven decision  
making



Scalability



Cost savings

