

## Project Description

Aqualit is an autonomous system that uses electrochemical principles to provide real-time analysis of heavy metals present in industrial wastewater.



## Value Proposition

Aqualit reduces the time and cost of wastewater analysis of industrial processes, eliminating third parties and updating information in real time. It generates reports that allow users to react quickly to irregularities and make better decisions.

## Goal

Raise the awareness about the importance of protecting and promoting the regeneration of national water resources.

## Problem

In Mexico, 70% of water resources are affected by contamination and 31% are described as extremely polluted. This is due to 62% of wastewater returning to water sources without receiving any treatment. A result of this lack of monitoring is that we cannot assure that the 38% treated is according to standards. One of the greatest risks of this absence of monitoring is the presence of heavy metals.

## Product and services

We provide a device that adapts to existing water discharge systems and autonomously analyzes the metal content in the water and returns the information to a database, which users can access.

## Minimum Viable product

Aqualit installed at an industrial wastewater discharge site performing analysis to determine the concentration of heavy metals in the water according to NOM-001-SEMARNAT (Cd, Cu, Cr, Hg, Ni, Pb, Zn, As.)

## Market

Companies that have permits to discharge wastewater. There are 17,000 permits currently, and they discharge more than 28,000 million m<sup>3</sup> of water per year.

## Target Clients

Industries governed by NOM-001-SEMARNAT interested in having greater control over their wastewater discharges and who need to update the information of their wastewater discharges monthly in the *Declaragua* system.

## Business Model

We will rent Aqualit devices to companies, and provide installation, maintenance, and adapt the design for the permit granted by CONAGUA.

We are currently in Xalapa, Veracruz, looking to expand in the second quarter of 2018 to Baja California, Baja California Sur, Sonora, Sinaloa, Jalisco, Nayarit and Guerrero, where 80% of the total wastewater discharges are performed.

## Competitors

1. 169 laboratories certified by EMA to analyze wastewater.
2. Portable monitors.

## Financial Information

Capital Pre-Launch  
R&D Phase, tutoring and certifications, patent:  
\$1,000,000 Mexican Pesos

## Competitive Advantage

Access to real-time data allows users to act quickly upon detection of an abnormal discharge and eliminates the need for manual sampling.

## Team

**Andrea Cervantes Sosa (CEO)**  
Industrial Engineer  
**Néstor Aarón Cabrera Serrano (CFO)**  
International Business Administrator  
**Antonio Aguila Valencia (CTO)**  
Electronic Engineer

## Benefits

- 1) Know at any time the quality of water due to real-time monitoring.
- 2) Take control of what is happening in their industrial process.
- 3) Take precautionary measures in time, by the warning system.
- 4) It serves for decision making in the industrial process.
- 5) Big Data generation of results to make decisions.
- 6) Reduction of the cost of water analysis.
- 7) System linked to a server to support information.
- 8) We offer advice and maintenance to ensure the quality of the water.
- 9) High precision analysis.

## Contact Information

Dirección: Av. Murillo Vidal 250  
Col. Cuauhtémoc Xalapa,  
Veracruz 91069

[Nestor.cabrera@ilab.net](mailto:Nestor.cabrera@ilab.net)  
[Andrea.cervantes@ilab.net](mailto:Andrea.cervantes@ilab.net)  
[Antonio.aguila@ilab.net](mailto:Antonio.aguila@ilab.net)

646-161-63-90  
333-661-51-95  
735-139-53-49