

Executive Summary

Refillution is a sustainable hydration solution addressing the growing problem of plastic waste in Jakarta. The business offers high-quality, reusable tumblers paired with strategically located hygienic quality water refill stations that provide clean, affordable drinking water. These stations are equipped with NFC e-wallet technology for seamless transactions. Refillution targets the increasing demand for eco-friendly alternatives to single-use plastic bottles, focusing on urban commuters, office workers, and students.

The business model generates revenue through tumbler sales and water refills. By the eighth year of operations, Refillution plans to establish 775 refill stations and attract 1 million active users. With a closed-loop system—where only Refillution tumblers can access the refill stations—the company drives recurring usage and fosters customer loyalty. The strategy includes partnerships for station placements in high-traffic areas, an omnichannel sales approach, and digital marketing campaigns aimed at environmentally conscious consumers.

Financial projections show strong growth potential, supported by rising demand for sustainable solutions. Key financial metrics, including positive cash flow, attractive NPV, and a strong IRR, confirm the business's profitability and scalability. Positioned to lead the sustainable hydration market, Refillution offers investors a compelling opportunity to participate in the growth of a high-potential, environmentally focused business.

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