

INDEPENDENT MARKET EVIDENCE

Water investment is urgent. Smart water is expanding.



GLOBAL WATER-SECURITY NEED

\$1T / year

SMART-WATER MANAGEMENT

\$43.7B by 2030

Aabshar retrofits taps to cut water use, then builds toward verified water data.

UNESCO WWDR 2026: about \$300B invested and \$700B annual gap. BCC Research 2025: \$43.7B smart-water forecast. Different measures; neither is Aabshar TAM.

Aabshar starts with a water-saving retrofit

01 WATER EFFICIENCY

Retrofit existing fixtures

The product upgrades existing taps. Site results show lower water use and, in some cases, lower bills.

02 WATER INTELLIGENCE

Build a WQI data layer

Equipped sites could add quality sensing, location-based data and decision tools for operators.

83%

of MENA residents face extremely high water stress

WRI Aqueduct, 2023. Population exposure is evidence of regional urgency, not an Aabshar customer count.

Six litres becomes less than one in a one-minute tap test



ONE TAP · ONE MINUTE

6.31 L

standard flow

0.64 L

with Aabshar

~90% less flow in this test

Aabshar one-minute demonstration, 2024. Site-wide savings depend on use and fixture mix.

Designed for the water conditions Aabshar serves



GLOBAL CATEGORY

Similar flow devices exist in Europe and Asia. Fixture standards and water conditions differ by market.

AABSHAR THESIS

The 2024 product materials position the nozzle for impurity tolerance, high-TDS water and pressure preservation.

GULF READINESS

The GSO regulation includes ablution taps and flow regulators. Independent local testing and conformity are next.

Aabshar high-TDS positioning: WQI v8 slides 27–28. Standards: EU EN 246 and GSO Gulf water-conservation regulation. No comparative lab result or certification is claimed.

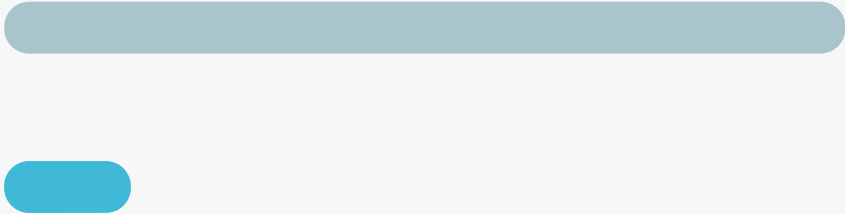
US Apparel: \$43.9K reported electricity-bill reduction

US APPAREL CASE

 ONE-YEAR REPORTED COMPARISON

Water used

48M L



7.2M L

≈40.8M L lower

ELECTRICITY BILL

\$51K
before

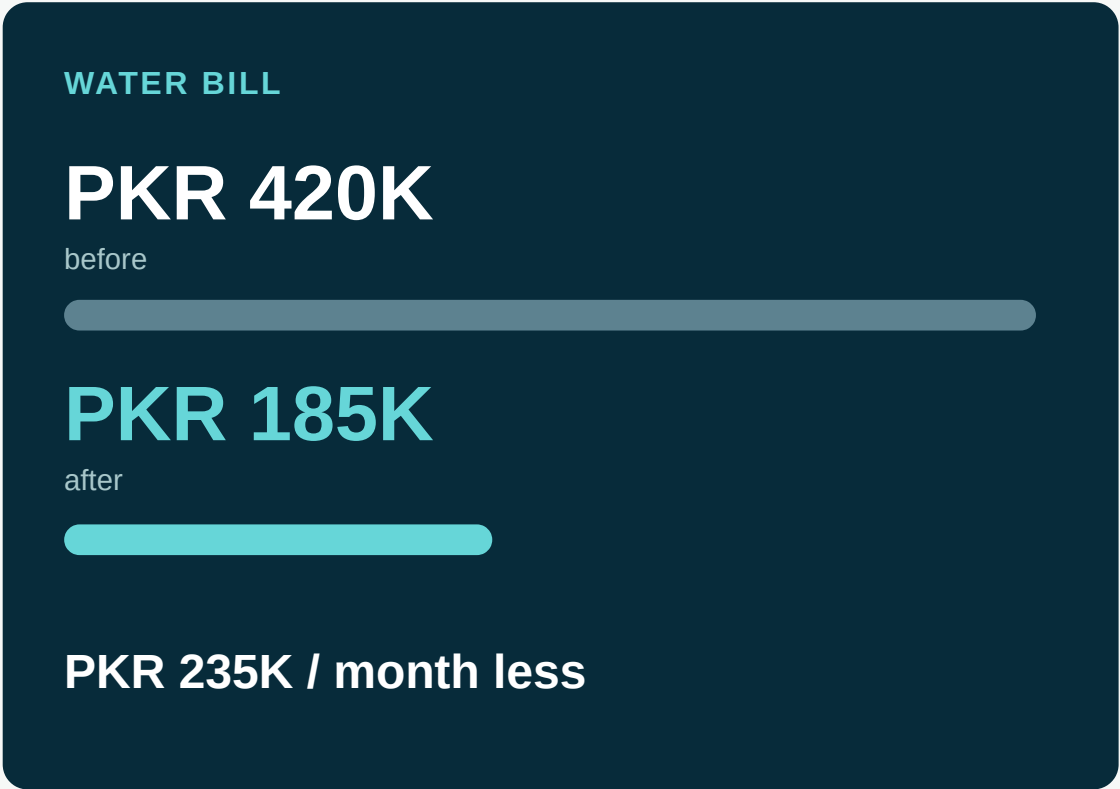
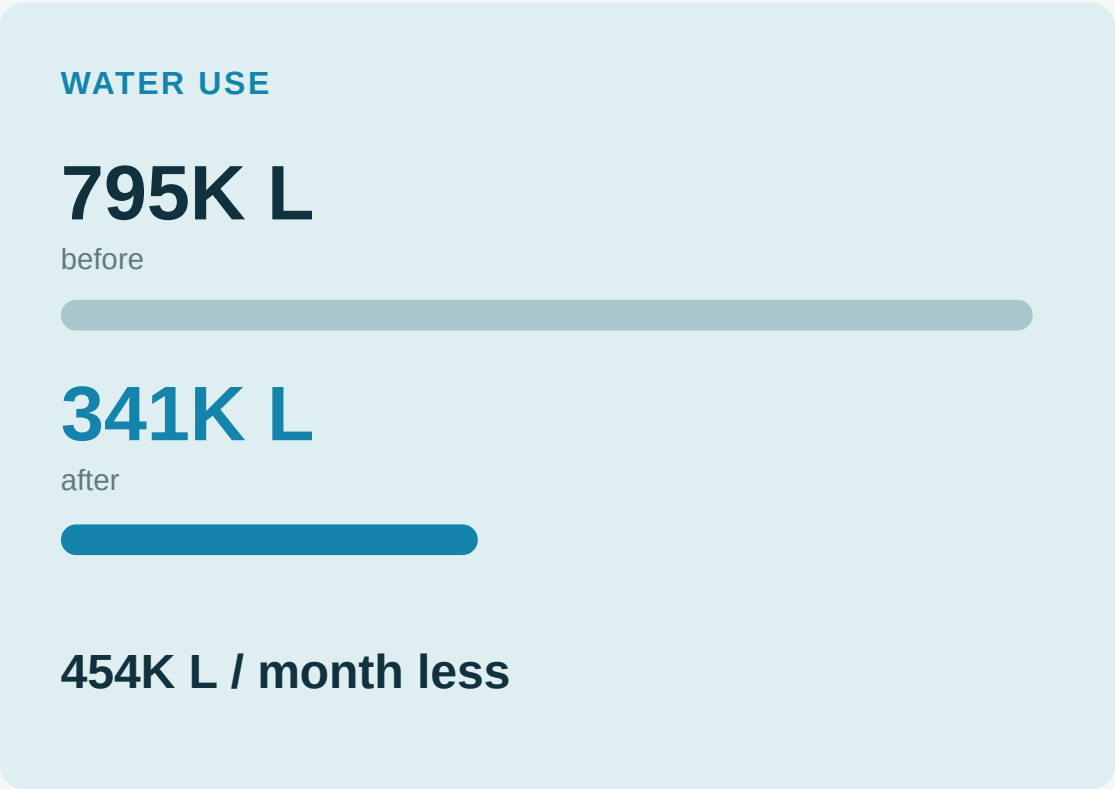
\$7.1K

\$43.9K reported difference

Aabshar case record, 2024. Company-reported before/after; site invoices and dates support diligence.

Baitussalam Mosque: 57% less water in one reported month

2023 MOSQUE CASE 34 nozzles installed



[WATCH THE BAITUSSALAM SITE VIDEO ↗](#)

Aabshar Baitussalam case, 2023. One-month company-reported comparison; underlying site records support diligence.

Two more community deployments show practical savings

SAYLANI INTERNATIONAL

870K L

reported monthly water savings

Aabshar reports 92% savings; a comparable baseline is needed to verify the percentage.

DAWAT-E-ISLAMI

PKR 150K

water-tanker cost before

PKR 30K

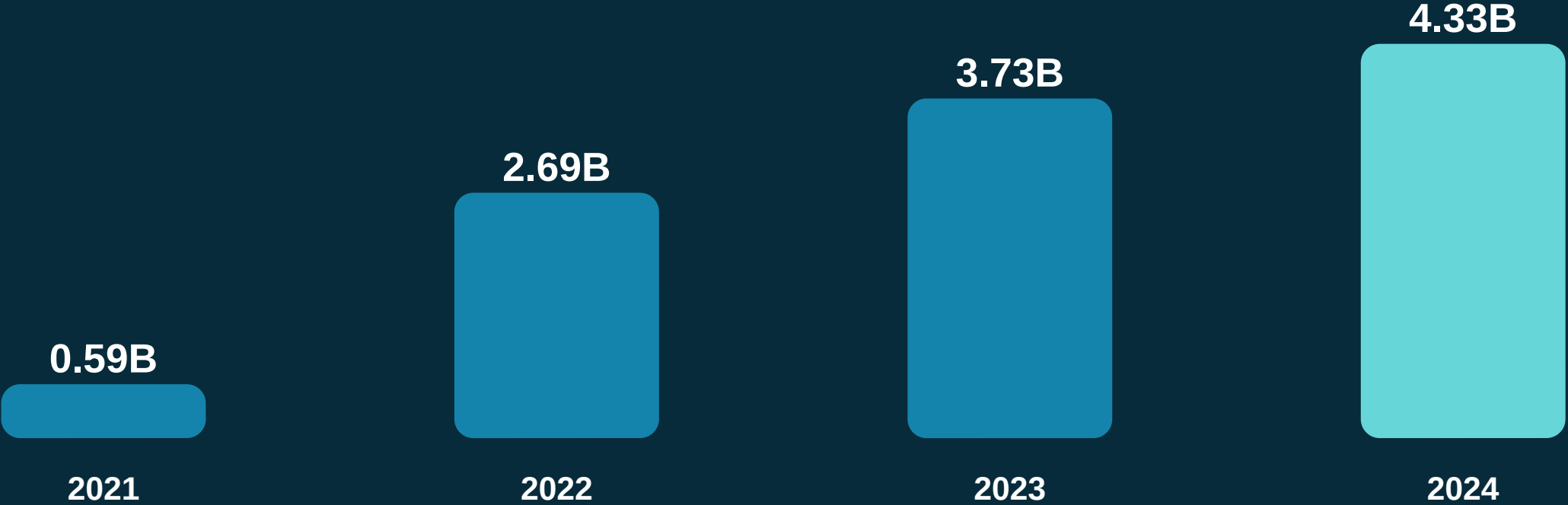
after: 80% lower reported tanker cost

[WATCH SAYLANI + DAWAT-E-ISLAMI VIDEOS ↗](#)

Aabshar community case records, 2024. Historical company-reported comparisons.

The water model grew to 4.33B litres by 2024

GOOGLE SFSD · MODELED WATER SAVINGS



6,124 → 44,804 units in the company workbook

Google SFSD “Impact Metrics” tab. Water = unit count × 96.624 m³/year. Historical inputs are company-reported and resulting volumes are modeled, not audited site-meter totals.

200+ organizations in Aabshar's customer history



Aabshar reports 200+ organizations served. Selected customer marks show the breadth of its 2024 commercial footprint.

Aabshar customer history, 2024. Logo presence does not imply an active 2026 contract.

Early sales, usage and demand signals

\$440K+

sales reported in 2024

\$11.2M

letters of intent reported
in 2024

55K+

users reported in 2024

220+

organizations reported
in 2024

Company-reported 2024 figures. Letters of intent are expressions of interest, not contracted revenue.

Aabshar company presentation and Techstars demo, 2024. Not current operating results.

Community centers can seed a city-scale WQI network

THE FAMILIAR PUBLIC EXPERIENCE

AQI

A location-based signal people can look up and understand.

AABSHAR'S WQI NETWORK THESIS

WQI

Quality-checked readings from community-center nodes.

COLLECT

Community-center nodes

VERIFY

Calibration + lab checks

INDEX

Views by supply zone

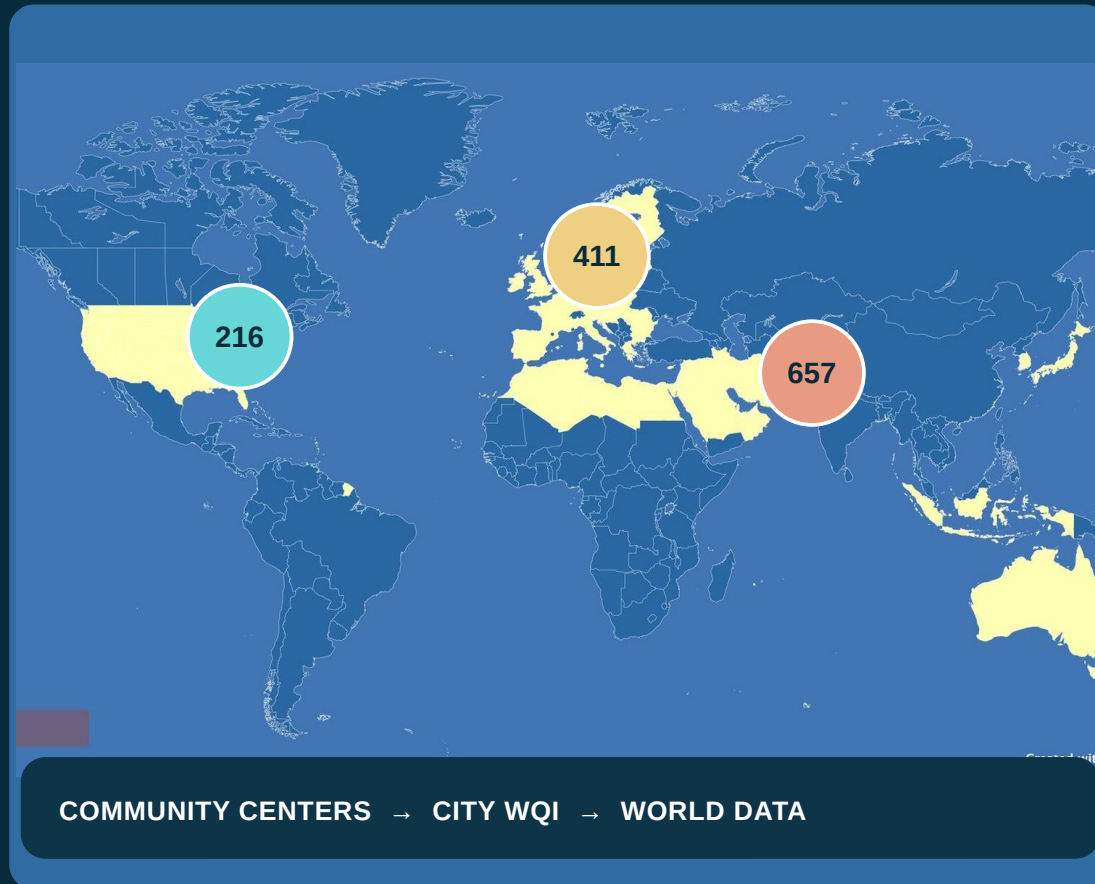
SERVE

City → global data

A future center reading is local evidence. A city index needs enough centers, shared supply-zone mapping and validated data before it can represent neighborhoods.

UNEP 2024 documents a data gap. USGS/EPA already run real-time water monitoring. The \$8.6B monitoring-systems forecast is adjacent spend, not WQI data TAM.

Community-center data can build a world WQI map



216 WQI+

HAIR / WASHING

>180 mg/L hardness: very hard. More soap; evidence of hair-fiber breakage.

411 WQI+

SKIN-CONTACT ALERT

>200 mg/L hardness: hard-water washing can irritate susceptible skin.

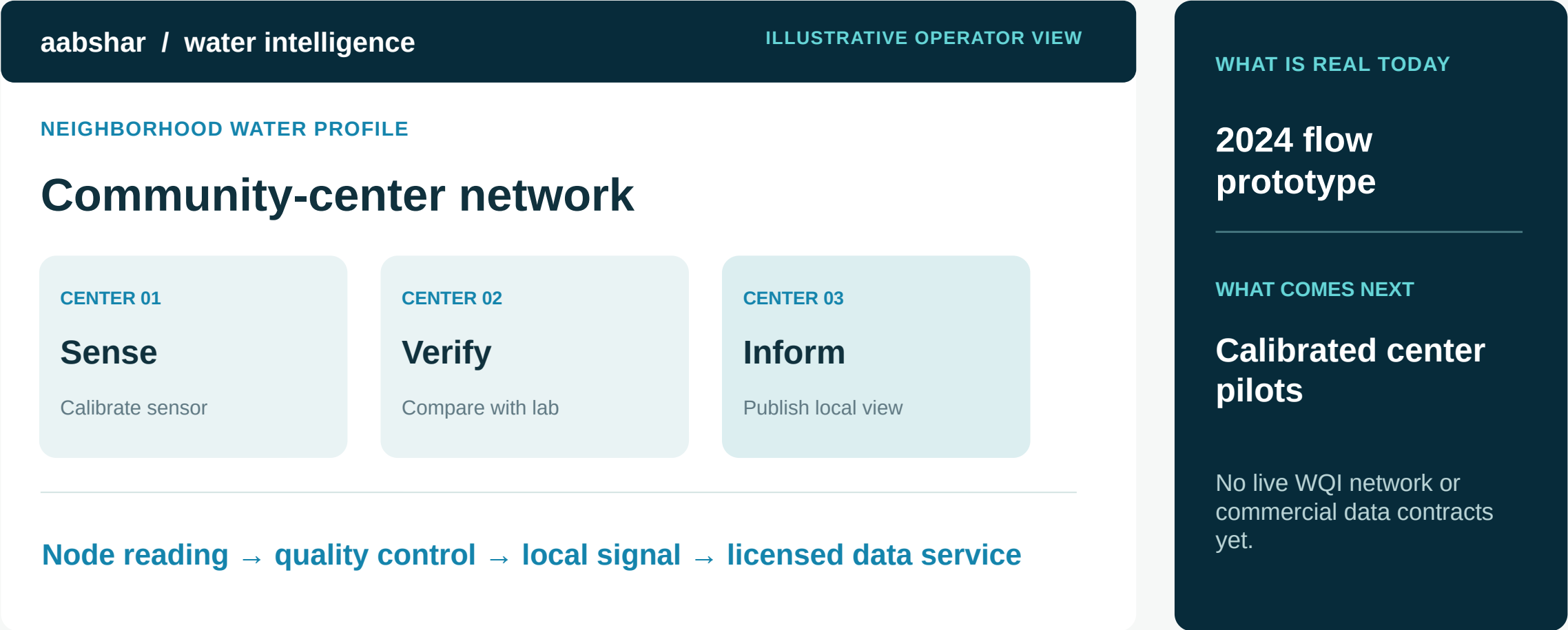
657 WQI+

BUILDING-WATER CHECK

25–45°C favors *Legionella* growth when controls fail; sample to confirm.

World regions, pins and 216/411/657 scores are illustrative, not live coverage or health cutoffs. USGS hardness classes; hair/skin studies; CDC 25–45°C guidance. Community-center readings require supply-zone validation.

From community-center nodes to a WQI data product

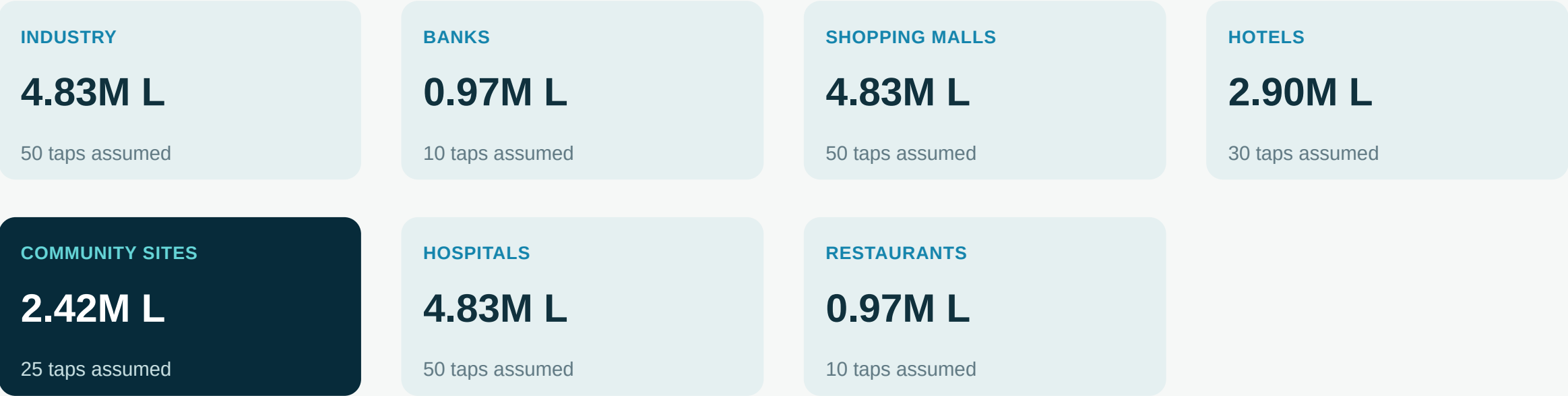


Product view is illustrative. Community-center sensors need calibration, targeted lab checks, supply-zone mapping and data rights before an index can be offered to operators or data buyers.

Seven settings tested; mosque HAAS is the first scale wedge

96,624 L per equipped tap-year

2024 company model; not a sector average



Illustrative tap counts create comparable site scenarios. US Apparel and Baitussalam provide reported results in two settings.

Aabshar seven-setting tests and 2024 impact formula. Scenarios, not measured sector averages.

Hardware sales, mosque HAAS and future WQI data

PRODUCT

One-time sale

Water-saving retrofit hardware

Established sales channel

SITE SERVICE

Hardware as a Service

Model adopted at multiple mosques

Recurring payer and terms to prove

WQI DATA

License or analytics

Quality sensing and portfolio insight

Future revenue path

Direct donations to Aabshar have supported mosque deployments. Operators, sponsors or CSR partners are potential payers; recurring economics need proof.

First wedge: partner-led mosque cohorts with fixture and bill access. The \$50 monthly fee is an assumption; WQI licensing is not live.

Water savings can support impact and building evidence

SUSTAINABLE DEVELOPMENT GOALS

- SDG 6.4** Water-use efficiency
- SDG 6.3** Quality, once measured with validated sensors
- SDG 7 / 13** Related energy and emissions estimates

CERTIFICATION EVIDENCE

LEED

EDGE

BREEAM

WELL

Fixture flow and verified baselines can support project documentation; a product alone does not certify a building.

UN SDG6 and official LEED, EDGE, BREEAM and WELL guidance. Certification belongs to the project, not the fixture.

Carbon value starts with verified energy effects

JAPAN · KYOTO PRECEDENT

141.8M

CERs Japan retired for 2008–12 Kyoto compliance; origin is not shown here as water saving

TESLA · DIFFERENT CREDIT REGIME

\$1.99B

Tesla 2025 regulatory-credit revenue, 2.1% of total

AABSHAR · INTERNAL MODEL

11,039 t

Aabshar 2024 model at 5 kWh/m³; no issued credits

ILLUSTRATIVE GROSS CREDIT SENSITIVITY

11,039 t × 18.5 × 50% × \$25/t

≈ \$2.55M

The SFSD model assumes 5 kWh/m³ and 0.51 kgCO₂/kWh. The 18.5× scaling compares the 80B-litre ambition with 2024 modeled volume; energy mix and periods must match.

No current credit asset or revenue. The 5 kWh/m³ factor is unverified. Japan: MOE 2014 / UNFCCC 2016 CER account; water origin not established. Tesla: SEC 2025. Eligible method and validation required.

FY2023 audited revenue doubled; growth carried a loss

PKR MILLIONS

NET REVENUE

18.15

36.50

GROSS PROFIT

8.87

17.86

NET RESULT

0.19

-21.06

FY2022

FY2023

Aabshar audited FY2023 report. Gross margin 48.9%; net loss PKR 21.06M. Current accounts should be reviewed separately.

\$100M ARR requires scale in two distinct revenue engines

100,000 sites × \$50/month

\$60M ARR

400 WQI data contracts × \$100K/year

\$40M ARR

= \$100M modeled ARR

Alternative blended sensitivity, not additive to the prayer-site scenario. WQI pricing and demand are unproven; acquisition, churn and costs need validation.

Scenario assumptions are shown explicitly. Site acquisition, data demand and unit costs require validation.

Prayer-site math: broader pool vs. Middle East alone

BROAD PRAYER-SITE POOL

~1.73M

Pakistan + Indonesia + ten Middle East markets;
includes registered Indonesian mushalla

$10\% \times \$50/\text{month} \times 12$

≈ \$104M ARR

TEN MIDDLE EAST MARKETS

~401K

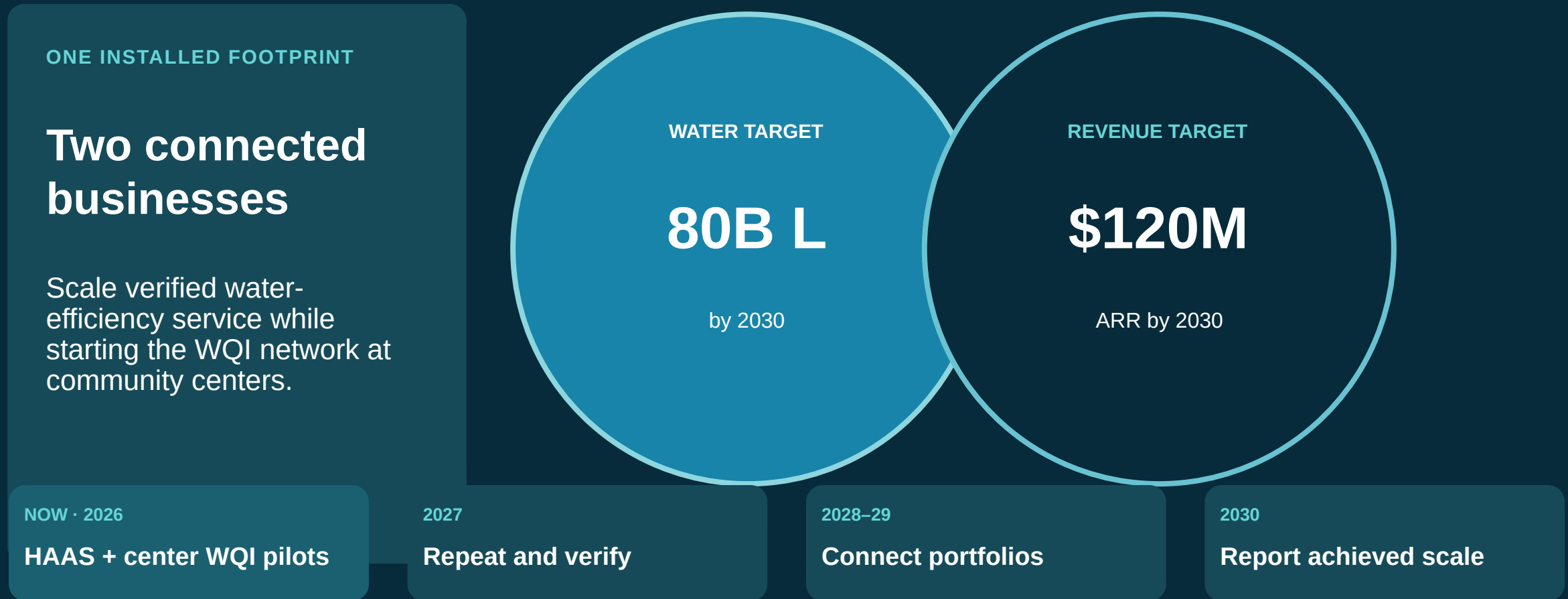
$5\% \text{ uptake} \times \$50/\text{month} \times 12$

≈ \$12M ARR

\$100M from this pool alone needs ~42%
uptake at \$50/month.

Pakistan PBS, Indonesia SIMAS and ten-country Middle East sourcebook. Counts mix definitions and years; price and adoption are scenarios, not contracted ARR. One-time donations produce no ARR.

The 2030 path connects water savings and WQI data



Source: Aabshar WQI v8 goals and roadmap, reframed for 2026. WQI validation begins now; the 80B L and \$120M figures are ambitions, not achieved outcomes.

Recognition from global networks and industry bodies



McKinsey & Company

Climate e-book feature



EO GSEA

2020 Lessons from the
Edge award



YPO

2022 Best Entrepreneur
Award, founder record

P@SHA

**6 reported
awards**

Two each year, 2024–26

103

feature/appearance
entries

50+

recognition/program/grant
entries

techstars

Techstars WaterTech 2024

Google SFSD selection

McKinsey feature and YPO award follow company/founder records; EO GSEA has an independent event report. Techstars selection is documented. Counts are register entries, not all unique wins.

Early investors and institutional support



Menashe Zelicha

ClimaTrade



Abbas Yousafzai

Yotascale / Conrad Labs



Ali Aziz

XStak



Rehman Adil

McKinsey / Cardo Health

PROGRAM AND INSTITUTIONAL RELATIONSHIPS



Techstars



Sarmayacar Sarmayacar



Eastern
Garments



USAID grant

Aabshar early investor record, 2024. USAID was a grant relationship. Current cap table available in diligence.

Leadership experience: product and operations



CEO

Ali Khursheed

10 years experience; certified sustainable leader; one startup exit



COO

Abrar Nadeem

15 years in supply chain and growth; fourth-generation manufacturing background



CTO

Hamza Khursheed

10 years in IoT and AI



Leadership roster and experience, 2024. Current operating roles may differ.

Leadership experience: growth and revenue



CMO

Ali Aurangzeb

18 years in marketing; 2024 company bio cites \$150M+ revenue generated



CRO

Saad Khan

15+ years in B2B/B2C development for technology and hardware



Aabshar also drew on advisers across enterprise, logistics, startups and technology.

Company leadership biographies, 2024. Current roles and advisory participation may differ.

Water scarcity became personal before it became a company



ALI KHURSHEED · FOUNDER

Eight months in a hospital bed made water scarcity personal.

Alongside shortages he witnessed in communities, that experience pushed Ali to build a practical way to save water at the tap.

Ali Khursheed founder account, 2026. Portrait from Aabshar's company files.

THE ASK

Tested product. Ready HAAS. Partners and capital for expansion.

PILOT SPONSORS

Fund a named mosque cohort, service and measurement

SITE PARTNERS

Bring sites with fixture counts and baseline bills

EARLY INVESTORS

Back a measured HAAS rollout and staged WQI development

Aabshar is seeking site partners, deployment sponsors and early investors. Financing terms follow the pilot budget and current accounts.

Appendix: selected awards, programs, grants and coverage

AWARDS

GSEA national and regional wins · UNDP/Japan Water Challenge · ClimateLaunchpad · P@SHA 2024–26

PROGRAMS

Global Good Fund · YECO · Techstars WaterTech · Google Startups awards finalist

GRANTS

USAID · SMEDA · Climate-KIC · IPPUS, as listed in the founder register

PUBLICATIONS

McKinsey · Voice of America · ProPakistani · The New Arab · Mashable Pakistan Lab

Aabshar's achievements register contains the supporting certificates and publication links.

Aabshar achievements register, with linked certificates, program announcements and coverage.

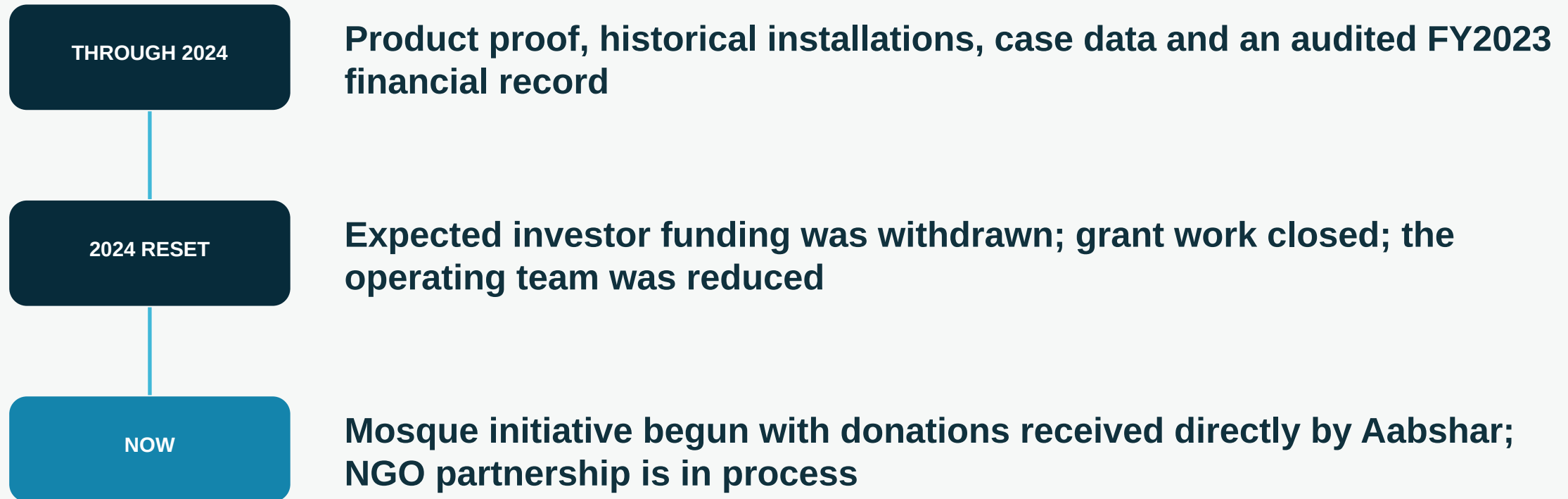
Appendix: advisory relationships recorded in 2024

Andreas Dankelmann Logistics / multiple US companies	Faisal Sherjan Startup and industry leadership	Dan Abbate Founder and operator	Hassan Altaf Shakarganj
Khurram Saleem Unze London	Shahid Hassan Al Jalil Developers	Yaser Awan Mindstorm	Ammar Zaeem Revolving Games

The roster reflects Aabshar’s 2024 advisory relationships. Current participation may differ.

Aabshar advisory record, 2024. No current board status is implied.

Appendix: 2024 funding reset and current operating focus



Aabshar founder account, 2026. Current team size and financial results require updated records.

Appendix: data sources and claim definitions

Market context	UNESCO WWDR 2026; BCC smart-water forecast 2025; Grand View monitoring forecast; WRI and UNEP.
Product and logos	Aabshar WQI v8 presentation and Techstars demo-day materials, 2024.
Case studies	WQI v8, “Enable savings in a mosques V3.0,” Impact statement, Aabshar Save Pakistan V21.0.
Impact	Google SFSD Impact Assessment workbook, Impact Metrics tab.
Financial history	Aabshar auditors’ report for year ended 30 June 2023.
Recognition	P@SHA winners/2026 announcement; founder Achievements Google Sheet; full six-award breakdown pending.
Mosque market	Ten-country sourcebook supplied with this deck; all ARR examples are scenarios.

Historical traction and 2030 ambitions are distinguished from current operating performance.

Watch the installations and hear from the sites

- ▶ [Baitussalam Mosque](#) 56 sec
- ▶ [Saylani Welfare](#) 3 min 35 sec
- ▶ [Dawat-e-Islami](#) 1 min 29 sec
- ▶ [Zakariya Mosque](#) 55 sec

PUBLIC ENDORSEMENTS ON AABSHAR’S CHANNEL

- ▶ [Huma Khan](#)
- ▶ [Faizan Haqqe](#)
- ▶ [Yousuf Bashir Qureshi](#)

The video links are company-hosted site testimonials, demonstrations and public endorsements. The quantified savings on earlier slides remain company-reported case records.

Source: Aabshar YouTube channel, viewed October 2026. Video titles identify the speakers/sites; they do not independently validate every number in the case slides.

Appendix: external research and company evidence

WATER GAP

UNESCO WWDR 2026: ~\$300B invested plus ~\$700B annual gap toward water security by 2030.

HEALTH

USGS hardness >180 mg/L; hair/skin studies; CDC 25–45°C building-water range. Illustrative scores are not diagnoses.

STANDARDS

UN SDG6; USGBC LEED; EDGE Buildings; BREEAM Wat01; WELL Water quality testing.

ACHIEVEMENTS

Founder-supplied “Achievements Aabshar” Sheet with certificate, program and publication links.

FOUNDER

October 2026 founder account: eight-month hospital stay, tested HAAS, direct mosque donations, NGO in process.

WQI

Community-center readings seed an AQI-like city WQI view; supply-zone validation is required. \$8.6B is adjacent monitoring spend; no live network.

Unverified site counts, future revenue, certification outcomes and contaminant-specific health effects are not current Aabshar operating results.