**EHTECH**

**One line pitch:**
Hot water costs a lot of energy to heat, yet that heat goes down the drain... EHTech gets 71% of that heat back!

**Market Analysis:**
Out of 82 b€ spent in 2015 on building energy efficiency, 17 b€ were on more efficient water heating systems in order to cut hot water bill and/or provide more comfort (higher flow rate, larger capacity). This is exactly Obox®'s value proposition, except that Obox does it cheaper that the current systems. EHTech targets residential applications in most western Europe through licence agreements to large industrial companies, targets UK residential market through a distribution agreement with a major plumbing supply wholesalers, targets hotels in France through an in-house commercial fleet and targets US homes through DIY stores.

**Value proposition:**
For the next 5 years, we aim at 1/ Hotel managers in France and single family house owners (France, UK, US) tired of running out of hot water or just looking for energy savings. Obox doubles their hot water capacity and while cutting their hot water bill. 2/ developers wanting to comply with local energy efficiency construction codes (UK, FR, USA) at minimal cost. Obox and Obox C reduce the building energy consumption at a fraction of the cost of other technologies (heat pumps, solar water heaters...). EHTech has filed 7 patent applications for its exclusive technology. Newcoming competitors would have to get their device tested by either KIWA or CSTB to start competing with us.

**Business Model:**
EHTech has partnered with major industrial companies and got most of western Europe covered with tailored Obox through license agreements: EHTech gets paid to adapt its technology to those industrial companies’ markets and gets paid a fee for every Obox sold. For its new markets, EHTech has several business models: 1/ direct sales with field sales team (hotels in France) 2/ OEM for a major UK plumping merchant (UK) 3/ through DIY stores

**IP and Regulatory situation:**
Waste water heat recovery systems are evaluated in Europe through normalized protocols (RECADO in France, GASTEC in UK, NL), and have to comply with EN1717 and local potable water regulations (ACS in France, WRAS in the UK). EHTech has filed 7 patents applications -- one in October 2016 -- and has two patents granted as European patents, and one being extended to the US.