

PUTRA BETTA





De-Stress Fish, De-Stress You

Information

Keeping fish as a pet may seems like a great way to relax and release your stress. However there are several problems about keeping a fish as a pet that you need to know such as:

Changing Water

As a busy person, we don't have time to regularly change the water in our aquarium.

Water Quality

Water quality is important for our pet-fish survival, it needs to be monitored regularly.

Fish Death

Your pet-fish will die due to improper handling. Lead to emotional stress.

Traction January 2020 to April 2022



Hobbyists

Shop Owners

Advantages

Our product is derived from natural substances and the result of a patented solution from a scientific research in UPM. The product will come together with perks such as user guide package (advice, tips) and regular notification service (water change, pH monitoring, overall condition), so that you will never forget to change the water and maintain water quality.

Milestone







Dec 2020



Product

Market Fit



Breeders

onwards

Scale Up (Grants and Investments)

2019 2019 MVP Ideation Development

Market **Validation** (100 Users)

Putra Black Water

(De-stress Fish, De-stress You) A patented solution derived nature

Reduce Time Spent In Changing Water From 8 times/ month to 2 times/ month

> Improve Water Quality Reduce pH and add nutrients



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