



Aavalor GreenTech

Aavalor GreenTech Case Study

2021 - 2024

Ian Shepardson

Former Co-Founder & CEO

PREPARED BY IAN SHEPARDSON



Aavalor GreenTech

Global Organization

BACKGROUND

Aavalor GreenTech started as an idea and a dream for Founder, Aryan Aviraj. Aviraj is an Engineer from the Jharkhand state in India. Following his passion for solving real world problems through technology, Aviraj observed modern day filtration systems, studied the potential use case of graphene as a filtration solution, and then developed a small scale, gravity-based prototype that outperformed other filters of similar nature.

Understanding his limitations, Aryan Aviraj built a team of entrepreneurs in 2021 to turn his dream into a reality. Prajwal Nirwan, IP Attorney (UK) first joined as Aavalor's strategic advisor. Then, Ian Shepardson joined as Aavalor's CEO & Co-Founder.

ABOUT AAVALOR

A Global, Innovative and Sustainable Startup

FOCUS

Aavalor GreenTech is a sustainable technology startup developing new age membrane filtration systems to revolutionize the way the world produces/consumes water.

APPROACH

Aavalor's technology is a graphene-based nanofiltration membrane that filters water at the nanomolecular level. It has the capacity to remove miniscule materials such as salt and PFAS from water. Aavalor is developing its initial go to market product that will operate in industrial wastewater systems.

IMPACT MODEL

Because of the inherent antifouling properties of graphene, as well as the durability and selectiveness of Aavalor's patent-pending membrane, industries will be able to reduce their overall ecological footprint. Aavalor's technology reduces water and energy waste, and creates the potential for circularity of water usage. Furthermore, Aavalor's technology will ultimately create improved global access to clean water.

The Engagement at a Glance

December 2021 - January 2024

Organizational Challenges

Aavalor GreenTech lacked an understanding for their ideal customer. Their initial business plan was to sell their technology B2C and compete with industry leaders such as Brita Filter.

Aavalor started in India. While India is a major hub for innovation, the country lacks adequate resources needed to develop a disruptive, sustainable 'hard tech' product.

Technology development is a resource intensive process that requires substantial funding.

Ian was engaged to develop Aavalor's business plan, establish partnerships with industry leaders, and raise funds for technology development.

Ian Shepardon's Deliverables:



Develop a business plan based on market research that aligns Aavalor's technology with the market of greatest need.



Build presence and partnerships in Europe where resources for the development of sustainable technology are abundant and advanced.



Engage an initial funding partner in Europe and/or UK that will enable technology and business development.

Results:

In the 2+ years that Ian worked with Aavalor, the following occurred:

BUSINESS PLAN IDENTIFIED

Aavalor's business plan shifted from selling to a B2B model. The startup went through several business plan iterations before landing on their current plan: License the membrane technology to wastewater industry leaders to reduce resource waste and improve cost savings

PARTNERSHIP DEVELOPMENT

Aavalor established relationships with 5 global wastewater industry leaders. We completed agreements with 2 leaders that formally established our relationship focused on technology development. The agreements were focused on testing & prototype development.

INITIAL FUNDS SECURED

Ian represented Aavalor GreenTech in participation of the Startupbootcamp (SBC) Accelerator program in the Netherlands. Through the accelerator program, we secured our initial investments totaling 65,000 EUR.

As a result of Ian's time as CEO & Co-Founder of Aavalor GreenTech, the company secured their initial investments that enabled them to relocate to the Netherlands and develop their prototype further. Today, Aavalor has built their pilot-ready prototype and are actively engaging potential partners and customers for testing & development.