



# NOTICY

Noticy helps you to save water and energy in the shower. While offering you a healthy shower experience, Noticy also helps children to grow up as conscious individuals.



## Problem

- People are not aware of the amount of water they consume in the shower.
- Children do not get any education about their energy consumption.
- Hot water can be hazardous for human health.

## Product & Service

Starting with Noticy, we would like to create smart home appliances to save energy. Noticy allows you to track your water usage data during and after the shower.

- Device
- Application
- Website



## Team

- Umut Türemen - *Management Engineer*
- Emre Baş - *Computer Programmer*
- Burak Engin Aşıklar - *Computer Engineer*
- Zehra Çonkuroğlu - *Industrial Designer*
- Umut Salanturoğlu - *Electrical Engineer*
- Tugay Özel - *Electrical Engineer*
- Vladislava Kupfer - *Advertising and Public*

## Current Status

İTÜ Çekirdek and BTM

Target Investment: \$125.000

## Why Noticy

Noticy;

- warns users when they exceed 40°C during the shower to protect their hair, skin, and heart.
- has a special interface for children to raise them as conscious individuals.
- app allows users to start competitions with each other and compare their data with their neighborhood.

## Competitor

- Amphiro (Switzerland)

## Go To Market

- Starting with Crowdfunding
- Direct sales through website for B2C (Self-Service model)
- Direct sales to hotels, construction companies and municipalities (B2B - Inside Sales Model)
- The Channel Model (İKEA / Bauhaus / Koçtaş)

## Top Milestones

- Developing MVP and application until August 2020
- Delivering 500 products through crowdfunding (pre-order) until October 2020
- Starting mass production until December 2020
- Exporting our devices until 2022

## Tracking

- NoticyHome - Tracking water consumption for home
- NoticyGarden - Park and garden irrigation

## Possible Future Partners

- Turkcell
- UNICEF
- ECA

## Contact Us



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