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SeaStar Ocean



Business Overview

ESTABLISHED: 2016

LOCATION: Los Angeles, California, USA

LISTING: Unlisted

TYPE OF COMPANY: For profit

NUMBER OF EMPLOYEES: 1-10

BUSINESS AREA:

Conservation of the Natural Environment;
Water Treatment; Water Scarcity;
International Development

COMPANY WEBSITE:

www.seastaroccean.com

BUSINESS OVERVIEW

SeaStar Ocean (SeaStar) is a company focused on the development and commercialisation of technologies related to water and the oceans of the world. The company's first product aims to eliminate the problems caused by the consumption of tainted, unsafe drinking water by people around the world.

SeaStar's new RainWater Maker™, is a water treatment system that leverages nature's water cycle to convert unsafe, undrinkable water found in estuaries swamps, stagnant pools, polluted rivers and oceans into clean, safe drinking water for people. The technology embodied in the RainWater Maker is currently Patent Pending in the United States.

SeaStar's core business is selling its RainWater Maker™ systems to government and municipalities in water needy areas of the world. The first shipments of RainWater Makers to customers are expected in May 2017.

RainWater Makers™ will be sold in association with local, SeaStar-affiliated Caterpillar dealers (180 in 160 countries) who will assist in the delivery, installation and commissioning of RainWater Makers for SeaStar's customers, and who will provide continuing maintenance services for the system.

SOCIAL MISSION

Water borne diseases attributed to unclean drinking water constitute a worldwide problem which is predicted to get worse in the coming years. At present:

1 in 10 people in the world lack access to safe drinking water. Contaminated water transmits diseases including diarrhea, cholera, dysentery, typhoid and polio.

Each year, water-related diseases affect more than 1.5 billion people and are responsible for over 500,000 deaths caused by diarrhoea, most of them children.

At any one time, half of the world's hospital beds are occupied with patients suffering from waterborne diseases.

SeaStar is addressing this issue, to provide millions of cubic meters of clean, safe drinking water per year to people around the world. For the people who benefit from these new sources of drinking water, lives will be dramatically changed as they will no longer be relegated to consuming tainted, impure water. Hospital beds will be emptied, families will be healthier and their collective overall quality of life will improve.

WHO BENEFITS?

CONSUMERS: People living in water stressed areas lack ready access to clean water, and are forced to drink and cook with tainted waters drawn from polluted and otherwise undrinkable water sources. They are the prime beneficiaries of use of the RainWater Maker™ which can produce approximately 100 cubic meters of water per day.

COMMUNITIES: Vocational training and local employment to work the new water making machines. Reduction of societal burdens imposed by the lack of adequate supplies of safe drinking water that reverberate through affected communities. Reduction in healthcare costs from treating sickness from unsafe drinking water.

FACILITATORS: Agents such as:

Humanitarian associations and organisations that work with drinking water improvement.

Financial Institutions and their investors who champion local water supply projects.

Communities and Governments who champion new water supply projects.

Investors in SeaStar Ocean

Commercial and Financial Summary

OPPORTUNITY SUMMARY

At present, the company has completed the engineering design and has established the manufacturing arrangements and sourcing of the various components comprising the RainWater Maker™, it is currently seeking to raise capital to launch business operations.

Following capitalisation of the company, the first order of business will be to fabricate, test and confirm the performance of the first prototype, which will shortly thereafter go into production.

The rollout of the company's sales activities to target markets around the world has already begun, as evidenced by the two Sales Agency agreements executed by the company for the MENA countries and separately for Greece and Cyprus. Additionally, Sales and marketing relationships with Caterpillar dealers are in discussion for the Southwestern US and for Oceania as far west as Guam.

The company plans to establish sales and marketing relationships in all the major world regions by early 2017, with the next territories to be added being India, Southeast Asia and the Caribbean.

FINANCIAL PERFORMANCE

As SeaStar is currently in pre-revenue stage, there is no financial information currently available.

Impact Assessment Matrix

ECONOMIC IMPACT

	MEASUREMENT	REPORTED OUTCOME
Healthcare System	Cost savings for healthcare providers in treating illness common to untreated water	To be reported
Employees	Vocational training provided to operators of water system	To be reported
Community	Employment of local people as operators of water system	To be reported
	Impact on agents affiliated with water treatment projects	To be reported

SOCIAL IMPACT

	MEASUREMENT	REPORTED OUTCOME			
End-User	Number of people who are positively impacted by RainWater Maker ¹	2017	2018	2019	
		RainWater Makers	73	90	125
		New Persons served	365,000	449,000	627,000
	Total Persons served	365,000	814,000	1,441,000	
	Number of visits to health clinics and other health providers	To be reported			
	Number of health issues common to untreated water	To be reported			
	Reduction in severity of illness severity common to untreated water	To be reported			

ENVIRONMENTAL IMPACT

	MEASUREMENT	REPORTED OUTCOME
None reported	None reported	None reported

GOVERNANCE

	MEASUREMENT	REPORTED OUTCOME
None reported	None reported	None reported

¹ Reported outcome figures are projected estimations based on global numbers

MUST READ

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