

SEED FUNDING APPLICATION

Main Applicant	
Name of lead applicant:	Peter Bonner
Organisation/institution (<i>Name of the company or academic institution</i>):	BonZiBlu StillWaterWorx
Department, faculty, or business unit:	Innovator
Company Registration Number (if applicable):	2020/908695/07
Company address (if applicable):	8 de Gaulle Crescent, Lorraine
Number of employees (if applicable):	-
Turnover in the last year (if applicable):	R21,275.69
BEE status (if applicable):	Not registered
Brief description of core business (if applicable):	Develop new swimming pool products to improve maintenance, maintenance capabilities, reduce energy consumption and to save water
Contact Number (land line):	Cell: 0788049069
Alternative number:	0716098335
Email Address:	Peterbonner.bonziblu@gmail.com
Applicant's Gender:	Male
Applicant's Race:	White
Is the applicant living with disability? (Yes/No):	No
*Total Funds Requested:	R1500 000
*Duration of project:	12-24 months
Partner / Co-applicant Details	
Partner Organisation/Institution:	None at this stage
Contact person:	
Email Address:	
Contact Number (landline):	
Alternative Number:	
Company Registration Number (if applicable):	
Company address (if applicable):	
Number of employees (if applicable):	

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Turnover in the last year (if applicable):	
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1 FUNDABLE ACTIVITIES AND APPLICABLE AREA OF DEVELOPMENT

Table 3: Select the activity(ies) for which funding is sought: Mark with an X			
Technology optimization;	X		
sourcing of intellectual property opinions;	X		
Conducting field studies	X		
Support of certification activities			
Semi-piloting and scale-up	X	I have built a prototype in a simple form and need to design and develop a product that is more user friendly and includes system warnings as necessary. The final product must also be aesthetically more appealing	X

Table 2: Identify the focus area(s) into which the project falls: Mark with an X			
Advanced Manufacturing and Industrial Modernization		Improved filtration of swimming pool water	X
Agricultural Innovation and Food Security			
Health Innovation and Well-Being			
Digital Transformation and Inclusive Innovation			

2 THE TECHNOLOGY

2.1 Description of the technology

- a. Utilising existing technology to reduce the wastage of water when a swimming pool filtration unit needs to be cleaned

How the Need Was Validated

The need was validated through:

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- There has been minimal Technological development of the Multi Port Valve system since its inception, but none which has been geared at efficiency of the system, particularly when the system runs on Backwash mode
- Although evidenced by all pool owners I believe that a mechanism could be developed to more efficiently clean the filtration unit, resulting in less water wastage and better filtration capabilities of the unit.

b. What is the proposed product/process/service?

- The proposed product is the "Filter Friend" which creates a different water flow path, removing unnecessary restrictions which reduce the capability of a given pool pump to perform as expected.
- This improved water flow path places a lower demand on the pool pump motor and removes debris from the filter more effectively and efficiently
- These improvements making the system more efficient and effective, reduces water wastage by between 60% and 70% (or by approximately 650lt per backwash) and power demands (from 3,2 amps to 3,0 amps)

c. Describe the **technology/science underpinning the product/process/service to be developed?**

- 1) BonZiBlu StillWaterWorx was created as a Innovator, designer, and problem solver in the still water industry, but focussed specifically on aspects within the domestic swimming pool industry.
- 2) The vision of the company was to better utilise existing fluid dynamics technology to develop a product(s) which were more effective and efficient.
- 3) The consequence of developing such a product(s) would not only reduce water wastage but would also contribute to a greener environment by reducing ground water and air pollution.
- 4) Provide a more affordable means to pool owners to maintain their swimming pool.

d. How is the technology/science disruptive to the current state-of-the art?

The "Filter Friend" is easily installed in an existing system. It is user friendly in that an alarm warns of it being incorrectly activated. It does not replace any existing product but is used to enhance the effectivity and efficiency of existing systems.

2.2 Stage of Development

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- a. **Describe the stage of technology development of the product/process/service? Please attach summary of results on work already conducted (i.e. technical report) on this project (during the pre-seed process).**

BonZiBlu StillWaterWorx is currently at **TRL 4–5**, representing the early prototype development stage. The conceptual framework, system architecture, and core features have been defined, and an initial prototype design has been completed. The interface with the conventional system is currently not ideal from either an installation point of view, or from an aesthetical point of view. It requires additional materials than the final product would require.

The next steps involve refining the interface, improving analytical data to convince pool owners to purchase the product. And to create a functional product which will demonstrate a complete design-to-pattern workflow.

- b. **What are the technical risks associated with scaling this technology?**

1. There are no technical risks associated with the production of the "Filter Friend" as the product is less complex than is the case with the production of the Multi Port Valve.

- c. **What are relevant regulations and how you intend to comply with them to progress your technology development and adoption- please include a separate document listing all applicable regulations, the rationale, cost implications and timelines**

1. Protection of IP

The "Filter Friend" has been Trade Marked (ref 888607 2023/2561 TSS210875) and a Provisional Patent has been registered (Application number 2025/05315)

2. Consumer Protection Act (CPA)

Compliance with the Act by way off restricting access to customer information by keeping any customer information on a single laptop which is only accessible to myself.

6. Labour Regulations

Compliance with the Act

Compliance

Strategy:

Initially all information relating to the product and customers will be stored on a single laptop with the necessary access controls implemented. When sales outgrow the protection capabilities of an off the shelf laptop, additional firewalls will be introduced for greater protection.

2.3 Value Chain

- a. Describe the entire production, manufacturing and distribution value chain. Please include potential supply chain risks that may be encountered.

The first requirement to produce the "Filter Friend" will be find a suitable company to create the relevant moulds to be used to manufacture the product. Thereafter production would be assigned to a specific manufacturer based on quotations for production costs. Initially the first production run quantity will be small (with the company most cost efficient) and product will be stored in available space in my workshop. Whereafter a sales and distribution agent will be engaged to support sales demands.

- b. Describe how revenue will be generated, or users will be acquired and sustainability thereof?

BonZiBlu anticipates that income will be generated through multiple streams:

1. **Sales directly to individual pool owners**
2. **Sales to stores and swimming pool outlets.**
3. **Thereafter BonZiBlu will approach on-line shopping outlets to offer the product on their platform.mmission**

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Demand

Initially use will be made of social platforms, flyers and store visits to generate awareness of the product and the benefits associated with it. Thereafter advertisements will be placed on written media, like newspapers and appropriate magazines

creation:

Sustainability:

Long-term sustainability is supported by:

- Word of mouth references
- Seeking partnership with existing pool product producers and distributors
- Continuous upgrades to ensure that the product produces maximum efficiency

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3 INTELLECTUAL PROPERTY

3.1 IP Position:

- a. Have you conducted any IP search in relation to the proposed product/process/service? If so, list them and mention who the IP owners are.

As mentioned before, the "Filter Friend" has been Trade Marked in the relevant category, and a Patent is pending. There are no other products which perform the function of the "Filter Friend" so no contravention of existing IP exists.

- b. Describe any existing (background) intellectual property that underpins the product/process/service that you have registered and ownership thereof.

Filing Date	Patent, Design, Trademark Applications or Granted No.	Date Patent granted/Status	Inventor Details	Assignee/Applicant Name(s)	Title	Region/Territory
	N/A					

- c. Is there a likelihood that you will develop protectable IP as an outcome of this project? If so, briefly comment and describe.

Yes, as mentioned before, a Trade Mark has been registered in the relative category, and a Provisional Patent has been registered

- d. What would you regard as the most difficult aspect(s) of your proposed solution for competitors to copy?
1. Copying of the product is unfortunately extremely easy, and for that reason I have sort the protection of Trademarks and Patents. Defending these two IP protection methods would be costly. Consequently, access to the IP has been strictly controlled, with only selective people having access to it. The option of a partnership with a big swimming pool manufacturer and distributor would undoubtedly increase the possible use of the IP by other individuals or companies
 - 2.

- e. Describe your IP management strategy in terms of protection and exploitation, including freedom to operate and ownership.

All IP will be owned by BoniBlu and the Trademark and provisional Patent registrations should be sufficient to protect the IP of the "Filter Friend". Furthermore, until a Patent has been registered, IP will only be "available" if the product was purchased.

4 THE MARKET

4.1 Market and Industry Analysis

a. Who is the target market for the technology?

Initially the target market will be local pool owners and pool stores. Whereafter major supply chains will be approached and online sales providers. During this period, active interaction will be made with major swimming pool producers and distributors to go into partnership with BonZiBlu. This would increase exposure of the product to the international market.

b. Provide detailed analysis of the market segmentation (in terms of size, structure, geography, growth, market need and/or unmet need) and clearly indicate why the defined customers will procure your product/ process/ service.

1. Markets

- There are approximately 700,000 swimming pools in the South Africa and nearly double that in Australia. The South African market is by capita the largest market in the world.
- Annual spend in the South African market per annum is approximately R50m and is projected to grow by around 30% by 2033. Annual spend in the Australian market is more than double the South African market, and is also expected to grow by around 30% by 2033
- The North American market (predominantly the US) has over 10 million pools just in the US with an annual spend of \$1.1bn per annum, increasing to \$1.6bn expected by 2033.
- The European market has somewhere between 7 and 8 million pools (the total is elusive) France and Spain accounting for more than half of this number. Annual spend is around \$7.5bn with an increase to \$12.9bn by 2033.

Implication: The opportunities are endless and personal views on the environment, and the saving of water is the key to expected demand. While large areas in both Europe and North America have negligible numbers of domestic pools, there are also vaste areas in Europe who have minimal water availability problems. Where water is freely available or when little consideration is given for water saving, demand for the product is expected to be low. Sub Saharan Africa and Australia present a great opportunity on their own.

2. Target markets for BonZiBlu

The targeted swimming pool market is the domestic market, and more specifically in regions where water is not as easily available as elsewhere. It is well known that most regions in South Africa have major water problems, and much the same can be said about the Australian market.

The initial target market would be localised but would increase to the entire sub-Saharan region very quickly. This move would solely be driven by initial local demand.

3. Pricing Assumptions

- A large portion of the grant (if successfully awarded) would be used to subsidise prices in the market to increase visibility
- As sales grew, market prices would be adjusted, and would be well above inflation levels, to ensure total costs can be recovered and a profit could be made.
- In the event of successfully negotiating a partnership with a major supplier, sales would exponentially increase, and the partnership "costs" would recover any subsidies already given.
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4. Estimated Market Revenue

Estimating market Revenue is extremely difficult as the product is not considered an absolute necessity to maintain a swimming pool. It would rely mainly on the pool owner's desire to contribute to creating a greener planet and their commitment to pool maintenance in times of water shortages or restrictions. Furthermore, convincing new pool builders of its benefits (at a cost of less than 1% of the cost of building a pool) would go a long way to achieving profitability and growth. Although no specific statistics for expected new pools is available, the market is "expected" to grow by around 3%. Should the new pool market account for only a quarter of this growth, it could be expected that approximately 5,250 new pools would be built in the next 12 months.

Initially, only a small portion of the pool builders would be aware of the "Filter Friend". But in future years, similar growth is expected to generate a lot more interest from builders to quote prices for new pools including the "Filter Friend".

5. Summary — Why Customers Will Procure the "Filter Friend"

- The desire to contribute to a greener planet and reduce both ground and air pollution
- Water shortages or restrictions could be largely overcome for pool owners by having the product installed.
- The buying pattern of "wanting to be one of the first" to buy a new product. Very few new products, other than robotic cleaners, have been introduced into the swimming pool market over the last number of years. The "Filter Friend" will be an affordable addition to a swimming pool owner, with the added benefits of saving water and saving money.
- The "Filter Friend's" proposed aesthetically pleasing design and manner of operation will entice pool owners to invest in it.
- **Should the market, and governments see the benefits of the "Filter Friend" it could become a mandatory requirement for pools. The US has already mandated the use of variable speed pool pumps to reduce power consumption; the same could be said for the "Filter Friend".**

4.2 Competitive Landscape

- a. Provide detailed competitor analysis, in terms of strength and weakness of the current and potential competitors.

There are no competitors in this market

- b. Clearly define what the drivers of competitiveness are.

Since there are no competitors, the drive will be to convince existing pool owners, and pool builders, of the benefits of the "Filter Friend". Appeal to the pool owner's "conscience" to make a contribution to a greener planet and reduce pollution.

4.3 Market Penetration Strategy/go to market strategy

Provide a detailed plan on how you intend to enter the market, be sustainable and expand (enablers to market entry) in the target market. Indicate if you are engaging with potential customers, if so, provide evidence.

I have engaged with Fluidra in Spain at the Head Office with the International Director of Innovation and Compliance as well as with the oldest and biggest pool store in the region. I have fitted a prototype "Filter Friend" in his swimming pool, and the results have been as expected

Target Market:

- Domestic swimming pool owners and swimming pool builders

1. Entry Approach:

1. INITIAL APPROACH

- a. Educate and advertise by using social media.
- b. Store visits to encourage owners to stock the "Filter Friend"
- c. Distribution of fliers and the use of "cold calling" of swimming pool owners

2. Partnerships & Collaborations

- a. Negotiate a partnership with one of the larger swimming pool manufacturing and distribution companies
- b. Offer workshops and demonstrations

3. Trade Shows & Industry Events

- a. Participate in local trade shows and open-air exhibitions
- b. Position "Filter Friend" as a low cost means for environmental improvements.

2. Sustainability & Long-Term Adoption

The "Filter Friend" would have the same expected durability as a Multi Port Valve and once fitted would have a lifespan in line with a MPV. Once installed, the benefits achieved would ensure it would be replaced when it became unusable. This is the same condition for a MPV. Once initial interest has been achieved, growth would be expected to be in the region of at least 15% in the second year and 30% in the third year. This growth rate of 30% is expected to continue until the market reached saturation point. New swimming pools installed would further support annual growth.

Customer Retention & Support:

- Once installed, the benefits achieved would ensure it would be replaced when it became unusable.
- Support would be available online and through the operations manual provided with the product

3. Expansion Plan

- Initial market entry would be local through social media, fliers and "cold call" on swimming pool owners. Local stores would be educated on the benefits of the product and enticed to stock the "Filter Friend".
- Make approaches to major swimming pool product manufacturers to form a partnership in order that the "Filter Friend" becomes available world-wide.
- BonZiBlu already has several other swimming pool product prototypes, which would receive more focus once the "Filter Friend" has reached a point where it becomes part and partial of a new pool installation.

4. Enablers to Market Entry

- The prototype has already been installed in the pool of the owner of the largest and oldest swimming pool store in the region, and he has confirmed that the product performs as expected in terms of wasting less water.
- Driving sales through his store would be a major advantage
- I also have good relationships with the other pool stores, and do not expect any resistance from them to stock the "Filter Friend"
- I have been in discussion with one of the big 4 pool product manufacturers in the world for some time, and although no letter of intent has been received, I hold a signed Non-Disclosure Agreement with them.
 - .

5. Customer Engagement & Evidence

- **Preliminary Engagements:**
- I have been in discussion with one of the big 4 pool product manufacturers in the world for some time, and although no letter of intent has been received, I hold a signed Non-Disclosure Agreement with them.
- **Evidence:**
 - Emails received from the International Director of Innovation and Compliance based at Fluidra head office in Spain

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5 PREVIOUS FUNDING AND ACHIEVEMENTS

- a. Provide information on prior funding received for this project (funder's name and amount received)

No funding received thus far

- b. Have you recently approached other potential business partners/funders for financial support? If so, what is the status of your engagement and application with them?

No I have not.

6 ECONOMIC AND FINANCIAL AND RETURNS

- a. Describe your proposed offering's overall ability to generate economic value.

The "Filter Friend" reduces water wasted on backwashing a pool by between 60 and 70% (in number terms, from about 900lt to around 250lt). It also improves the condition of the filter media, so the filtration process is better as well. Both these processes save not only water, but also power. A document is attached to this application providing both theoretical data and empirical data detailing savings and proof thereof.

- b. Provide financial projection and indicate when the offering will breakeven and generate profit. (Proposed business model incl. broad assumptions on Selling price and Cost of sales).

The cost of the product when in full production will be marginally less than the cost of producing a MPV and would be expected to eventually sell at a premium to the MPV. Sales growth for the second year is expected to be 15% and 30% in the following years. Profitability is expected to be reached

7 THE BUSINESS

7.1 Management

I am the sole person in the company. I have no formal training or education in Fluid Dynamics. All my time is allocated to this project.

8 FUNDING REQUEST AND ACTIVITIES

Please indicate your funding requirements and how you plan to use the funds for? Please complete the attached Project execution plan and budget.

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9 RISKS

Identify the risk which affects the development and commercialisation of the technology and mitigation strategies. (i.e. Regulatory, environmental, financial, personnel, other)

N/A

10 DECLARATION

I declare that:

- I am duly authorised to complete and sign this application form for the purpose of applying for funding from TIA and executing the proposed project plan in Section 3.
- I have read and understood TIA Seed Fund Application General Guidelines in the invitation letter or call for proposals; and I have engaged with my university's technology transfer office, or the equivalent, in the preparation of this application form.
- I am familiar with the Intellectual Property Rights from Publicly Financed Research and Development Act, 2008 (Act 51 of 2008) and understands the implications of this Act on intellectual property derived from projects funded by TIA; primarily my Institutions' Rights in terms of the Act.
- I am aware that there may be further information required by TIA in respect of this application, and that my failure to provide requested information timeously may lead to a rejection of this application.
- The information contained in this application plus any supporting information is to the best of my knowledge true, accurate and complete at the time of application. I accept that TIA has the right to

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terminate this application and/or any project funding that may ensue in instances where the information provided is found to be false, and where instances of fraud are detected.

- Unless disclosed above in section 3, I have not applied for or received any other funding from TIA or its previous entities regarding the technology that is the subject matter of this application.

Main Applicant:

Applicant Name ____Peter Bonner_____

RSA ID No: __6205225104081

Signature: _____
2025_____

Date: __10

December

Partner applicant:

Partner Institution name	N/A
ID No	
Signature	
Date	