

H2O Animal Deterrent



What is it?

The H2O Animal Deterrent is a Humane, safe, and Low Maintenance method to keep nuisance animals from loitering in areas where they are not wanted. The patented technology is non-toxic, and 100% animal friendly. With the addition of a solar light is an attractive enhancement to any landscape.

What problem does it solve?

The Patented H2O Deterrent System solves the age old problem homeowner's face when wanting to deter Cats, Dogs, Rabbits, and other nocturnal animals from depositing waste on their property or marking their territory. The H2O Animal Deterrent is low maintenance and comes with an optional solar light for added value, as well as, enhanced effectiveness after dark.

How big is the Market?

Search on the web "Problems with Feral Cats" and a huge list comes up on how to deal with the problem. There are approximately 75,000,000 owner occupied homes in the United States. As the problem with nuisance cats continues to grow, homeowners are going to be searching for humane ways of deterring animals from loitering in unwanted areas of their yards. We are going after this market. There are approximately 42,000 distribution outlets that could potentially sell the H2O Deterrent System.

What is the price point?

The H2O Deterrent System is made from Common ABS material and PET plastic. It is expected to retail at \$39.95. The cost of goods for a 4 unit pack will be between \$7 and \$8 (\$2 ea) giving the product a 5 fold gross profit margin.

What potential up sell items are available?

Product is available in a variety of styles
Incorporated Light Source
Multiple placement Attachments



4751 Oceanside Blvd, Suite I
Oceanside, CA 92056
Phone: 760.630.1201
Fax: 760.630.1202