



Saturá

GO OUT. DO GOOD.

No water. No life. Know water. Know life!!

Vision & Mission

A world where water is in abundance and available to everyone. Our vision is to make investing in impact entrepreneurs via the FLOW (For the Love Of Water) social investment fund commonplace at Impact Hours all over the world.

All over the world social entrepreneurs are passionately working to improve things we care about such as healthcare, education, environmental protection and of course water issues. How can their activities receive financial support? How can everyone pitch in to help?

Their work can be supported reliably if bars and restaurants, companies and event organizers and mail order companies embrace Saturá's cause-marketing Impact beverage concept.

The problem



Our planet is about 70% water. Only 2.5% of this is fresh water. Only 15% of that is accessible, leaving 0.007% available for 6.8 billion people. The population may reach nearly 10 billion by 2050. 1.8 billion people will live in areas plagued by water scarcity. 2/3 of the world's population will live in a stressed region.

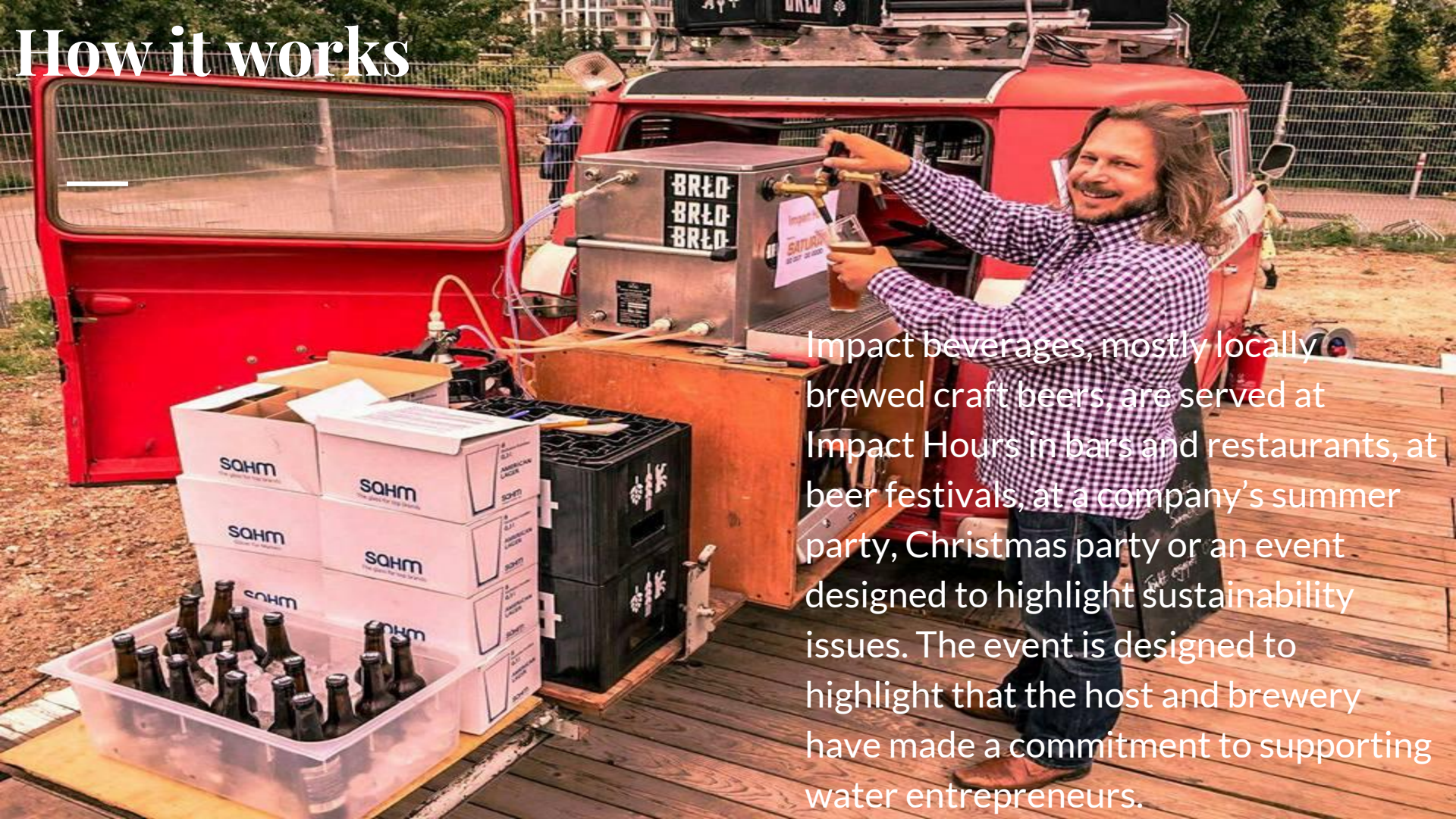
Our immense challenge now as a species is to effectively conserve, manage and distribute water. In short: water security.

The Solution



Imagine if you could be a part of it simply by drinking fresh, delicious craft beer. Imagine if every sip you take was also an investment into the social capital of our planet! Enter the Saturá Impact Hour!

How it works



Impact beverages, mostly locally brewed craft beers, are served at Impact Hours in bars and restaurants, at beer festivals, at a company's summer party, Christmas party or an event designed to highlight sustainability issues. The event is designed to highlight that the host and brewery have made a commitment to supporting water entrepreneurs.

Proof of concept

Official Impact Partner at beer festivals

- Berlin Beer Week 2016 and 2017
- Barcelona Beer Festival 2017
- Moscow Beer festival 2017
- Berlin Great Beer Festival 2017

Impact Hours (excerpt)

- Gesundbrewing
- Fall Rallye of the CRC
- StadtLandFood Festival
- Handgemacht
- Berlin Craft Beer Festival
- Bierlieb
- Berlin Beer Academy

Participating breweries (excerpt)

- Lemke
- Brewfist
- Lenny's Artisinal Ales
- Schoppe Bräu
- Schneeeule
- Hops & Barley
- BRLO
- Espiga

Saturá Bar Save Beer Save the Planet 2017

Market (Germany)

Excluding the massive potential of events, festivals,
online mail ordering.

Restaurants 73,366

Pubs 31,108

Discos, dance halls 2,042

Bars 2,114

Other gastronomy 5,530

Hospitality industry 163,418

Caterers and providers of other
catering services 13,268

Total = around 300k outlets



How it Works

Impact beverages, mostly locally brewed craft beers, are served at Impact Hours in bars and restaurants, at beer festivals, at a company's summer party, Christmas party or an event designed to highlight sustainability issues. The event is designed to highlight that the event host and brewery have made a commitment to supporting water entrepreneurs. This usually ranges from EUR .50 - 2.00 for each glass sold and sometimes extends beyond the Impact Hour to the whole keg. This translates into between EUR 150 EUR and 350 EUR. Saturá retains 10% of this for its services. Rolling this out to even a small percentage of the bars and restaurants in Germany and beyond has massive potential for Impact!

Win Win Win



Customers

- Participation in community, civic involvement
- Increase awareness of social entrepreneurs and cause-oriented organizations
- Feel part of greater good!
- Share acts of altruism
- Pay forward
- Caters to feeling that social interests are equal to business interests

Businesses

- SROI, CSR, social marketing
- Support local civic involvement
- Exceptional advertising and Social Media marketing tool in connection with civic engagement
- Access new customer and target groups
- Interactive activity, business partners, customers, colleagues enter into dialogue
- Investment in partnership with citizens and orgs – effect multiplied
- The human factor – empathy
- Being part of the Social Business movement
- Consumers are attracted by companies with values similar to their own (trust, compassion, humanity)

Saturá

- Enabler, concept, implementation
- Coordinates stakeholder involvement
- Technology (apps etc)
- Brings Social Business to Social Media

Water Entrepreneurs

- Funding using innovative new ideas
- Accessible to broad public using modern comm tools
- New supporters, young generations motivated to act
- New cooperation channels forged

Competition

Some fragmented competition exists. While there are several actors in the soft drink sector selling their products to fundraise, there are only two in Germany that sell beer, neither of them have a similar focus (Quartiermeister supports local Berlin projects and Drink for Peace supports peace efforts in Bosnia Herzegovina) and neither of them INVEST in other social entrepreneurs. Both also rely largely on retail outlets for their fundraising. There is next to no resemblance to Saturá.

Roadmap: plans for the future

- FLOW (For the Love Of Water) social investment fund
- Saturá Impact Pale Ale (own beer)
- Social media concept launch (Instagram, Facebook etc.)
- More partnerships with festivals, bars, online mail order distributors
- Saturá Impact Tap
- Expand contacts with water entrepreneurs and potential partners in Africa

Founder



“Creating a World without Poverty” – Muhammad Yunus and I share a vision of placing poverty into a museum in our lifetimes – so we don’t forget what it was. Many years ago I began dedicating myself to issues surrounding poverty and the environment after an extended trip through Asia and Africa in 2000. I began to wonder – what if you could harness the power of the free market to solve the problems of poverty, hunger, inequality?

I am focusing my efforts 100% on Water as a Social Entrepreneur – a pioneering model for nothing less than a new, humane form of capitalism. I have always liked the motto “Doing well by doing good” and am motivated by triple bottom line metrics – People Planet Profit

Trent zum Mallen

trent@creativemind.net

www.satura.co