



# ***Bibo*Link**

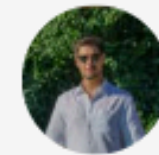
***Stay fit, stay hydrated***

## TEAM 5

# Introduction



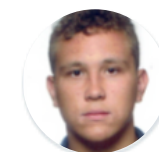
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**Rafael Ferreira**



**Kim Linthorst**



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**Olivia Van Staeyen**



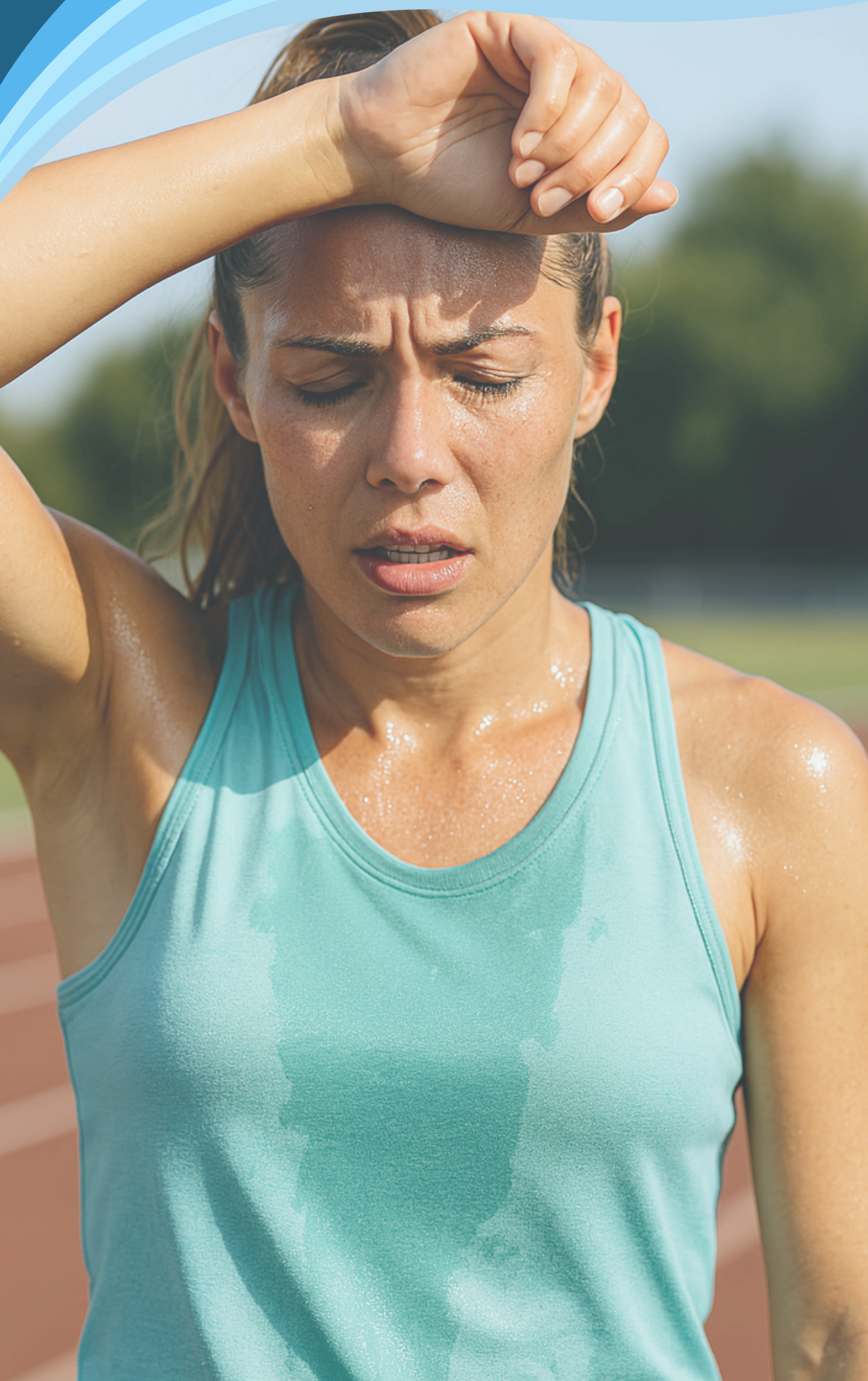
**Till Hanfeld**

# Agenda



- **Problem**
- **Key studies**
  - **State of the Art**
  - **Sustainability Aspects**
  - **Market Analysis**
  - **Ethical Considerations**
- **Project Management**
- **Design Concept**
  - **Physical Device and Structure**
  - **Smart Features & Technology**
  - **Mobile Application Interface**
- **Summary and next steps**





# The Problem

**Amateur athletes  
often  
struggle to stay  
hydrated**



"Even 2% dehydration can reduce physical performance by up to 10% (Judelson et al., 2007)."



# State of the art

## In smart hydration systems



# State of the art

## Current market solutions - indoor



Bevi



Refill+

# State of the art

## Traditional public solutions - outdoor



Public water fountain



# Why Bibolink is a good idea?



# Sustainability in hydration solutions



# Sustainability

## The environmental problem





# Sustainability

## Role of public water access

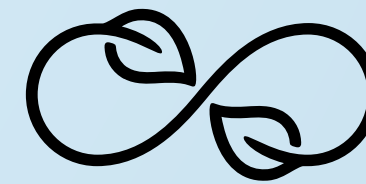


# Sustainability

## Summary of environmental impact



Reduce plastic waste



Designed for long term durability



Encourage healthy behavior



Minimize energy usage

# Ethics



## Engineering

- Truthfulness
- Public health & safety
- Stable technology



## Sales & Marketing

- Honesty
- No greenwashing
- Clear tech communication



## Environmental

- Climate goals
- Sustainable materials
- Energy-efficient



## Liability

- Product safety
- EU regulations
- Data protection



# Market

## Business idea

FOR	People who do sports in outdoor public places
WHO	Need supplementation of the nutrients without specific knowledge and need cooling drink
THE	BiboLink
IS A	Offers free hydration possibilities and healthy personalized drinks with supplements, with easy access for f the people
UNLIKE	Conventional water fountains
OUR	Allows supplementations of nutrients. Moreover in comparison to private ones in gyms for you need a gym pass, ours can be easily acc <sup>l</sup> essed in public spaces for wider range of people



# Market

## SWOT-Analysis

### S Strengths

- Innovative concept
- Sustainability
- Smart technology

### W Weaknesses

- High costs
- Permit dependency
- Maintenance needs

### O Opportunities

- Health awareness
- Smart City funding
- Sponsorship potential

### T Threats

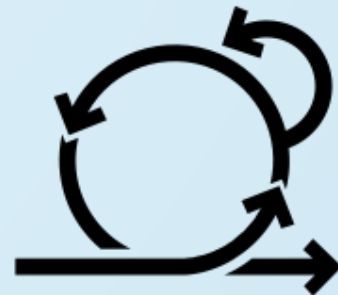
- Competition
- Technical failures
- Weather risks
- Data privacy laws

# Project management



## Scope management

- Hardware
- Software
- Design
- Electronics



## Timing

- Work breakdown structure
- Research, Design, Test



## Risk management

- Vandalism
- Misuse
- User interaction
- Cybersecurity
- Supply chain

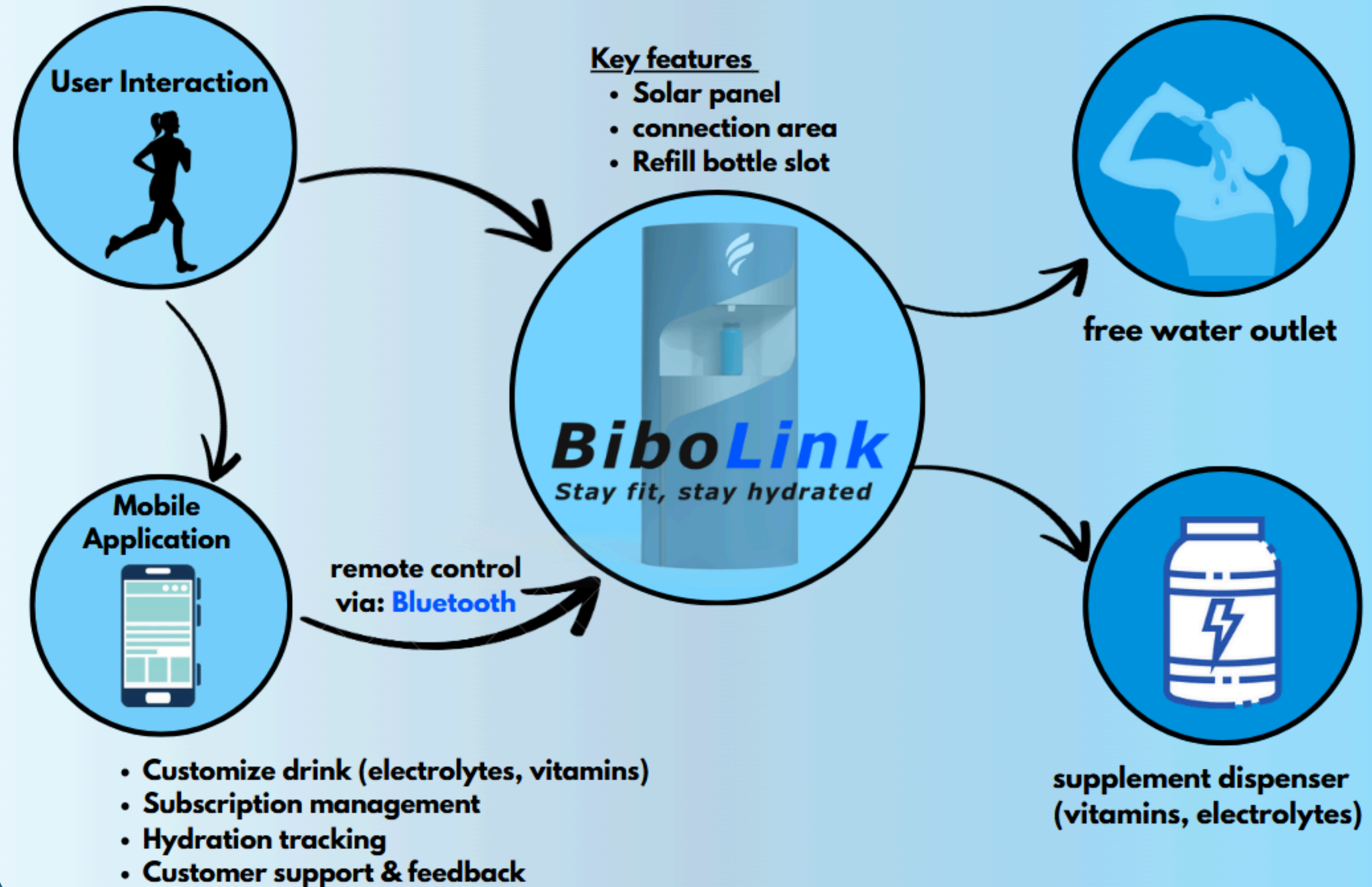


## Communication

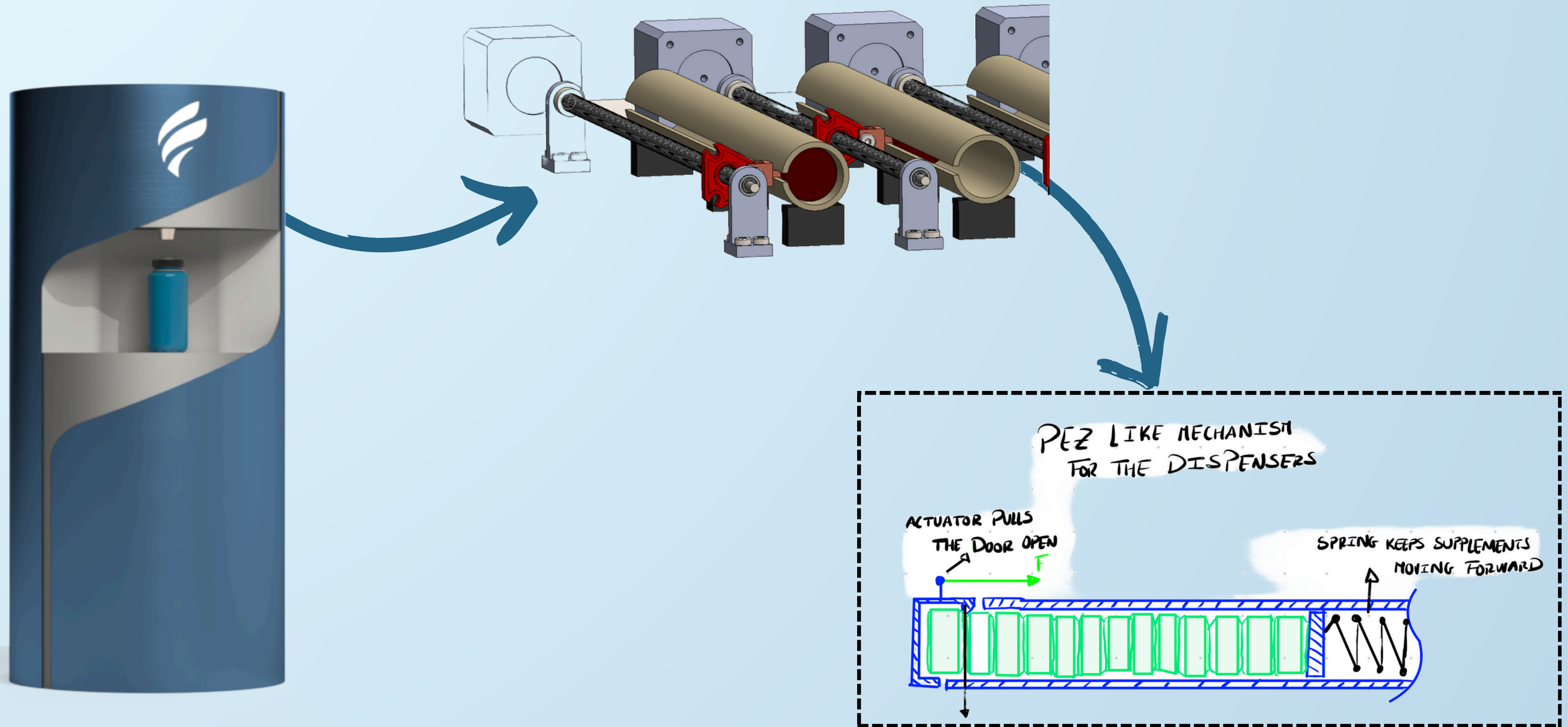
- Weekly meetings



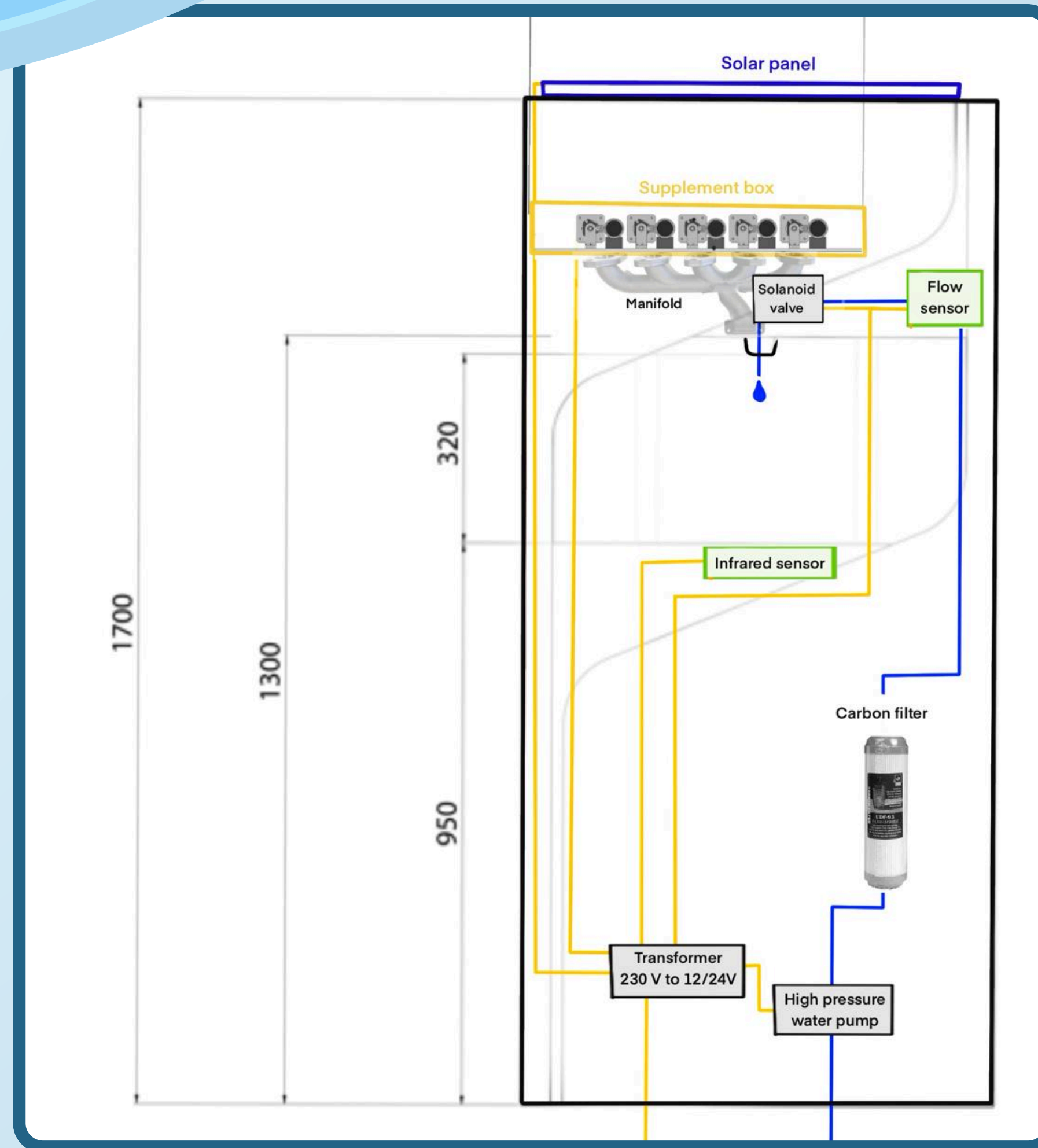
# Concept



# Device Structure

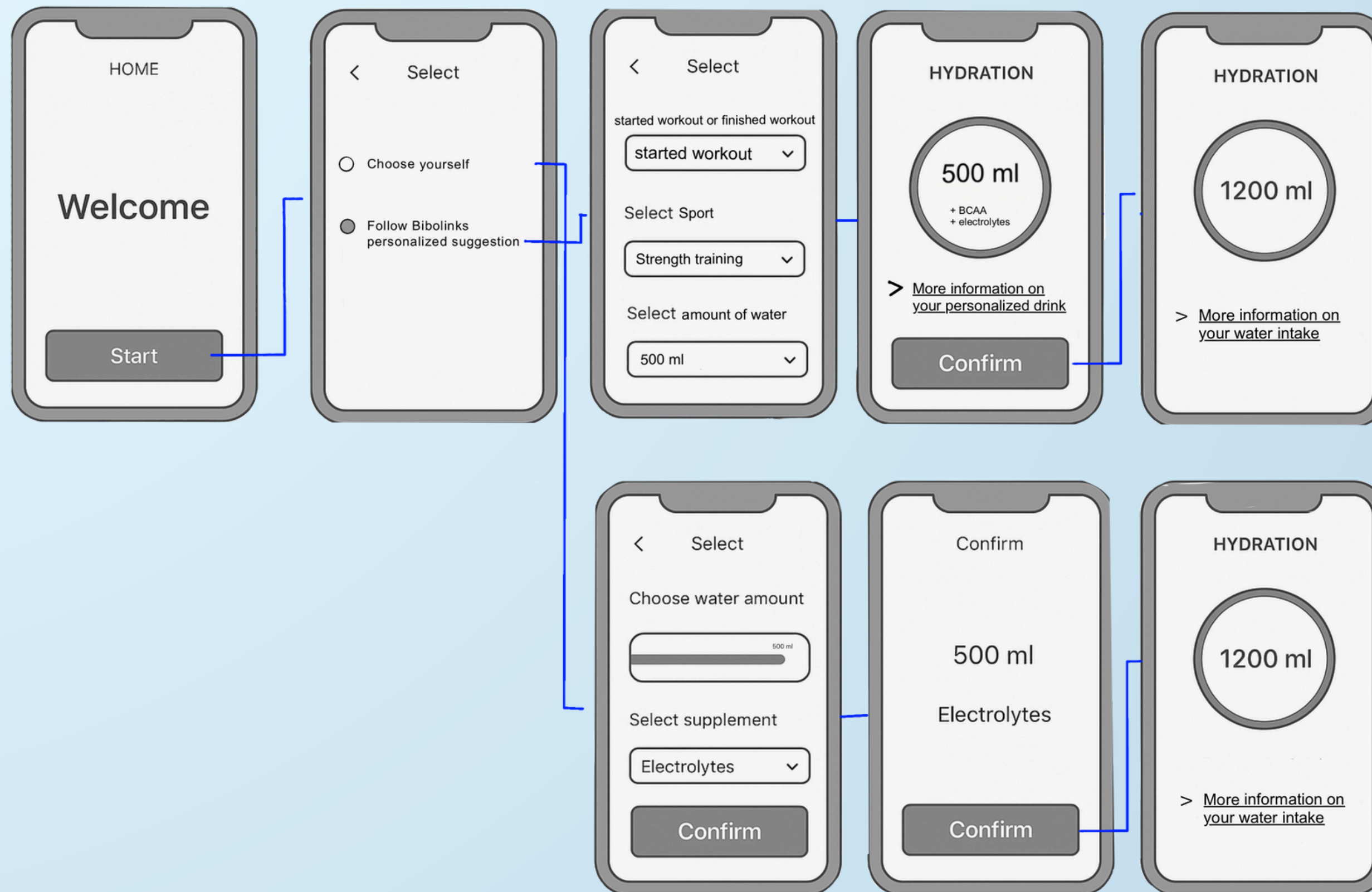


# Device System





# Application



# Next steps

- Continue prototype development
- App-dispenser connection
- Application







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