

## Global H2O Solutions

Global H2O Solutions (GHS) is a Limited Liability Corporation, located in Los Angeles County that is focused on storm water pollution prevention applications. GHS has developed two patented Aqua Filtration Containers that can be installed in standard storm drain basins. These containers collect trash and other solid waste at the point of entry into the storm water system, preventing harm to marine life and improving the overall water quality. GHS is looking to enter the market on a broad scale and work within the industry to define Best Management Practices (BMP). In order to meet this objective, GHS needs to gain a broad understanding of the marketplace, target market segments, funding options and the regulatory environment of storm water pollution prevention.



The company is seeking to introduce a completely new concept for reducing water pollution that occurs via storm drains and adversely affects our world's oceans, rivers and lakes. The company has a patented product that fits into most storm drainage systems that collect litter and harmful oils and chemicals that otherwise would travel through the storm drain system and, possibly, into the ocean. Although government agencies world-wide attempt to prevent water pollution such efforts are primarily aimed at the "point of entry" into the oceans. These efforts have not been very successful due to the volume of waste that collects at this point.

### Project Description

#### Business Plan

Develop a formal business plan that can be used to attract local, state and/or federal grants (earmarked for water pollution reduction projects) and initial investor funding. The difficulties of developing such a plan is in estimating the size of a market that does not yet exist and developing effective marketing activities with limited resources across five very diverse target markets.

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