

PeePal

One Urinal for all PeePal



Unisex urinal

At festivals, there are currently fewer sanitation facilities for women because urinals are only available for men. Urinals allow urine to be converted into clean water and fertilizer. They also prevent long queues at toilets. To make this solution accessible to all genders, a unisex urinal is designed.

The final product will be produced through serial production in a mould. Before this mould is outsourced, a user study is carried out with a prototype to determine all the requirements for the urinal.



On the ground



Pee to park



PeePal



Treatment

Fertilizer



Market



Clean Water



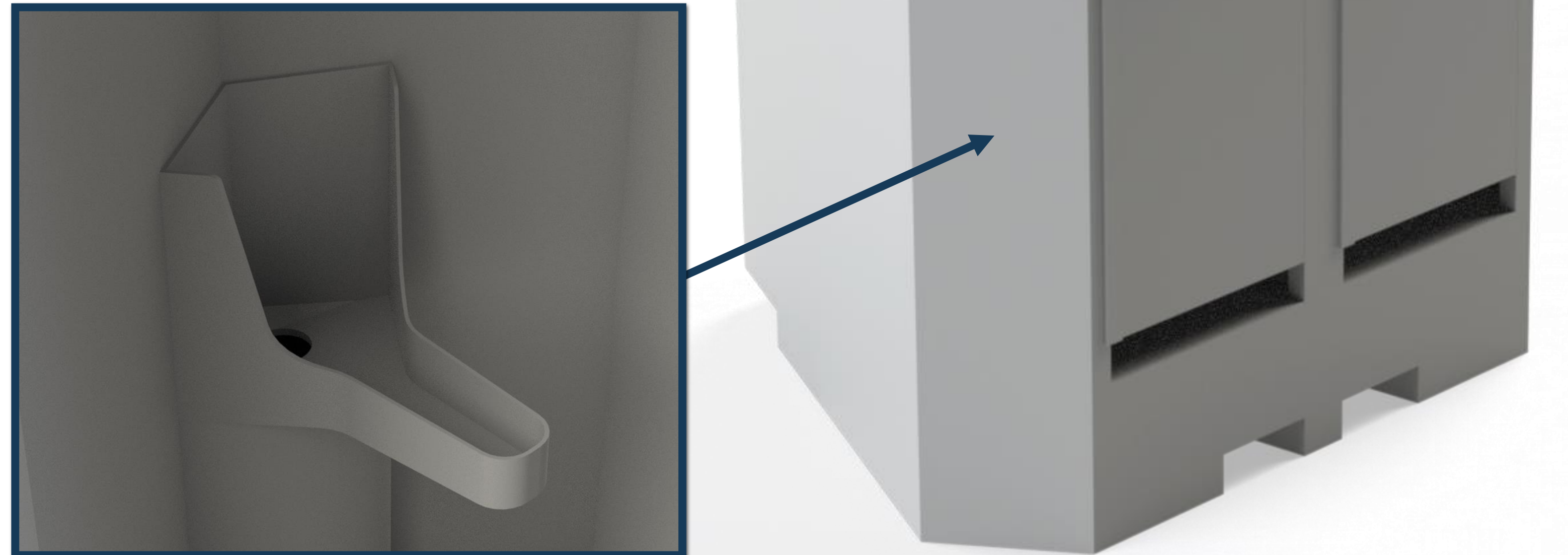
Park



Prototype

To establish all the requirements and wishes for the urinal, a user study will be conducted using a prototype.

This prototype will be tested at the DGTL festival on 7, 8 and 9 April 2023. Afterwards, this prototype will be rented out to festivals. Festival organisations will promote themselves in sustainability in this way while the prototype will promote Nijhuis Saur Industries.



Business case prototype

- **Production**
Production costs: €10.900,00
- **Business case**
Earnings user survey DGTL = €500
10 rentals per year
3 years for €345 per weekend
- **Promotion**
Showcasing Nijhuis Saur Industries to a wide audience.



Business case final product

- **Production**

Mould price: €200,000

Production cost per product: €900

Mould costs per product: €100

Selling price: €1500

- **Business case exploitant**

Bij verkoop 2000 urinoirs:

Winst per product: €300

- **Business case NSI**

Sale patent PeePal

Profit sharing per sold product

Sale of urine treatment plants



Call to action

Investment

€10.900,00

Payback period

3 jaar

Profit

- Promotion
- Sale Patent PeePal
- Sale of urine treatment plants

Execute?

