

FreeWater

Exploring their Exponential Growth

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Who Are They?

“Because water should be free”

Mission

To revolutionize the bottled water industry by providing free water through advertising support and using the profits to fund clean water projects worldwide.

Founder

Josh Cliffords, a visionary entrepreneur with a passion for social impact and sustainability.

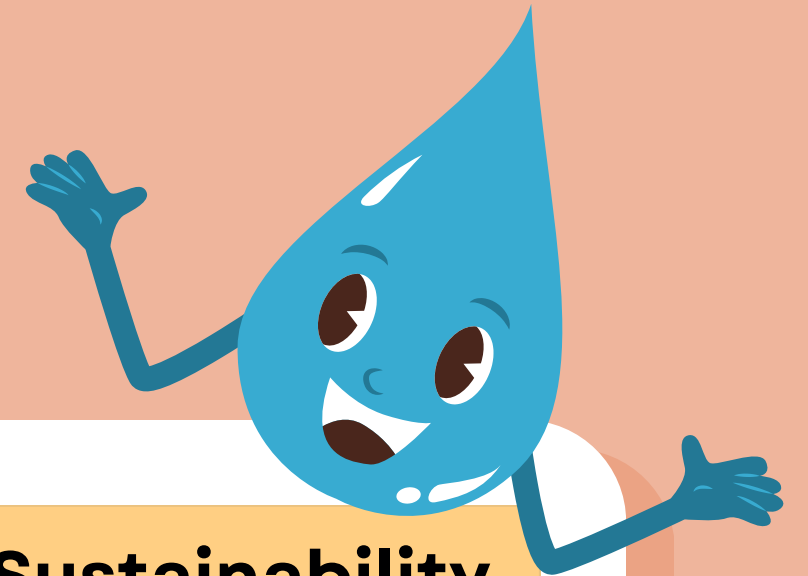
Investors

Garnered support from various socially-conscious investors who believe in its mission, including notable names from the tech and sustainability sectors.

Values

Innovation, sustainability, social responsibility, and community impact.

Why FreeWater?



Personal Connection to the Mission

As business students, we recognize the critical importance of access to clean water. FreeWater.io's mission resonates with us because it addresses a fundamental human need while leveraging innovative business strategies to make a global impact.

Interest in Innovative Business Models

Unique approach of advertising to fund free bottled water distribution is a fascinating case study in business innovation. This model disrupts traditional markets and creates value for multiple stakeholders, from consumers to advertisers to communities in need.

Passion for Sustainability and Social Impact

Sustainability is a core value for us, both personally and professionally. Their commitment to eco-friendly packaging and focus on funding clean water projects align with our passion for creating positive social and environmental change. We believe businesses should not only be profitable but also socially responsible.

ORGANIZATIONAL STRUCTURE

CROSS-FUNCTIONAL TEAMS

Teams are organized around core functions such as marketing, operations, and product development, with a high degree of interdepartmental collaboration.

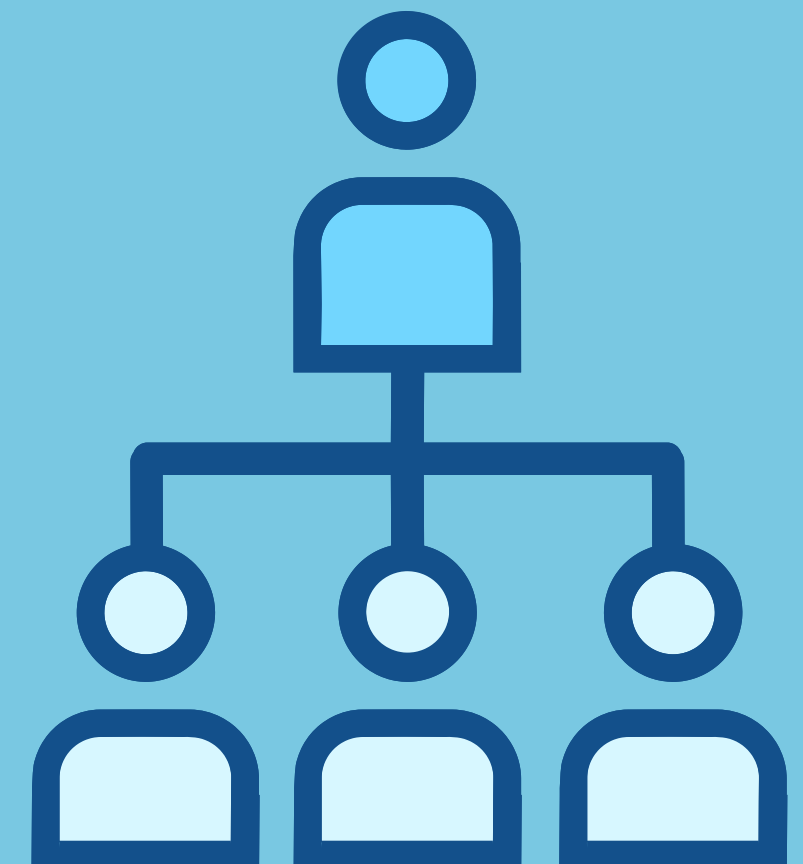
Founders and Leadership Team

The company is led by a small, dynamic leadership team, including the founders who are actively involved in daily operations and strategic decisions.

Flat Hierarchy

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In order to promote open communication and prompt decision-making, The company uses a flat organizational structure that minimizes hierarchical barriers. This method, which is common for startups, enables flexibility and reactivity in a market that is changing quickly



KEY FEATURES- COMMUNITY SOCIAL RESPONSIBILITY

CSR

With the use of biodegradable packaging, FreeWater.io lowers plastic waste, encourages sustainability, gives underprivileged communities more power, and offers free clean water. Their ad-supported methodology improves social and environmental impact by promoting local economies, health, and CSR efforts.



Key Features- Competitors

Both conventional bottled water providers and other cutting-edge beverage entrepreneurs compete with FreeWater.io. Well-known companies with established distribution networks and strong brand recognition that control the market, such as Nestlé, Coca-Cola, and PepsiCo, are examples of traditional competitors. FreeWater, on the other hand, has a distinct advantage in the market because most of these businesses do not provide free water.



Key Feature - Price

How are they Free?

FreeWater is paid for by ads that are printed directly onto aluminum bottles and paper cartons. Ten cents per beverage is donated to charity to fight the global water crisis.

Highlights an interesting lack of striving to gain profit from customers, unlike traditional B2C methods



EXPANSION PLANS

Vision: Beyond FreeWater – Revolutionizing Retail

Free Supermarket / Amazon 2.0:

- **Concept:** Platform offering free products supported by advertising.
- **Goal:** Provide a wide range of products available in COSTCO for free.

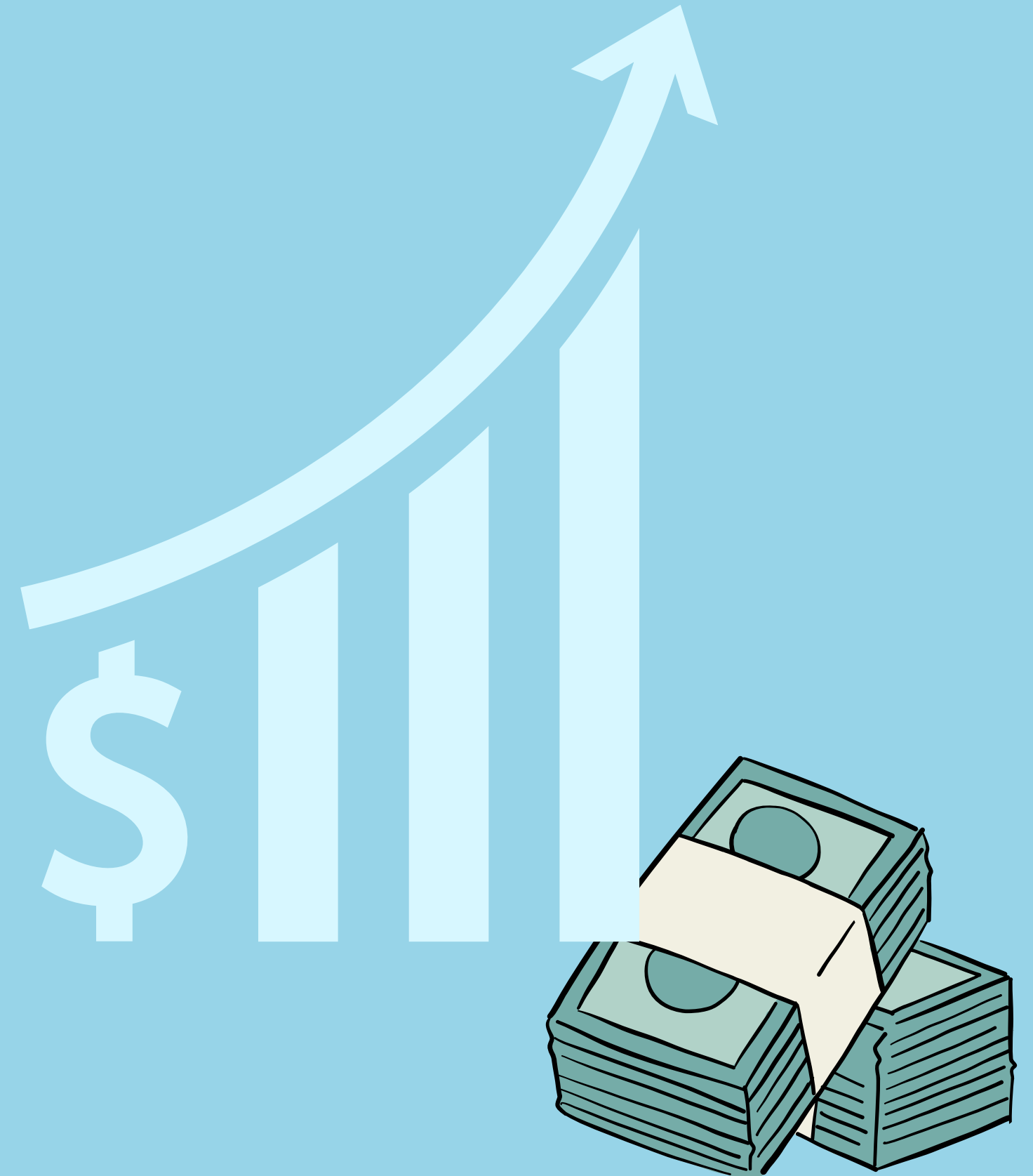
Future Product Categories:

- Food & Beverages
- Clothing
- Medicine
- Computers & Electronics
- Transportation & Travel



FINANCES- BUSINESS MODEL

FreeWater.io makes money by selling advertising space on their water bottles and cartons through their innovative ad-funded business model. Since September 2021, they have successfully funded \$270,000, and advertisers are still drawn to them because of their creative marketing strategy. Through this cash source, the company hopes to maintain operations and fund philanthropic programs.



Potential Drawbacks...

While they are quick to grow, they will also face some of the following obstacles in their path...

CONSUMER DOUBTS



Some customers would rather stick to well-established brands.

AD REVENUE DEPENDENCE



Strategy relies completely on B2B selling and advertising.

SCALABILITY



Potential stunted expansion with Supply/Demand ratio

Conclusion

FreeWater.io exemplifies how businesses can successfully merge profitability with social good, creating a model for future enterprises to follow.

By supporting businesses with this innovative approach, we can contribute to a more sustainable and equitable world.



CITATIONS

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