

Rainwater Inc.

Presents

IndraPro Remote Irrigation Control

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WaterWorks Consulting

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Executive Summary

Water conservation is currently one of the top priorities for municipal governments, as growing populations and expanding boundaries create a strain on limited water resources. Studies have shown that over half of residential water usage is outdoors. Many attempts have been made to limit water usage, but most of these conservation methods are behavior-based and have not slowed the increase in water consumption. The city is currently looking for a technological approach to limit both peak day and annual consumption.

Rainwater Inc. has developed a product, IndraPro, which can reduce the city's total water usage by 3% every year. The product will also save residential users from \$10 to \$40 every month on their water bill, and can be used to limit water use on peak days.

Competitive Analysis

Rainwater's competitors in the automated lawn care service are the personalized weather station irrigation controllers that are already on the market, any device that can calculate multiple factors to determine proper irrigation, and other irrigation companies that could enter this market. The IndraPro's price point is well below the cost of current personalized weather station controllers and even further below the costs of other types of systems. IndraPro's fast-paced business plan can saturate the market using government partnerships in targeted areas before other companies can enter the market.

Product Overview

The IndraPro system consolidates data from various sources and uses this information to determine what percentage of irrigation water to cut back. The computing is done at a central location, which decreases the total cost and simplifies the technology at the site of each irrigation system. IndraPro is a small chip that is attachable to existing irrigation control systems and will substantially decrease the amount of water wasted by automated irrigation systems. This provides maximum effect for individuals and the city at minimal cost.

Implementation and Benefits to Client

Rainwater's goal is to contract with the City of Austin. The city will pay all upfront unit and installation costs for customers using over 20,000 gallons of water per month, using municipal funds. Rainwater will then provide a streaming service of updates to all customers' systems based on weather data, making their irrigation system fully automated, and guaranteeing long-term benefits of IndraPro to both the city and end-user.

Financial Analysis

The funds used to finance this product initially will come from the city's grant and Rainwater's stockholder equity. Within nine months of product delivery the venture is forecasted to become financially self sufficient.

Strategies for Growth

The room for growth in this new market for irrigation control is significant. Rainwater will seek out other cities to engage in partnerships similar to the one with Austin. Rainwater also hopes to implement IndraPro in new home construction.

Situation Analysis

The City of Austin is prepared to offer a \$500,000 grant to any company that can provide a solution to reduce year round water consumption by 1%. The city is also looking for help in reducing peak day water consumption. The city currently contracts with the Lower Colorado River Authority for a set amount of water from the Colorado River and faces stiff penalties if that limit is crossed. Studies have shown that over half of residential water usage is outdoors. Furthermore, 40% of the water used in Austin is used in residential homes, as shown in Exhibit 3. Many attempts have been made to limit water usage, but most of these conservation methods are behavior-based and have not slowed the increase in water consumption. The city is currently looking for a technological approach to limit both peak day and annual consumption.

Rainwater Inc. is the fourth largest company in the domestic irrigation market. It is attempting to win the city's grant and develop technology capable of conserving water not only in Austin but also in other cities around the nation.

Rainwater has developed IndraPro to win Austin's grant, conserve water, and expand its market presence. IndraPro allows for a customizable irrigation solution in residential homes at a fraction of the price of current solutions. The product taps into existing databases and collects streaming data to process up to date information while avoiding the onsite infrastructure that makes other solutions so costly (for a list of product feature comparisons please see Exhibit 4).

Competitive Analysis

Rainwater Inc., currently the fourth largest company in the US domestic irrigation industry, seeks to grow by creating technologically superior products which not only allow for greater conservation, but also enhance value to the customer. The irrigation business is competitive with all the major companies in the industry selling through distributors and wholesalers to both residential and commercial end users. A grant from, and possible partnership with, the city of Austin represents an opportunity to not only gain valuable customers but also establish thought leadership in the area of water conservation.

Others who have attempted to work with the city in the area of irrigation have been unable to provide cost effective solutions. The city seeks to reduce both total and peak day water usage; both these goals can be accomplished with the help of Rainwater's IndraPro. IndraPro provides an ability to maximize the efficiency of outdoor water usage and has the ability to regulate usage when supply is an issue. By collaborating with the city of Austin, Rainwater will help reduce overuse of water in irrigation and consumer water bills while establishing the city as one of the most environmentally friendly in the nation. Rainwater's partnership with Austin could easily be duplicated in other progressive and water-strained cities throughout the country – allowing for rapid growth in a relatively untapped market.

Product Overview

WaterWorks is providing Rainwater Inc. with a comprehensive solution to conserve water on an annual basis and to limit peak water usage for the city of Austin. The IndraPro system will incorporate current and historical conditions in a process which will reduce residential irrigation water use city-wide. There is currently technology available to reduce water consumption drastically, but these solutions are expensive and not feasible to implement on a large scale. Current solutions consist of establishing unique weather stations for each client, which then receive data and modify the irrigation systems accordingly. This technology can cost anywhere from \$800 to tens of thousands of dollars.

The IndraPro takes the idea of adjusting irrigation to the elements and makes it cheaper, easier to use, and more effective city-wide. Instead of collecting data at each site and making individual sets of calculations for every irrigation system, the IndraPro system will centralize the computing in one location via computer mainframes. By responding to changes in the environment on a city-wide scale, IndraPro will minimize the expense of controlling irrigation while maximizing the irrigation's effect. This system, which consolidates and processes data and applies this information to remotely regulate irrigation systems, gives IndraPro the powerful ability to conserve water across the city. Rainwater will be able to cut back irrigation water use based on the City of Austin's recommendations or requirements. This way, the system will be able to enact across the city exact limitations on water use in times of drought.

The IndraPro system alone will reduce water usage in affected homes by an average of 20% upon regulator installation. The City of Austin is already implementing a plan to maximize the effectiveness of individual irrigation systems through inspections by water auditors. Combined with IndraPro, this will reduce water consumption by IndraPro users by a total average of 35%. Because existing individualized technology reduces use by 33% but costs five or more times as much as the IndraPro system, IndraPro provides the biggest impact at the best value for the city.

How IndraPro Works

To maximize the effectiveness of this system, Rainwater will divide the City of Austin into twenty-five regions based on similarity in elevation, soil depth and type, envirotranspiration history, and other factors. Rainwater's computers will process data received from a system called Mesonet along with stored, non-changing data to calculate the percentage of water still needed by the soil in relation to the need on a completely dry day. This percentage is calculated individually for each region based on data from each region. The percentage is sent out in short intervals via the internet to every system in each region, and an IndraPro regulator installed on site receives the signal and modifies the length of each watering session accordingly. Exhibit 1 provides a graphical representation of the IndraPro system's architecture. Data received from local Mesonet sensors gives us high visibility of local conditions, and IndraPro's centralized process allows Rainwater to take this data and maximize the effect of irrigation systems across the city.

Data and Program Structure. Rainwater will run a MySQL databasing program to organize streaming data for all twenty-five regions. Data will be collected from Mesonet, a network of weather stations set up throughout the state, and from stored information provided by the city.

The role of the IndraPro computers is to accept streaming weather data, process streaming data and non-changing data, and output a signal to each region of irrigation systems. For this, Rainwater will run three IBM i5 520 desktops, which will provide the processing and storage capacity for the data IndraPro will use. These desktops will also be able to update at least 10,000 regulators every three minutes. If one computer crashes, the interval between each update will increase slightly as the other two computers take over.

The IndraPro system runs through a basic process outlined in Exhibit 2. The computers will run a program which accepts Mesonet station readings for temperature, rainfall, hours of sunlight, soil temperature at six and thirty inches, wind speed, and humidity, as well as stored information on soil type and depth. This program will then compute the proportion of total water needed by the soil based on the proportion of needed water already in the soil. The computers then send the proportion for that region to all of the affected regulators.

The Regulator System. The IndraPro regulator will consist of an inexpensive chip capable of very simple logic which will be attachable to any current model of irrigation system timer. The regulator will receive the signal from the homeowner's internet and modify the length of each sprinkling session accordingly. Rainwater will provide a field manual to all IndraPro installers that, using diagrams of Rainwater's and competitors' systems, will demonstrate how to connect the IndraPro regulator to the digital timer system in the control box. The regulator will determine the length of each watering session programmed into the system by using the start and end times for each session. It will then decrease that session length to whatever percentage it receives from the control system by moving the finishing time for each session forward accordingly.

Optimization. The city already has a plan in effect to optimize each automated home irrigation system through the use of water auditors who personalize each system for the most efficient and effective use of irrigation water. These water auditors program each system without regard to rainfall or other factors, instead optimizing them for each yard's plants and soil depth. The IndraPro system assumes the settings programmed by the auditor as a default, and so IndraPro, when combined with the adjustments of the water auditor, provides almost 100% efficiency and minimizes wasted water on a large scale more than any other available system for anywhere near the price.

Security and Effectiveness. The IndraPro computers will be housed in a secure location at Rainwater's headquarters to minimize risk. Rainwater will also run a firewall to protect the IndraPro system from tampering. If ever necessary, Rainwater will be able to manually override the IndraPro program and send out a lesser proportion to IndraPro regulators if peak usage is too high. Any loss of connection between the servers and a regulator will result in the regulator shutting off, leaving irrigation watering sessions at default levels. However, when the connection is lost an alert will be sent to Rainwater's headquarters, from which Rainwater will coordinate reconnection efforts. To prevent hacking into individual regulators, the regulators will not react to signals received unless they are preceded by a set security code.

Client Benefits

Water conservation is a high priority for the City of Austin. Water conservation initiatives will soon receive greater city support as a result of the recently commissioned water task force. The taskforce recommends implementation of a “city approved weather-based controller” to improve irrigation practices. The city is currently attempting to decrease total water usage by 1% per year, as well as to decrease peak usage. IndraPro will allow the city to achieve both these goals.

According to the city’s office of water conservation, current cost estimates for a weather sensing device are over \$500. A device under \$300 would be considered feasible, and the lower the cost, the higher the percentage of irrigation systems would be improved. IndraPro’s \$125 price is well below the level the city considers feasible, and it provides all the benefits of a system which costs four to ten times as much.

Rainwater’s solution has the potential to reduce annual water usage by 3% per year (around 1,461 million gallons). A summary of total short- and long-term water savings is provided in Exhibit 12. It also will allow the city to limit peak usage. Thus, Rainwater’s IndraPro will address both of the city’s concerns with one low cost solution. By partnering with Rainwater, Austin can also improve its reputation as an environmentally friendly “green” city.

IndraPro also will benefit the residential water customer. The product has the potential to reduce the water bill of a home with an automated sprinkler system by at least \$10 per month, with some users saving over \$40 per month. The \$1.25 monthly surcharge to connect with Rainwater’s regulator system is small in comparison to the individual savings. Not only will water bills be lower for users, but the system will require no user interaction: there will be no need for anyone to adjust their irrigation system unless the landscape is modified.

Implementation and Training

The product will be sold to the City of Austin and gradually distributed to the top 25% of residential water consumers. The City of Austin will also begin a city-wide campaign, proclaiming the environmentally friendly qualities of Austin, the best place to live in the country. This campaign, combined with the free distribution and installation of IndraPro, should see an adoption rate by at least 50% of the targeted residential users in the next two years. Brief training will be provided for the contractors that install the IndraPro regulators, and they will receive field manuals instructing installers on how to customize installation for common brands and types of timer systems. If the current system is not a digital timer, the customer will be recommended an easily adaptable model (preferably a Rainwater product). They will also be informed of the water audit the city provides for free and told it will save them an additional 15% off of current water use.

Financial Analysis

Exhibits 5-9 reveal profits and cash flows for Rainwater's new venture which is charged to develop new conservation methods to win the City of Austin's grant and to expand into a new market. All extra equipment for the project will be created by modifying current excess capacity for these purposes. The project startup costs will be primarily financed through existing equity, and the continuing operations will be financed by reinvesting profit in the form of retained earnings.

To account for the reality of uncertainty, Exhibit 5 shows how the profitability of the new venture is affected by variations in pricing and rates of adoption. Most scenarios show healthy profitability generated after the first few quarters. Furthermore, the recurring revenue created by the surcharge component of the business model ensures profitability even after the initial market for the product is saturated.

Predicting the market's reaction and acceptance of IndraPro is very difficult to do. The components of the attached consolidated financial statements are a) based upon data obtained from reliable primary sources in related industry and City of Austin government, and b) estimated in the conservative approach by WaterWorks accountants.

Growth Strategy

Rainwater will pursue growth by seeking other partnerships similar to the one envisioned with the city of Austin. The first mover advantage in the area of remote irrigation regulation is substantial and essential. After a successful trial in Austin, Rainwater's IndraPro should become the standard for other cities striving to curb excess water use. Primary targets will include progressive, environmentally friendly cities and those in the arid southwest.

Another opportunity for growth is an even closer partnership with the City of Austin and other future governmental customers. These environmentally friendly cities will have the ability to mandate the installation of an IndraPro regulator as a part of any new automatic irrigation system installed. Currently 80% of new homes include irrigation systems, and about 3,000 new homes were built in Austin last year. These regulators would be purchased by the irrigation system installers or home builder, not by the city. It is hoped that this will occur within the next three to four years, and because IndraPro will control the market at this time, the company should flourish with the growth of a new customer base.

Exhibit 1: Network Architecture

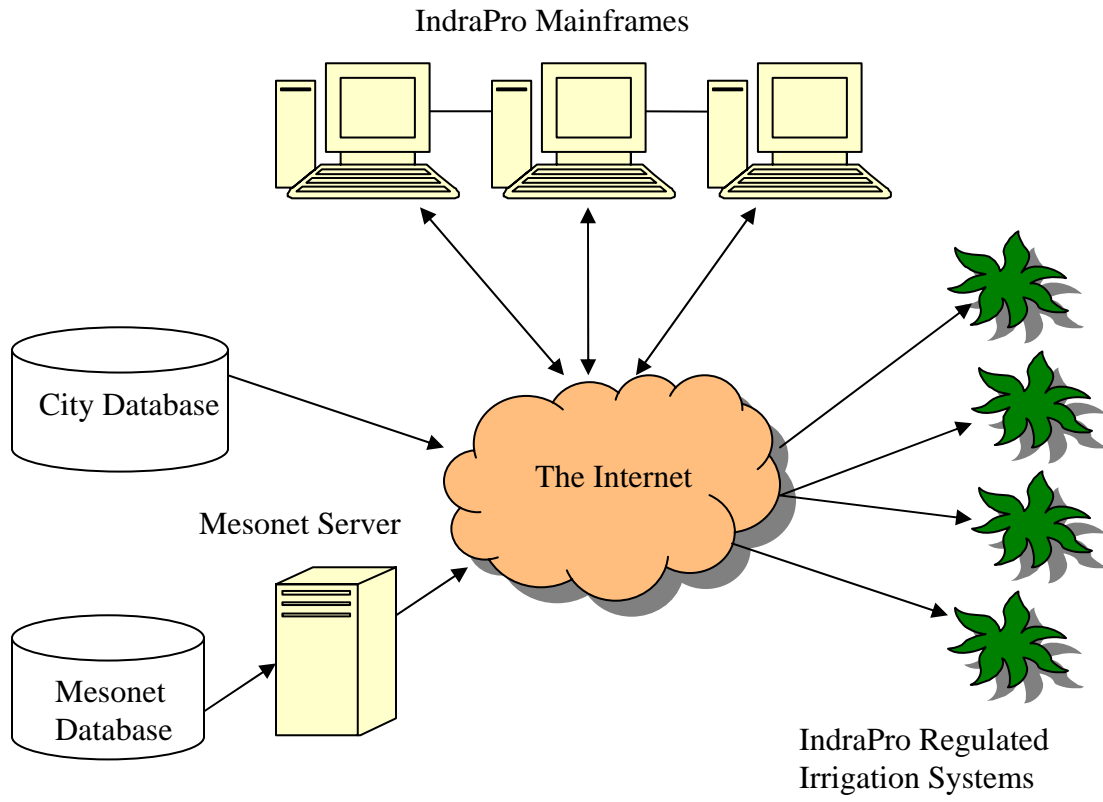


Exhibit 2: Process Flow Chart

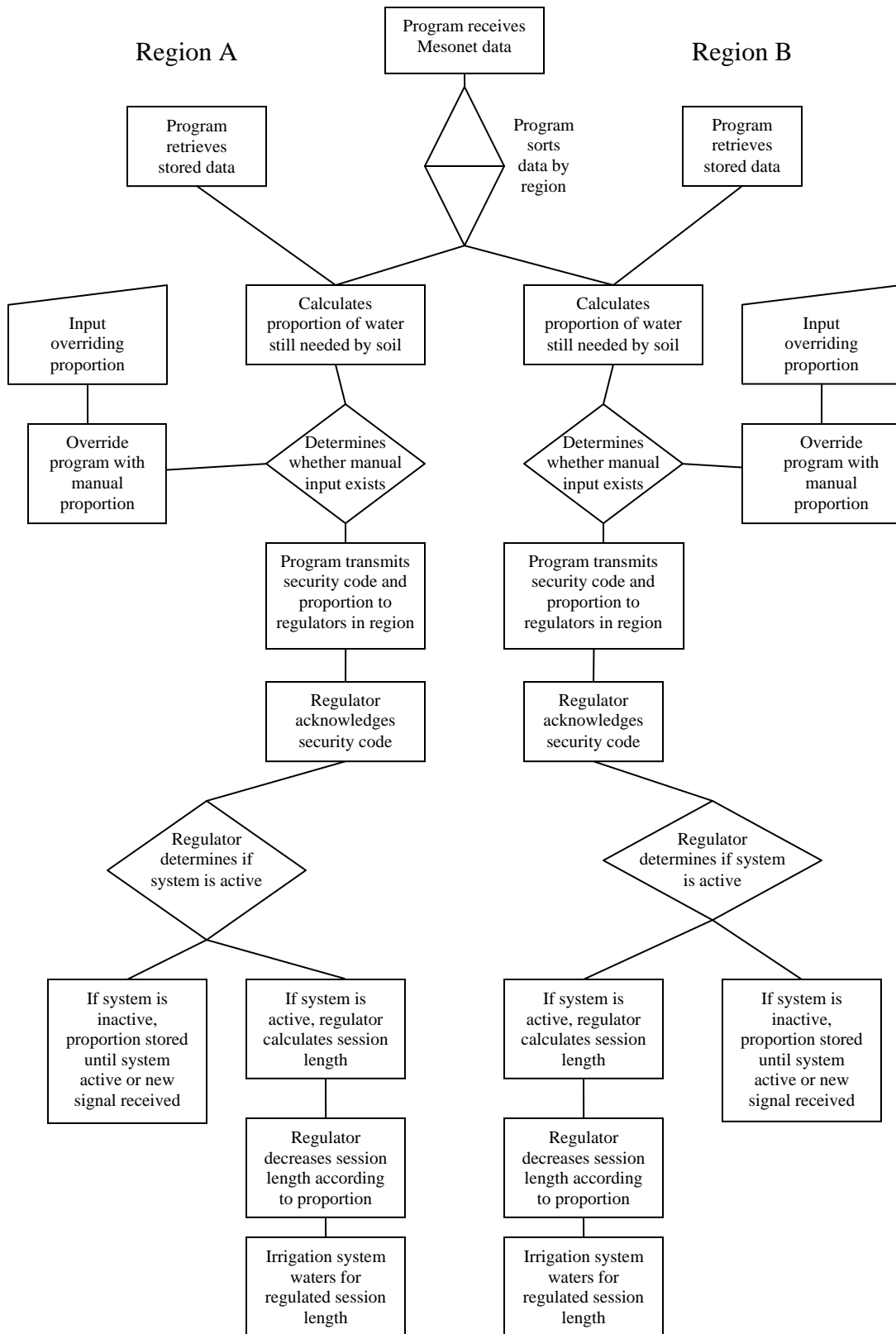


Exhibit 3: Current Water Usage in the City of Austin

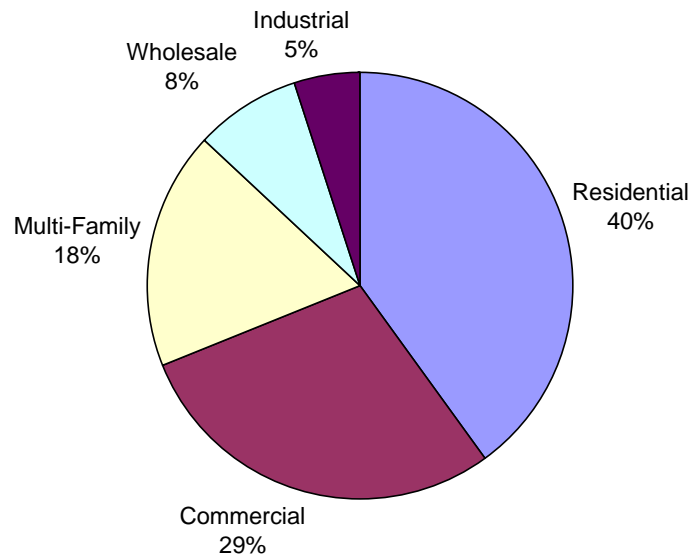


Exhibit 4: Product Feature Comparison

Feature	IndraPro	Personalized Weather Track	Rain gauge add-on
Tuned Irrigation Control	YES	YES	NO
Accurate	YES	YES	NO
Accounts for soil type	YES	Some	NO
Easy Installation	YES	NO	YES
Centralized Processing	YES	NO	NO
Under \$150	YES	NO	YES
Can be Implemented by the City of Austin	YES	NO	?

Exhibit 5: IndraPro Cost-Volume-Profit Analysis

Period	Pre-shipment*	2008	2009	2010	2011
Units Sold	0	3,000	10,500	4,500	2,000
Hardware Revenue	\$0	\$375,000	\$1,312,500	\$562,500	\$250,000
Subscription Revenue	\$0	\$18,750	\$136,875	\$258,750	\$288,750
Total Revenue	\$500,000**	\$393,750	\$1,449,375	\$821,250	\$538,750
Total Units Sold	0	3,000	13,500	18,000	20,000
Unit level costs (parts, labor, etc)		(\$105,000)	(\$367,500)	(\$157,500)	(\$70,000)
Overhead (plant, property, etc)	(\$150,000)	(\$30,000)	(\$40,000)	(\$40,000)	(\$40,000)
Sales Costs (sales force, customer service, etc)	(\$100,000)	(\$120,000)	(160,000)	(160,000)	(160,000)
IT Costs (web services, maintenance, etc)	(\$40,000)	(\$12,000)	(\$16,000)	(\$16,000)	(\$16,000)
Total Cost	(\$290,000)	(\$267,000)	(\$583,500)	(\$373,500)	(\$286,000)
Pretax Segment Profit (EBITDA)	\$210,000	\$126,750	\$865,875	\$447,750	\$252,750
Segment Profit without grant	(\$290,000)	\$126,750	\$865,875	\$447,750	\$252,750

*Product ships in April 2008

**Grant from City of Austin

Profit for hardware = $90x - 200,000$; x is the number of IndraPros sold in one year

Profit for subscription service = $15x - 16,000$; where x is the number of IndraPros in use during any given year

Assumptions: IndraPro costs \$35 dollars to make, sells for \$125; weather updates cost \$1.25 per month; Market uptake is rapid and saturation (defined as placement in half of the largest 25% of residential water customers) occurs within 18 months.

Period	Pre-shipment*	2008	2009	2010	2011
Units Sold	0	3,000	10,500	4,500	2,000
Hardware Revenue	\$0	\$300,000	\$1,050,000	\$450,000	\$200,000
Subscription Revenue	\$0	\$15,000	\$109,500	\$207,000	\$231,000
Total Revenue	\$500,000**	\$315,000	\$1,159,500	\$657,000	\$431,000
Total Units Sold	0	5,000	13,500	18,000	20,000
Unit level costs (parts, labor, etc)		(\$105,000)	(\$367,500)	(\$157,500)	(\$70,000)
Overhead (plant, property, etc)	(\$150,000)	(\$30,000)	(\$40,000)	(\$40,000)	(\$40,000)
Sales Costs (sales force, customer service, etc)	(\$100,000)	(\$120,000)	(160,000)	(160,000)	(160,000)
IT Costs (web services, maintenance, etc)	(\$40,000)	(\$12,000)	(\$16,000)	(\$16,000)	(\$16,000)
Total Cost	(\$290,000)	(\$267,000)	(\$583,500)	(\$373,500)	(\$286,000)
Pretax Segment Profit (EBITDA)	\$210,000	\$48,000	\$576,000	\$283,500	\$145,000
Segment Profit without grant	(\$290,000)	\$48,000	\$576,000	\$283,500	\$145,000

*Product ships in April 2008

**Grant from City of Austin

Profit for hardware = $65x-200,000$; x is the number of IndraPros sold in one year

Profit for subscription service = $12x-16,000$; where x is the number of IndraPros in use during any given year

Assumptions: IndraPro costs \$35 dollars to make, sells for \$100; weather updates cost \$1.00 per month; Market uptake is rapid and saturation (defined as placement in half of the largest 25% of residential water customers) occurs within 18 months.

Period	Pre-shipment*	2008	2009	2010	2011
Units Sold	0	600	2,100	2,400	2,400
Hardware Revenue	\$0	\$75,000	\$262,500	\$300,000	\$300,000
Subscription Revenue	\$0	\$3,750	\$27,375	\$63,000	\$99,000
Total Revenue	\$500,000**	\$78,750	\$289,875	\$363,000	\$399,000
Total Units Sold	0	600	2,700	5,100	7,500
Unit level costs (parts, labor, etc)		(\$21,000)	(\$73,500)	(\$84,000)	(\$84,000)
Overhead (plant, property, etc)	(\$150,000)	(\$30,000)	(\$40,000)	(\$40,000)	(\$40,000)
Sales Costs (sales force, customer service, etc)	(\$100,000)	(\$120,000)	(160,000)	(160,000)	(160,000)
IT Costs (web services, maintenance, etc)	(\$40,000)	(\$12,000)	(\$16,000)	(\$16,000)	(\$16,000)
Total Cost	(\$290,000)	(\$183,000)	(\$289,500)	(\$300,000)	(\$300,000)
Pretax Segment Profit (EBITDA)	\$210,000	(\$104,250)	\$375	\$63,000	\$99,000
Segment Profit without grant	(\$290,000)	(\$104,250)	\$375	\$63,000	\$99,000

*Product ships in April 2008

**Grant from City of Austin

Profit for hardware = $90x-200,000$; x is the number of IndraPros sold in one year

Profit for subscription service = $15x-16,000$; where x is the number of IndraPros in use during any given year

Assumptions: IndraPro costs \$35 dollars to make, sells for \$125; weather updates cost \$1.25 per month; Market uptake is very slow and saturation (defined as placement in half of the largest 25% of residential water customers does not occur within 4 years).

Exhibit 6: IndraPro Segment Discounted Cash Flow (with grant)

Year	2008	2009	2010	2011
Discount Rate	.15			
Complex Formula (Net Income + Depreciation + (CAPEX) - Non-Cash Working Capital)				
Income stream	\$220,219.80	\$560,294.71	\$284,343.08	\$159,807.14
Present value	\$220,219.80	\$487,212.79	\$215,004.22	\$105,075.79
Net present value	\$1,027,512.60			
Simple Formula (Discount Net Income)				
Income stream	\$221,779.80	\$570,526.33	\$294,562.79	\$170,046.89
Present value	\$221,779.80	\$496,109.85	\$222,731.79	\$111,808.59
Net present value	\$1,052,430.03			

Exhibit 7: IndraPro Segment Discounted Cash Flow (without grant)

Year	2008	2009	2010	2011
Discount Rate	.15			
Complex Formula (Net Income + Depreciation + (CAPEX) - Non-Cash Working Capital)				
Income stream	(\$165,530.00)	\$560,253.57	\$284,315.80	\$159,779.96
Present value	(\$165,530.00)	\$487,177.02	\$214,983.59	\$105,057.92
Net present value	\$641,688.53			
Simple Formula (Discount Net Income)				
Income stream	(\$163,970.00)	\$570,525.35	\$294,560.83	\$170,045.08
Present value	(\$163,970.00)	\$496,109.00	\$222,730.31	\$111,807.40
Net present value	\$666,676.71			

Exhibit 8: IndraPro Segment Cashflow Statement (with grant)

Year	2008	2009	2010	2011
Net Income	221,780	570,526	294,563	170,047
Deprec. & Amort.	720	1,441	1,443	1,444
Receivables	-	(25)	(9)	(10)
Inventory	-	(20)	(7)	(8)
Other Current Assets	-	(3)	(1)	(1)
Payables	-	28	10	11
Income Tax Expense	114,250	293,908	151,744	81,259
Other Liab.	-	4	1	2
CFO	336,750	865,859	447,744	252,743
Capital Expenditures	(7,920)	(1,453)	(1,447)	(1,448)
CFI	(7,920)	(1,453)	(1,447)	(1,448)
Incr. (Decr.) Debt	-	-	-	-
CFF	-	-	-	-
Net Cash Flow	328,830	864,406	446,298	251,295

Exhibit 9: IndraPro Segment Cashflow Statement (without grant)

Year	2008	2009	2010	2011
Net Income	(163,970)	570,525	294,561	170,045
Deprec. & Amort.	720	1,443	1,446	1,447
Receivables	-	(56)	(9)	(10)
Inventory	-	(45)	(7)	(8)
Other Current Assets	-	(8)	(1)	(1)
Payables	-	63	10	11
Income Tax Expense	-	293,907	151,743	81,258
Other Liab.	-	9	1	2
CFO	(163,250)	865,839	447,744	252,743
Capital Expenditures	(7,920)	(1,469)	(1,450)	(1,451)
CFI	(7,920)	(1,469)	(1,450)	(1,451)
Incr. (Decr.) Debt	-	-	-	-
CFF	-	-	-	-
Net Cash Flow	(171,170)	864,369	446,295	251,292
Net Income	(163,970)	570,525	294,561	170,045

Exhibit 10: Rainwater Balance Sheet (with grant)

Rainwater Inc. Balance Sheet in 000s	2,008	2,009	2,010	2,011
Cash	6,429	7,293	7,740	7,991
Net Receivables	15,200	15,225	15,233	15,243
Inventories	12,200	12,220	12,227	12,235
Other Current Assets	2,100	2,103	2,105	2,106
Total Current Assets	35,929	36,841	37,304	37,575
Property, Plant and Equipment, net	7,200	7,212	7,216	7,220
Other Assets	3,500	3,506	3,508	3,510
Total Assets	46,629	47,558	48,028	48,305
Accounts Payable	17,200	17,228	17,238	17,249
Short Term Debt	2,100	2,100	2,100	2,100
Total Current Liabilities	19,300	19,328	19,338	19,349
Long Term Debt	15,200	15,200	15,200	15,200
Other Noncurrent Liabilities	2,400	2,404	2,405	2,407
Total Liabilities	36,900	36,932	36,943	36,956
Total Shareholder Equity	9,729	10,626	11,086	11,349
Total Equity plus Liabilities	46,629	47,558	48,028	48,305

Exhibit 11: Rainwater Balance Sheet (without grant)

Rainwater Inc. Balance Sheet in 000s	2008	2009	2010	2011
Cash	5,929	6,793	7,239	7,491
Net Receivables	15,200	15,256	15,265	15,275
Inventories	12,200	12,245	12,252	12,260
Other Current Assets	2,100	2,108	2,109	2,110
Total Current Assets	35,429	36,402	36,865	37,136
Property, Plant and Equipment, net	7,200	7,227	7,231	7,235
Other Assets	3,500	3,513	3,515	3,517
Total Assets	46,129	47,141	47,610	47,888
Accounts Payable	17,200	17,263	17,273	17,284
Short Term Debt	2,100	2,100	2,100	2,100
Total Current Liabilities	19,300	19,363	19,373	19,384
Long Term Debt	15,200	15,200	15,200	15,200
Other Noncurrent Liabilities	2,400	2,409	2,410	2,412
Total Liabilities	36,900	36,972	36,983	36,996
Total Shareholder Equity	9,229	10,169	10,627	10,892
Total Equity plus Liabilities	46,129	47,141	47,610	47,888

Exhibit 12: Water Saved using IndraPro (in gallons)

Number of Homes Using IndraPro	1 month	1 year	5 years
1,000	4,000,000	48,000,000	240,000,000
3,000	12,000,000	144,000,000	720,000,000
5,000	20,000,000	240,000,000	1,200,000,000
10,000	40,000,000	480,000,000	2,400,000,000
15,000	60,000,000	720,000,000	3,600,000,000
20,000	80,000,000	960,000,000	4,800,000,000

Assumes average household adding IndraPro currently uses 20,000 gallons of water per month