

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.

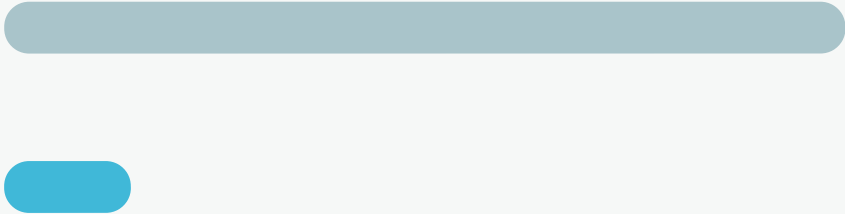
US Apparel: \$43.9K reported electricity-bill reduction

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

WATER USE

795K L

before



341K L

after



454K L / month less

WATER BILL

PKR 420K

before



PKR 185K

after



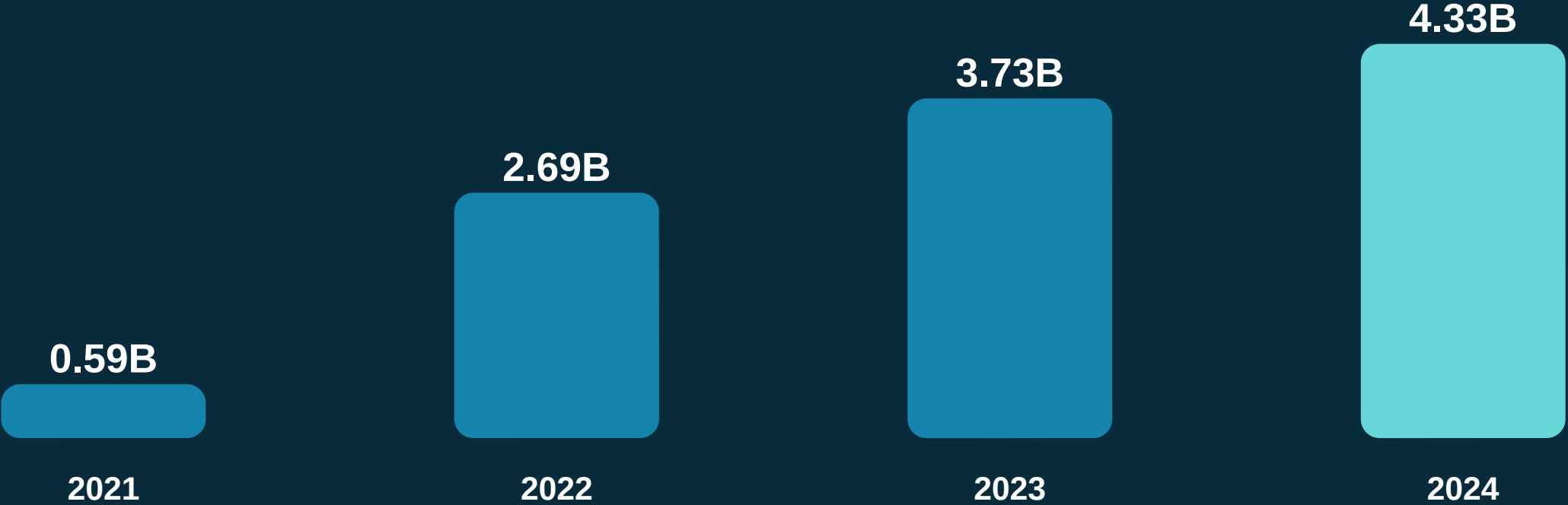
PKR 235K / month less

[WATCH THE BAITUSSALAM SITE VIDEO ↗](#)

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

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

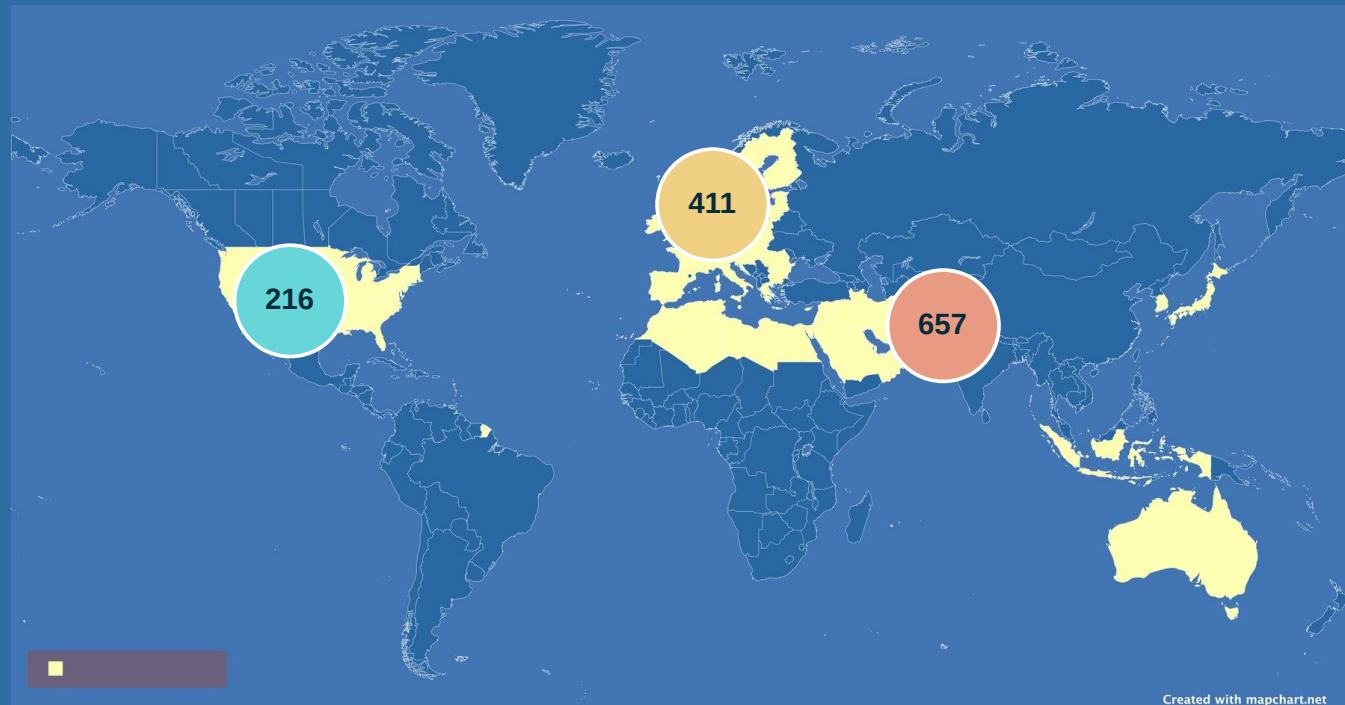
220+

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 future world WQI map



COMMUNITY CENTERS → CITY WQI → WORLD DATA

AQI IS THE INTERFACE ANALOGY

WQI

A future local signal from verified center readings, expanded by city and region.

COLLECT Center nodes

VERIFY Calibration + samples

SHARE City → world view

The world map and 216/411/657 markers illustrate a future WQI network, not live coverage. USGS/EPA real-time monitoring already exists; Aabshar proposes community-center point-of-use data.

From community-center nodes to a WQI data product

aabshar / water intelligence

ILLUSTRATIVE OPERATOR VIEW

NEIGHBORHOOD WATER PROFILE

Community-center network

CENTER 01

Sense

Calibrate sensor

CENTER 02

Verify

Compare with lab

CENTER 03

Inform

Publish local view

Node reading → quality control → local signal → licensed data service

WHAT IS REAL TODAY

**2024 flow
prototype**

WHAT COMES NEXT

**Calibrated center
pilots**

No live WQI network or
commercial data contracts
yet.

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.

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.

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.

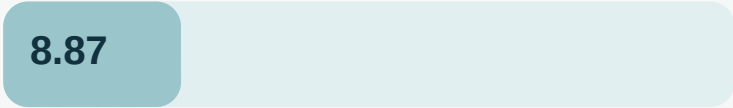
FY2023 audited revenue doubled; growth carried a loss

PKR MILLIONS

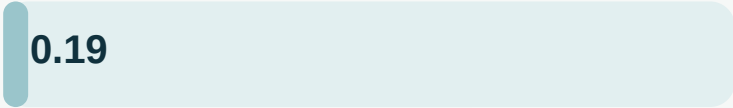
NET REVENUE



GROSS PROFIT



NET RESULT



FY2022

FY2023

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

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

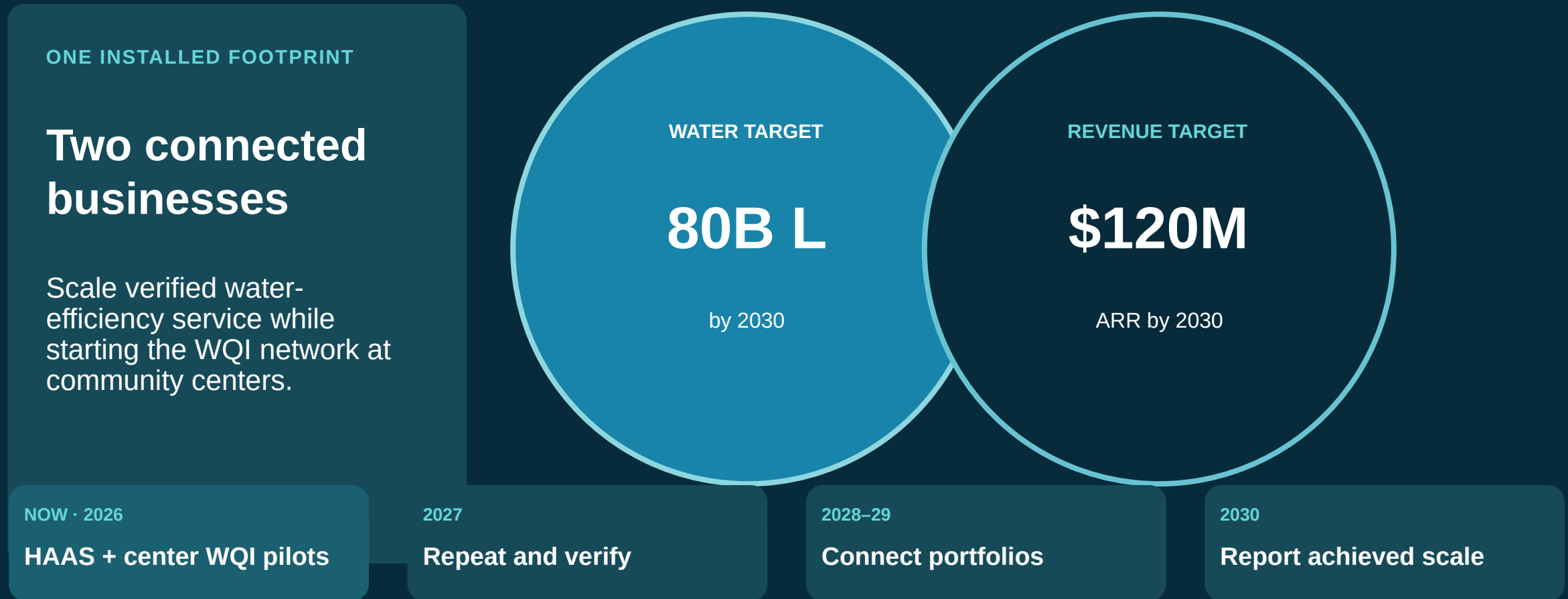
$5\% \text{ uptake} \times \$50/\text{month} \times 12$

≈ \$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

McKinsey & Company

Climate e-book feature

EO GSEA

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.

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.

Electrical engineer · prior startup exit · Techstars WaterTech

Founder account, 2026; experience from 2024 company bio. Portrait from Aabshar 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.