

BlueBloqs

Circular Water System

**We turn rain into
a reliable source
for water supply.**
In the city, powered by nature.



Reference projects

Sparta stadium, Rotterdam

- ✓ high quality irrigation
- ✓ reliable supply
- ✓ green system

Project area: 4ha
Retention: 1400 m³
Treatment: 90 m²
Technical installations: 15 m²
Supply: 15.000.000 L/jaar



Zorrilla stadium, Valladolid

- ✓ high quality irrigation
- ✓ reliable supply
- ✓ green system

Project area: 6.3ha
Retention: 400 m³
Treatment: 60 m²
Technical installations: 15 m²
Supply: 10.00.000 L/jaar



From first mover to market leader in circular water management in NL.

Founded in 2016, FieldFactors is the most important player in underground rainwater storage and reuse in urban areas in The Netherlands. With our BlueBloqs Urban Waterbuffer product, we help customers save 20% in rainwater discharge costs and reduce up to 80% of their drinking water use by turning rain into a reliable source for local freshwater supply. We focus on urban developments of >2 ha and/or a local water need of >20.000 m3/year for non-potable applications.

We make money by selling proprietary products and service subscriptions to public and commercial large water users. We acquire customers through direct sales and organic search.

We have a strong team, domain expertise - from design to service-, patent-pending technology and a significant first-mover advantage. In our first years we've sold 6 pilot systems and 4 service contracts, and have cities as Rotterdam, The Hague and Madrid as launching customers.

Opportunity	First mover in €400M EU circular water market
Strong team	International team with market, technology & execution experience. Ready to deliver 20 systems per year (in NL).
Sustainable advantage	1 Patent granted (NL2024264B1); EU pending 1 Patent pending (EU)
Traction	6 pilot systems sold, 4 service contracts, revenue in 2022: €500k, €1,9M in pipeline
Awards	2023: Boiling Point, Wavin @UN Water (NYC) 2022: Urban Dual Water Vision NYC, Copenhagen 2021: Global Urban Water Challenge, Imagine H2O 2019: Green Challenge Postcode Lotteries 2019: Climate adaptation Challenge South Holland

Vision

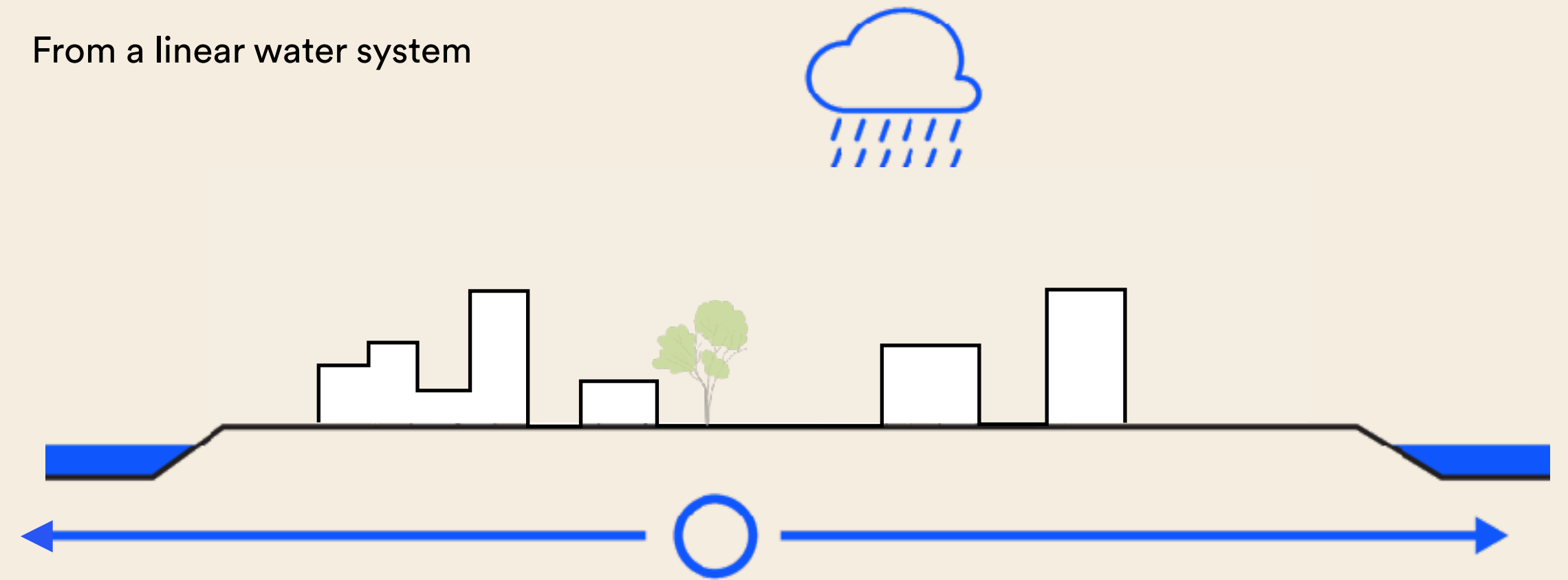
Let's talk about circular water systems.

We make soccer complexes climate-proof by building circular water systems.

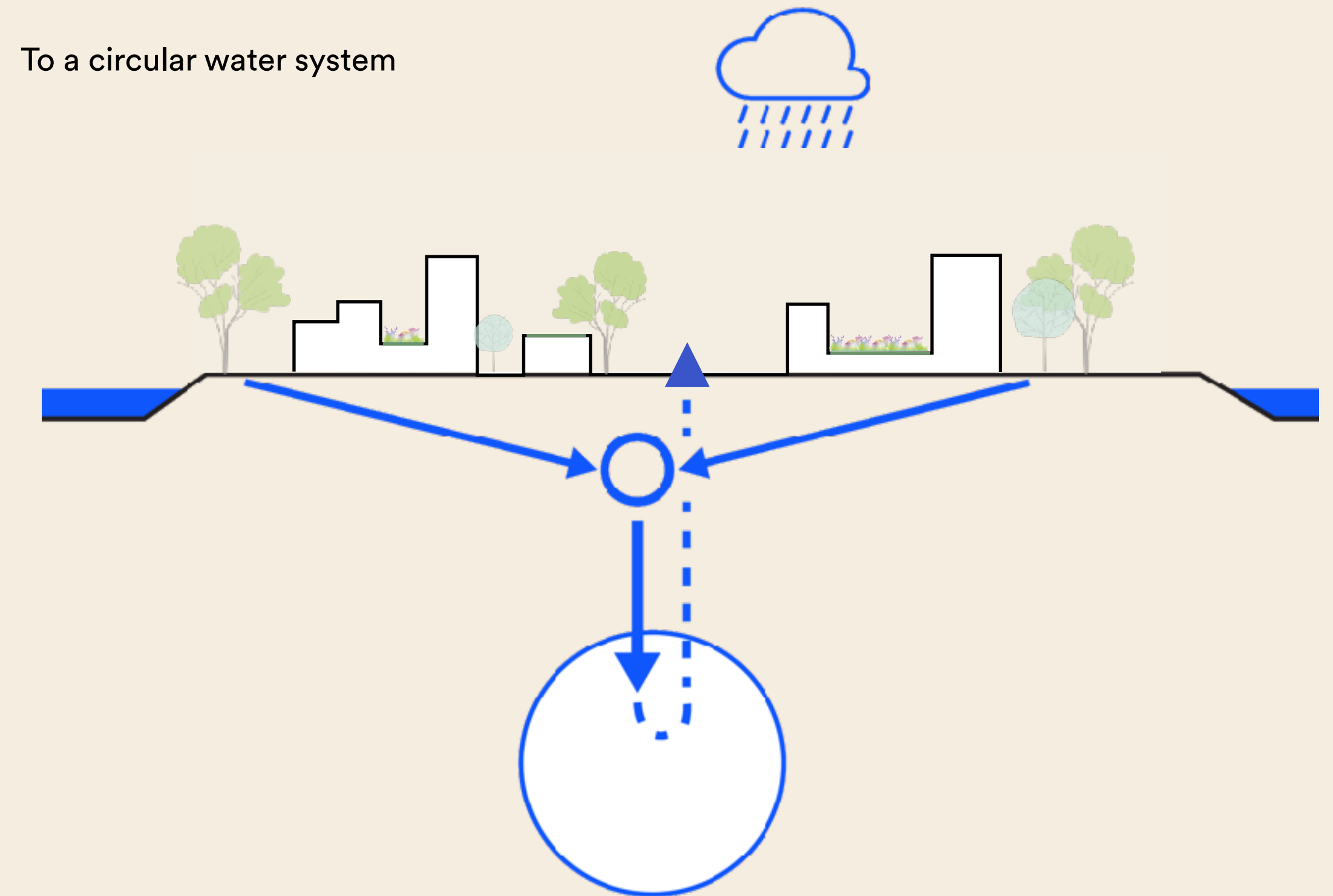
Instead of discharging stormwater into the sewer, BlueBloqs stores water during rainfall and make it available to use later in times of drought.

This way, you guarantee your water availability, continuous playable pitches while saving lots of drinking water.

From a linear water system



To a circular water system



Company Profile

We're an international team of designers, engineers and operators, disrupting the urban water market in Europe.

FieldFactors is

- founded in 2016
- powered by 9 team members & 2 interns
- Had a revenue in 2022 of €500k

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Systems Operator



Hamid Mojab
Process Engineer



Mary Brown McGregor
Technical drafter



Erwin Boer
Installer & Service

Opportunity

Cities spend € 45 billion /year due to urban flooding in EU.

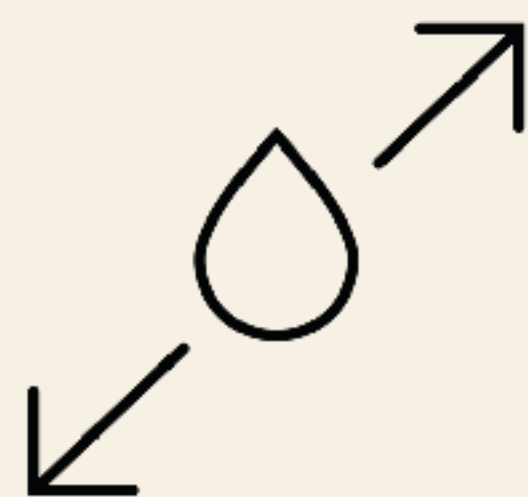
- Flooded streets by heavy rainfall.
- Damage to infrastructure and private properties.
- High costs in urban development projects on large and mono-functional retention solutions.

Problem

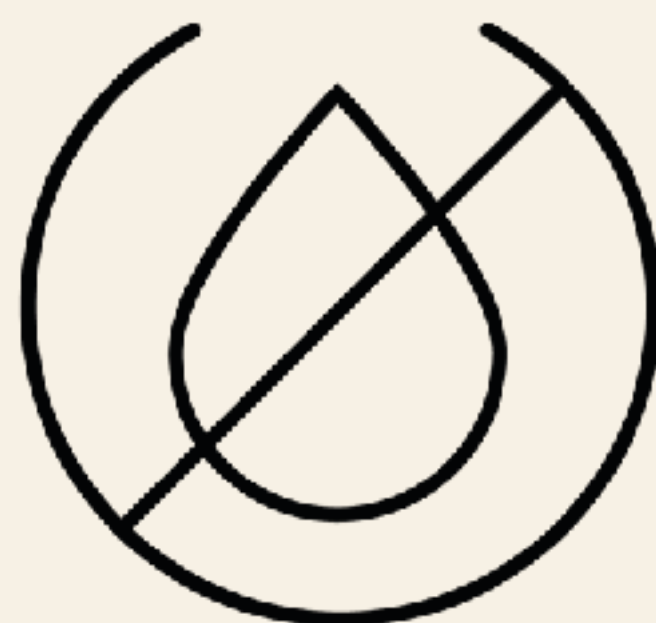
Water users spend € 9 billion/year due to drought in EU.

- Heat stress during hot and dry periods.
- Economic loss due to water shortage.
- High costs on drinking water consumption.

Soccer clubs are facing multiple challenges, but can become the pivot point to reach millions of people on climate adaptation.



Discharge stormwater in highly paved surfaces and non-permeable soils become a bigger challenge

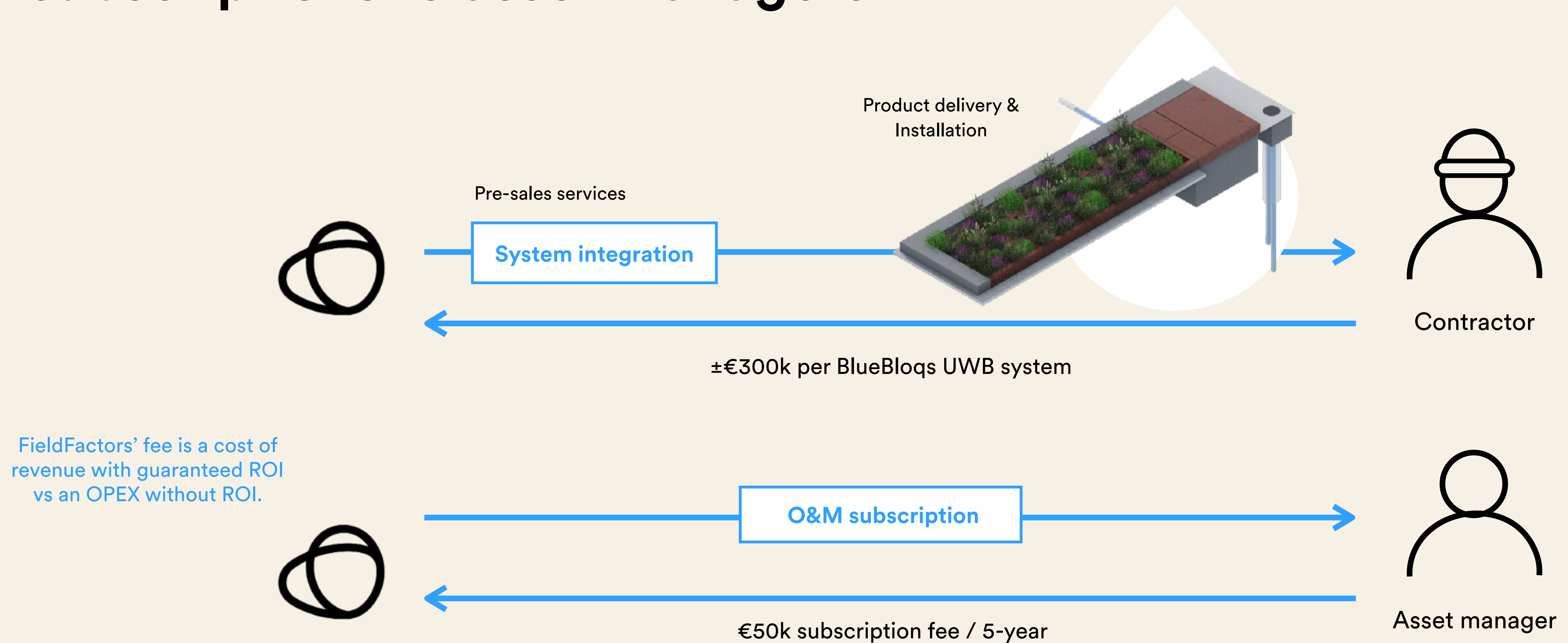


Having **enough fresh water**: security of supply for playable pitches



Having high **quality water available** to irrigate pitches or to use in house for toilet flushing or cleaning

We sell proprietary products to contractors & service subscriptions to asset managers.

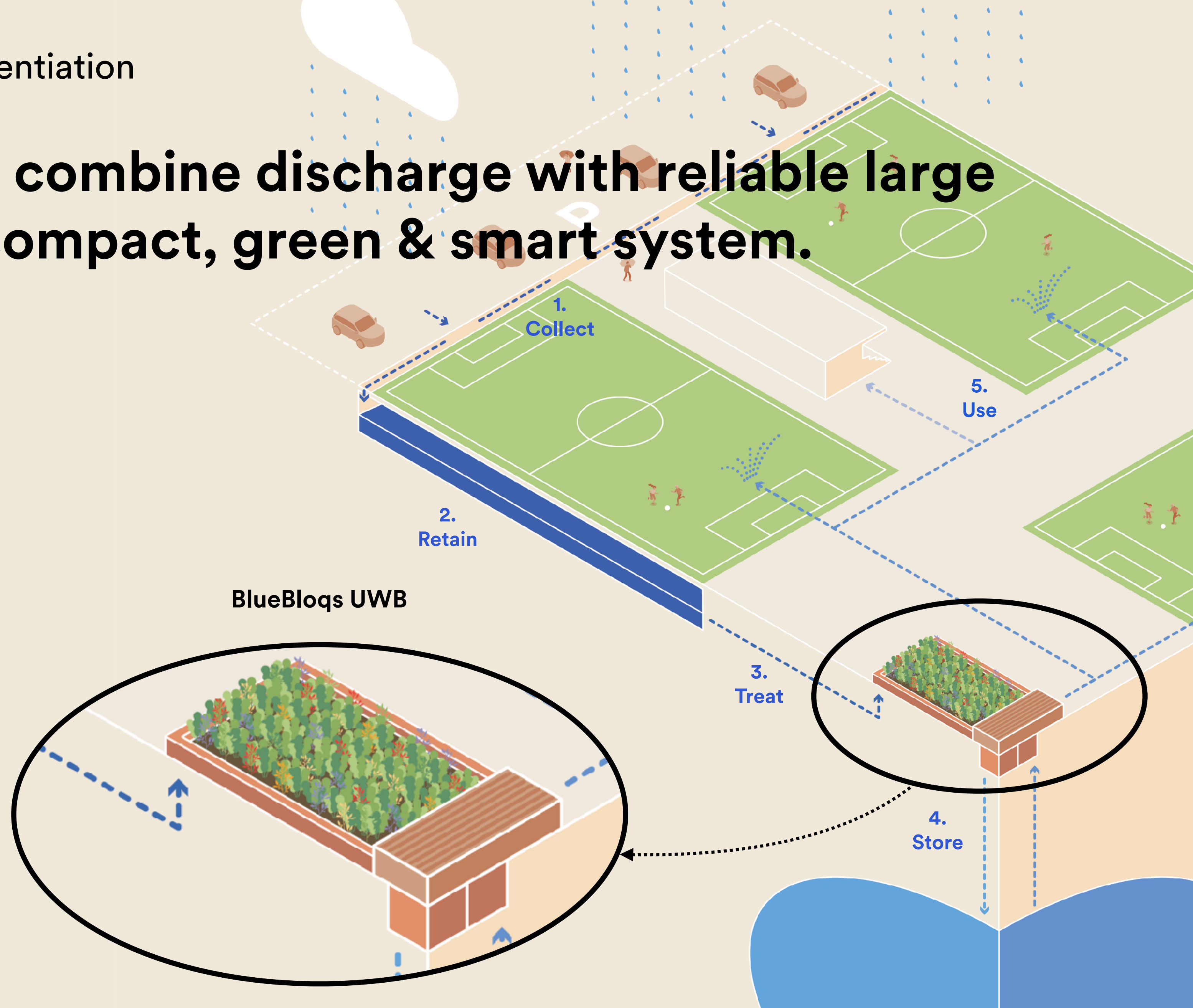


We identified three customer segments to apply our systems

Customer segment	1. Cities			2. Real Estate		3. Sports	
sub-segment	1	2	3	4	5	6	7
	Cities (Public space)	Cities (Sewer)	Cities (Public space)	Real Estate developers	Real Estate owners	Prof Sport clubs	Amateur Sport Clubs
Problem	<ul style="list-style-type: none">• Drought,• Heat stress• Water shortage• oxidation	<ul style="list-style-type: none">• Urban flooding, sewer overflow• Damage to infrastructure	<ul style="list-style-type: none">• High and/or low groundwater levels causing land subsidence and damage to foundation/building	<ul style="list-style-type: none">• Drought, Heat stress• Urban flooding, sewer overflow	<ul style="list-style-type: none">• High and/or low groundwater levels causing land subsidence, damage to foundation/ building	<ul style="list-style-type: none">• Water shortage• Insecurity of supply• high water bills	<ul style="list-style-type: none">• Water shortage• Insecurity of supply• high water bills• Temporary closure of facilities
Motivations	<ul style="list-style-type: none">1) Comply with climate & rainwater regulations2) Meet sustainability targets (ESG's)3) Prevent damage to infrastructure	<ul style="list-style-type: none">1) Relieve sewer2) Create strategic water storage	<ul style="list-style-type: none">1) Prevent damage to infrastructure and buildings	<ul style="list-style-type: none">1) Comply with climate & rainwater regulations2) Meet sustainability targets (SDG's)3) Prevent heat stress4) Green areas	<ul style="list-style-type: none">1) Prevent damage to infrastructure	<ul style="list-style-type: none">1) Save drinking water2) Guarantee water supply3) Meet sustainability targets (ESG's)	<ul style="list-style-type: none">1) Save drinking water2) Guarantee water supply3) Meet sustainability targets (ESG's)
Application	A. Rainwater harvesting & reuse	Stormwater discharge	Groundwater management	Water reuse for irrigation and/or toilets	Water reuse for irrigation and/or toilets	Water reuse for irrigation and/or toilets	
Product Category	Rainwater harvesting & reuse system	Deep infiltration system	AGWM system	Rainwater harvesting & reuse system	AGWM system	Rainwater harvesting & reuse system	

Alternative solutions don't combine discharge with reliable large volume water supply in a compact, green & smart system.

- ✓ **Innovative system** created by engineers and architects specializing in water management.
- ✓ **Intelligent solution** that manages the water supply of your facilities to have practicable grass all year round.
- ✓ **State-of-the-art technology** based on nature.
- ✓ **Green proposal** committed to your sustainability goals.
- ✓ **Flexible and adaptable system** to your reform project.
- ✓ **Quality and quantity control** with a water management app to secure water supply and water quality



Product

BlueBloqs

Urban Waterbuffer

A smart, compact system for advanced treatment, storage & reuse of rainwater runoff.



Powered by nature



Designed for the city



Fit for purpose water



Via Spain we focus on upscaling in the EU and to LatAm. By working together and training key decisions makers we want to build a legacy.

Since FieldFactors started in 2016 our focus has been on the Netherlands and Spain. Karina Peña's (CEO) mother tongue is Spanish by which we could communicate and work with local partners.

Upscaling:

We have a standardised design and offering which should make upscaling more easy. Water retention systems like water-bags, rainwater collection cellars or other constructions could be additional elements in this solution.

Operation and Maintenance:

Because we have made first steps in Spain we have experience in the Spanish culture and know better how to upscale our services in Spain. We can use our partners to expand and improve our services.

Greenkeepers are the people responsible for playable fields, they use the water from our systems. We would like to develop training programs and involve them in the maintenance and operation of the UWB and it's management.

Marketing & Sales Acquiring customers

- ✓ Direct sales team per segment & geography
- ✓ Online marketing, incl. social media and SEO
- ✓ Attending segment-specific events
- ✓ Push-pull marketing to decision makers & solution providers
- ✓ Channel partnerships

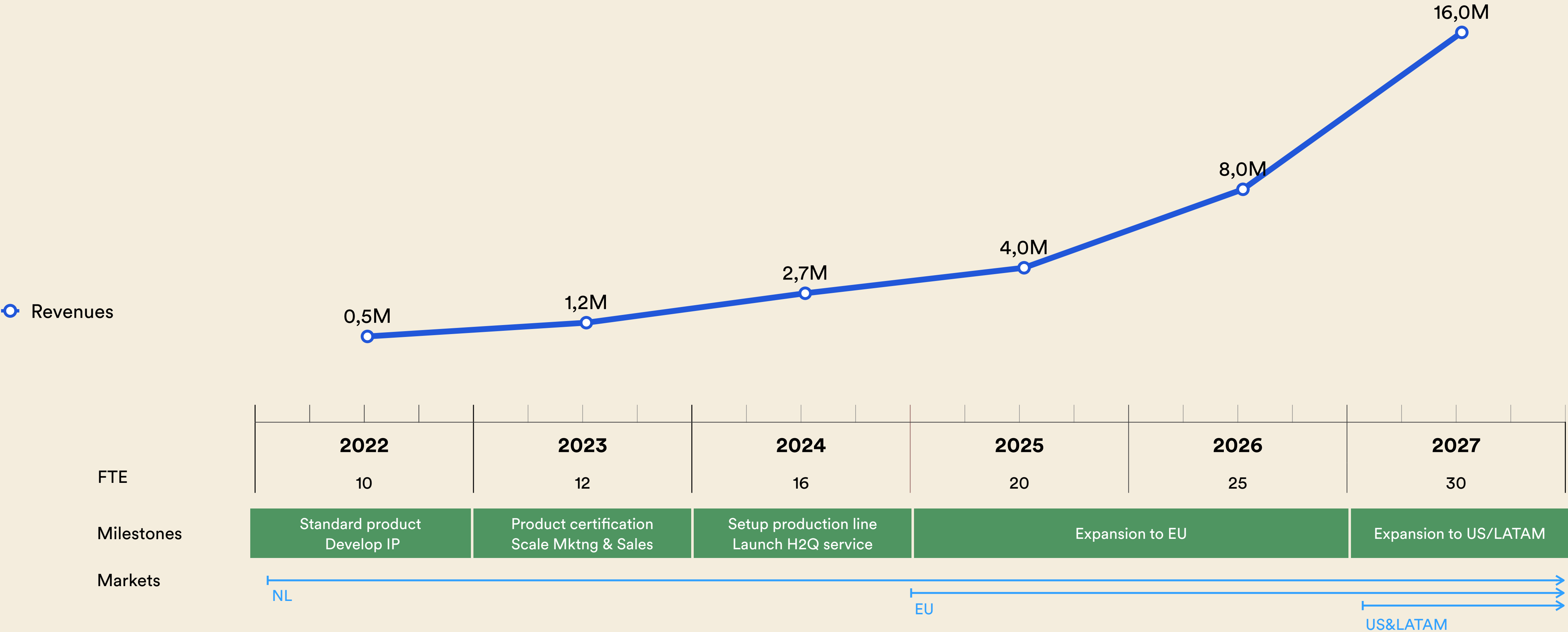
Customer Service Retaining customers

- ✓ Pre-sales services (design & engineering) via A&E firms
- ✓ Dedicated service team per geography

Product Development Staying competitive

- ✓ Remote monitoring of system performance
- ✓ Product diversification for different water sources (surface, groundwater, grey water)

Entry in Cities segment in NL, grow to Sports & Industrial segments in EU in 2024, expand to US & LATAM in 2027.



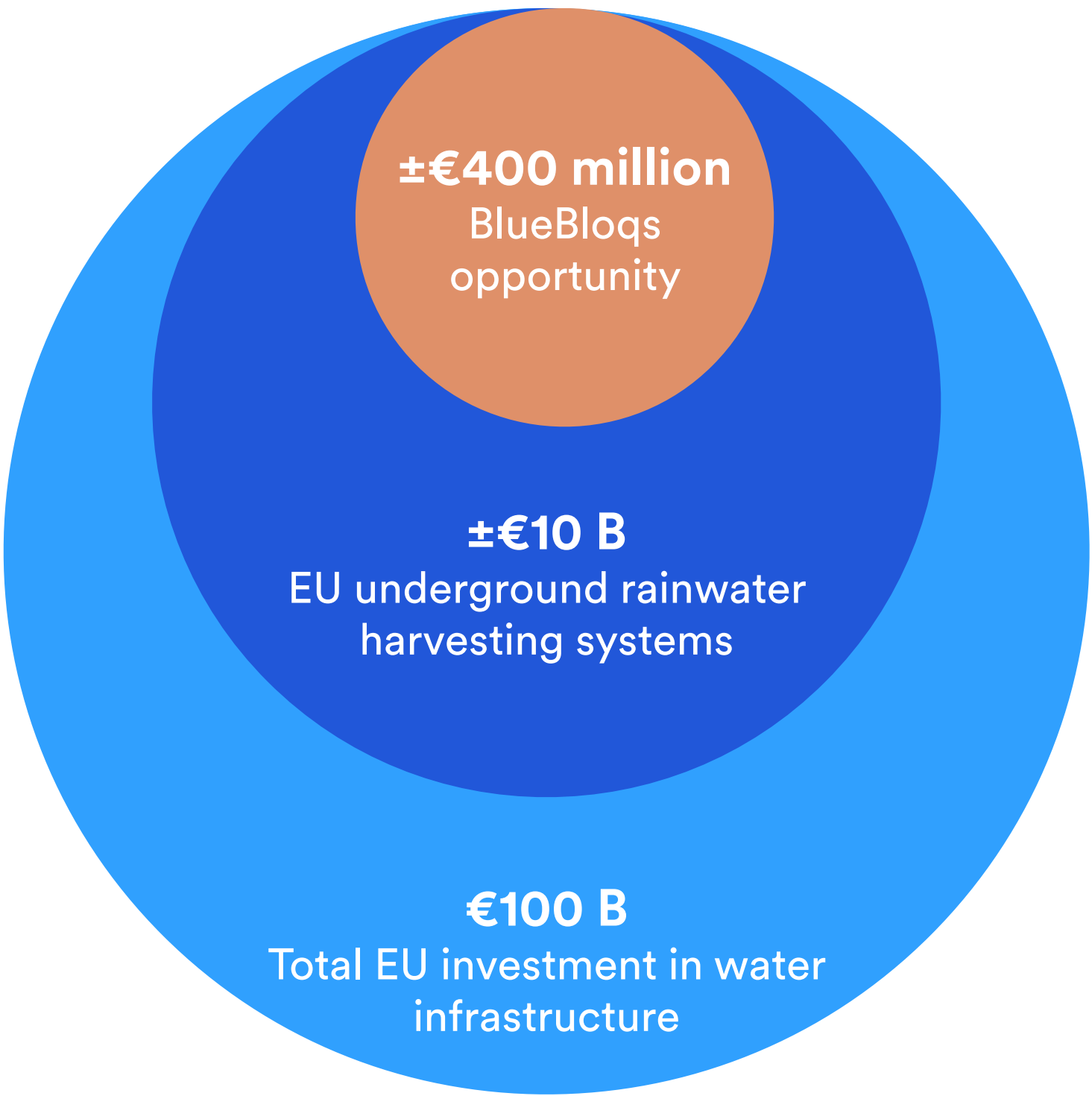
We target the €400 million Rainwater harvesting market in EU.

Segment	Application of Rainwater harvesting
Cities	for irrigation
Real Estate	for irrigation and grey water
Commercial (sports facilities, hotels & resorts)	
Industrial	for process water

Our beachhead

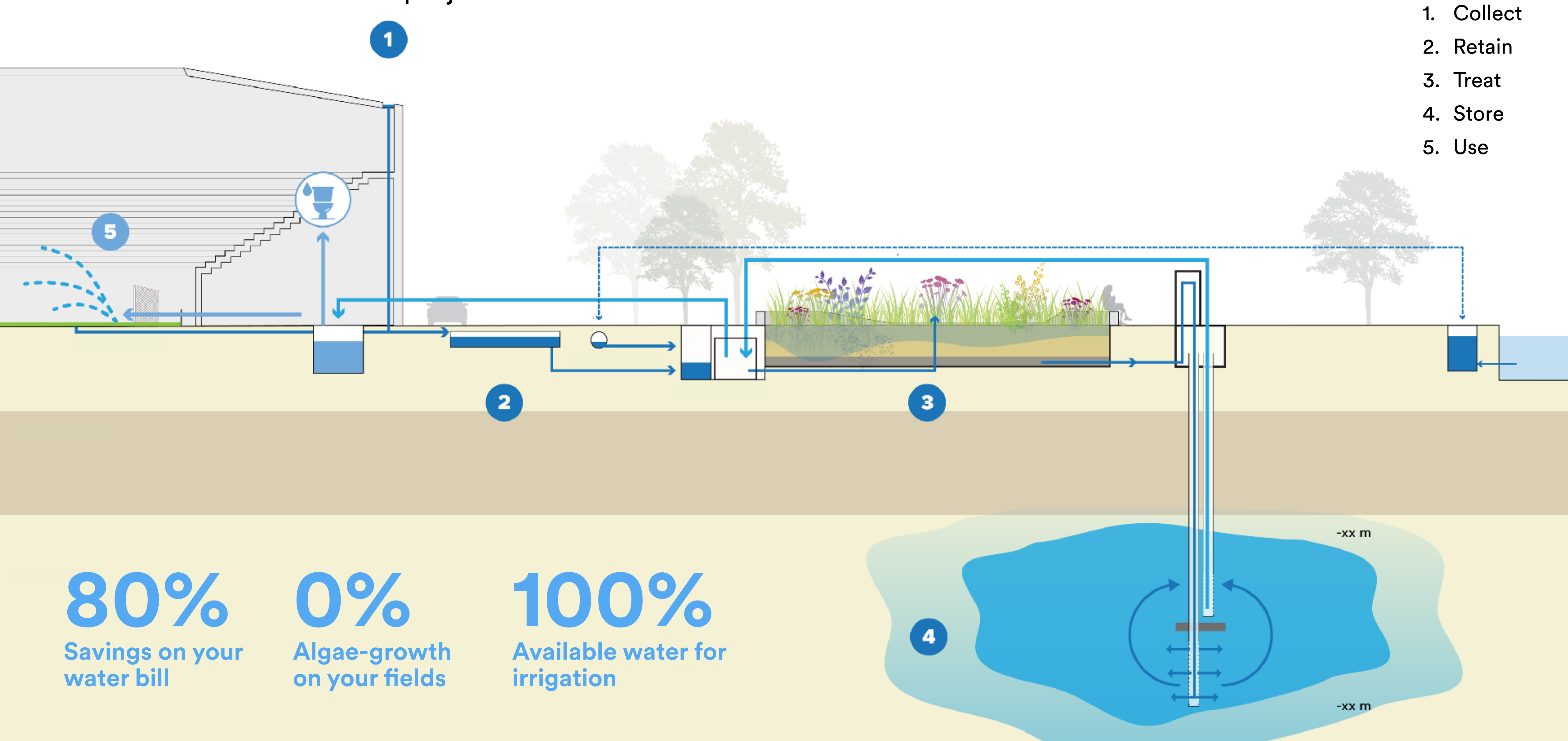
Top Down - EU

The market of rainwater harvesting in EU is expected to grow at a CAGR of 3.9% between 2023 and 2028. ¹



¹ EMEA market research 2022. FieldFactors’ market insights & research 2016-2022.

Technical definition of the project at a technical level



80%
Savings on your
water bill

0%
Algae-growth
on your fields

100%
Available water for
irrigation

BlueBloqs provides Soccer clubs a sustainable alternative for reliable freshwater supply with a payback period of 6 years.

Assumptions		
Customer segment	Commercial	
Problem	Security of supply	
Catchment area	6	Ha
Design storm	15	mm
Buffer size	40	m3
Water supply	40.000	m3/year
Application	Irrigation, toilet flushing or process	
Alternative solution	Drinking water	
Average drinking water price	1,40	€ / m3

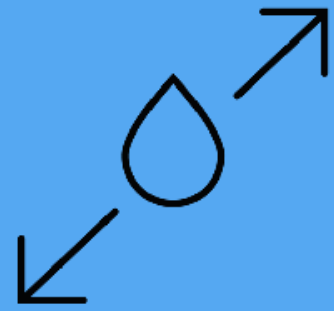
Business case for Commercial users		
	Alternative solution (drinking water supply)	BlueBloqs UWB System 15 m3/h
CAPEX		€ 248.000
OPEX	€ 56.000	€ 9.580
Depreciation period (years)		8
Depreciation costs per year		€ 31.000
Capital costs per year	€ 56.000	€ 40.580
Savings per year		€ 15.420
Simple payback period (years)		6,1

83%

28%

You're in good hands.

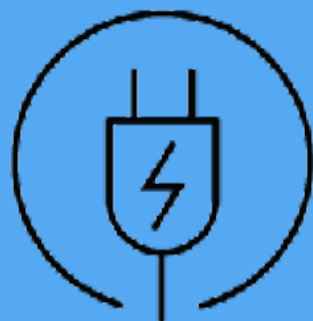
BlueBloqs is made by a team of specialists. We speak all languages.



Designed by **architects**, this filter is designed to make your area look sophisticated and attractive.



Made by **engineers**, this filter is adapted to your needs and wishes, to make sure you get the quality you deserve.



Controlled by **operators**, you can sit down while your system does the work.

LaLiga Spain: Let's change the linear water system into a circular one!

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