SAMPLE – FICTIONAL COMPANY

Hilltop Spring Water

Pure KZN spring water, bottled at the hill.

Investor pitch · Raising R3.5m · November 2026

Illustrative sample. Page count is not a package promise.

Fictional company created as a portfolio sample. Financial figures are illustrative assumptions.

SAMPLE – FICTIONAL COMPANY

THE PROBLEM

Trust in tap water is low – and falling

46%

of water supply systems had poor or bad microbiological water quality in official tests (2021/22).

29% of 958 water systems were in a "critical" state in 2023 (277 systems).

21 water systems in KwaZulu-Natal were rated critical in 2023.

Few premium spring waters are bottled in KZN for KZN shops, gyms and offices.

Sources: DWS 2023 Blue Drop Report (gov.za statement, 5 Dec 2023); DWS Blue Drop 2023 KZN Report. Third point is our market observation.

SAMPLE – FICTIONAL COMPANY

OUR SOLUTION

Local spring water, delivered on fixed days

One small plant in the KZN Midlands. Three customer groups. One simple promise: fresh, tested, on time.

01

Retailers

500ml and 1.5L bottles for independent supermarkets, delis and farm stalls.

Weekly cases

02

Gyms

Cold 500ml bottles in a branded fridge at the front desk.

Weekly cases

03

Offices

18.9L cooler bottles on a delivery plan. Empties collected.

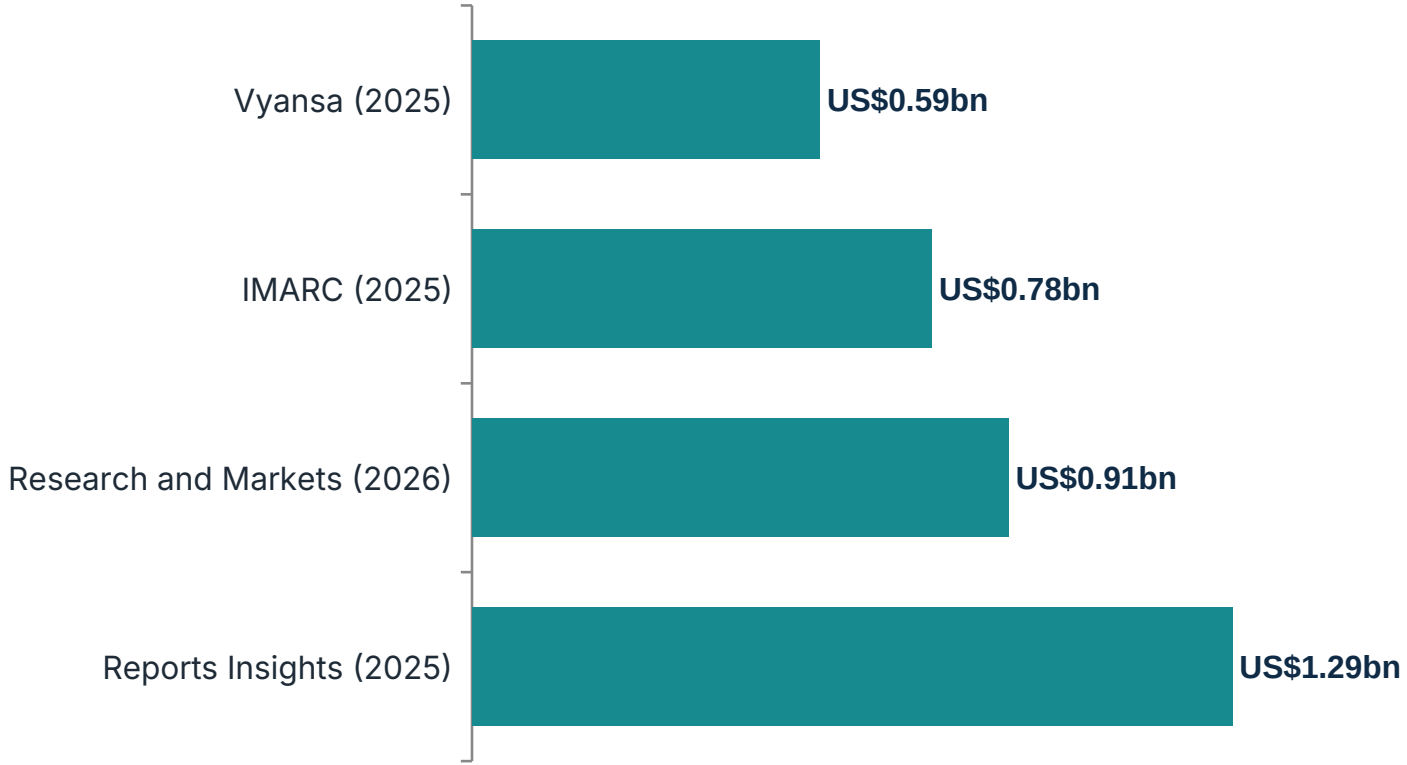
Weekly refills

SAMPLE – FICTIONAL COMPANY

THE MARKET

A US$0.59–1.29bn market that keeps growing

Research firms disagree on the size, so we show the range. We need well under 1% of it.



2.6–5.8%

yearly growth forecast by the same firms

597m litres

sold in 2018 (BMI Research, quoted by SANBWA)

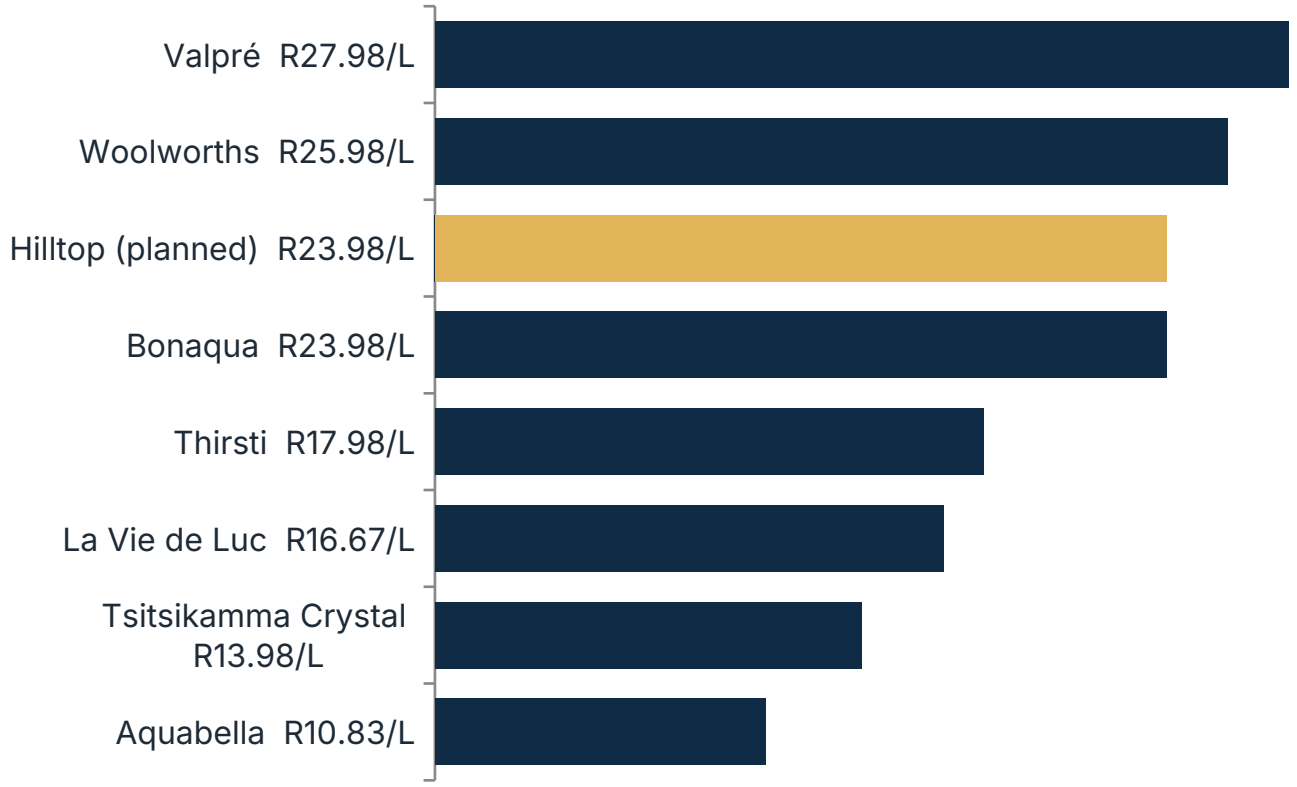
Sources: vyansaintelligence.com; imarcgroup.com; researchandmarkets.com; reportsinsights.com; technavio.com; sanbwa.org.za (accessed 3 Nov 2026).

SAMPLE – FICTIONAL COMPANY

COMPETITION

Premium feel at a fair, mid-market price

Price per litre of 500ml still water, as listed online on 3 November 2026.



Where Hilltop fits

- R11.99 planned shelf price (R23.98/L)
- Level with Bonaqua; below Woolworths and Valpré (R13.99)
- Above value brands such as Thirsti (R8.99) and Tsitsikamma Crystal (R6.99)
- Our edge: bottled in KZN, own delivery, business service

HILLTOP PRICE = ASSUMPTION

Sources: shoprite.co.za, woolworths.co.za, pricecheck.co.za, laviedeluc.co.za, liquor.co.za, mrd.com. Multipacks (La Vie de Luc, Aquabella) divided per bottle.

SAMPLE – FICTIONAL COMPANY

BUSINESS MODEL

Each bottle leaves room for us and the retailer

ASSUMPTIONS

Product	Sold to	Our price	Shelf price
500ml, case of 24	Retailers, gyms	R6.50 a bottle	R11.99
1.5L, case of 6	Retailers	R13.00 a bottle	R19.99
18.9L cooler bottle	Offices	R65 delivered	Direct sale

One 500ml bottle, step by step

R3.77
our cost to make it

R2.73
our gross profit

R3.93
retailer's margin (excl. VAT)

Gross margin = what is left from sales after paying for water, bottles, caps, labels and power.

42% → 47%
gross margin, Year 1 to Year 3

Weekly
repeat orders from gyms and offices

SAMPLE – FICTIONAL COMPANY

GO-TO-MARKET

Start near the spring, then grow along the N3

Face-to-face selling first: a visit, a tasting and a simple price list.

Months 1–3

Install line, certify, first batches

Product ready

Months 4–6

Launch in Pietermaritzburg and the Midlands

40 customers

25 retail · 5 gyms · 10 offices

Months 7–12

Expand to Durban, Umhlanga, Ballito

100 customers

50 retail · 15 gyms · 35 offices

Years 2–3

Approach regional grocery buyers

180 customers by month 36

TARGETS = ASSUMPTIONS

SAMPLE – FICTIONAL COMPANY

OPERATIONS AND TEAM

A small team that knows FMCG operations

Spring | Filter + UV | Fill + cap | Label + code | Lab test | Deliver

About 2,000 bottles an hour on one shift (assumption). Every batch is released only after its tests pass.

Ayanda Zulu

Founder and MD

Operations and procurement experience in FMCG manufacturing.

Priya Naidoo

Commercial and Finance

Eight years in FMCG sales and finance in Durban.

Johan van der Merwe

Production and Quality

Food technologist. Daily testing, hygiene and audits.

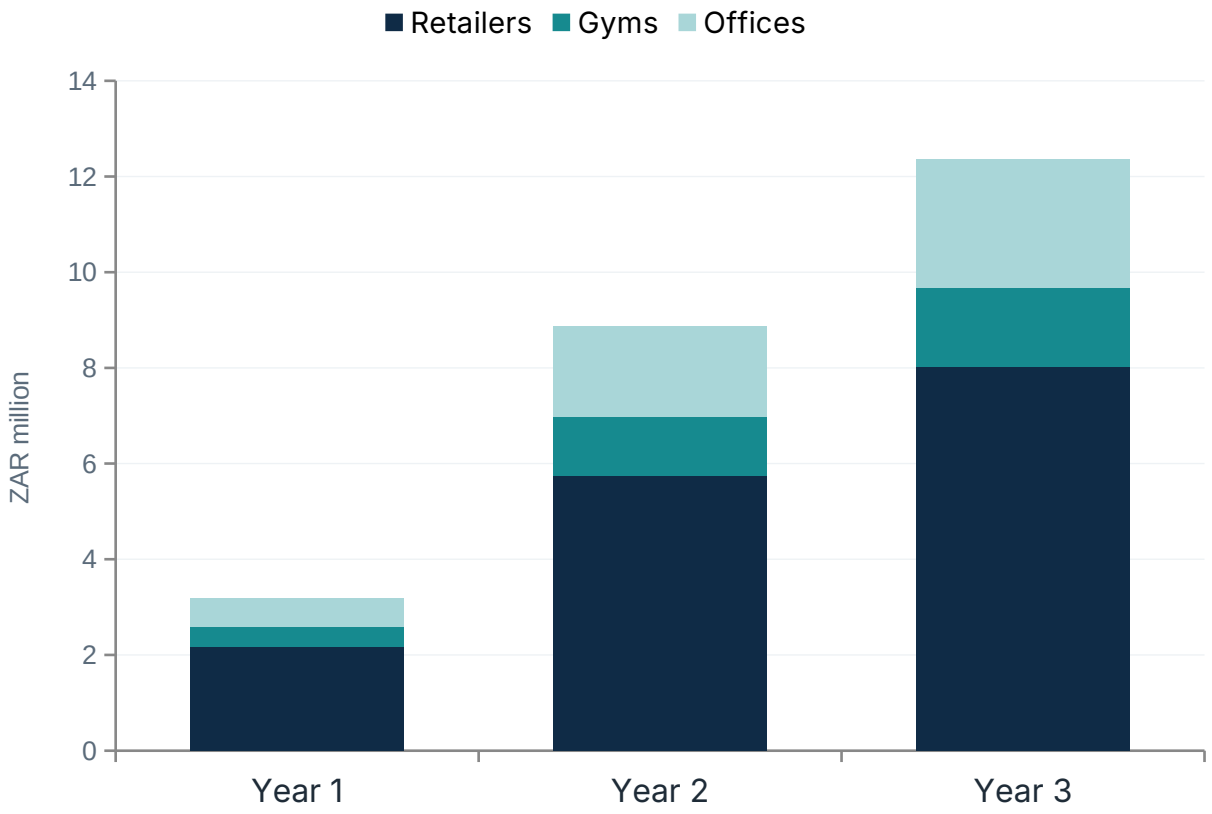
All team members are fictional.

SAMPLE – FICTIONAL COMPANY

FINANCIAL PROJECTIONS

Revenue grows to R12.36m by Year 3

ASSUMPTIONS



	Year 1	Year 2	Year 3
Revenue	**R3.19m**	**R8.88m**	**R12.36m**
Cost of sales	-R1.85m	-R4.88m	-R6.55m
Gross profit	**R1.34m**	**R4.00m**	**R5.81m**
Operating costs	-R2.35m	-R2.85m	-R3.55m
EBITDA	**-R1.01m**	**R1.15m**	**R2.26m**
Staff	8	11	14

Revenue – cost of sales = gross profit; gross profit – operating costs = EBITDA (profit before interest, tax and depreciation). Monthly break-even expected in month 10.

All figures are illustrative assumptions for a fictional company, not forecasts or results.

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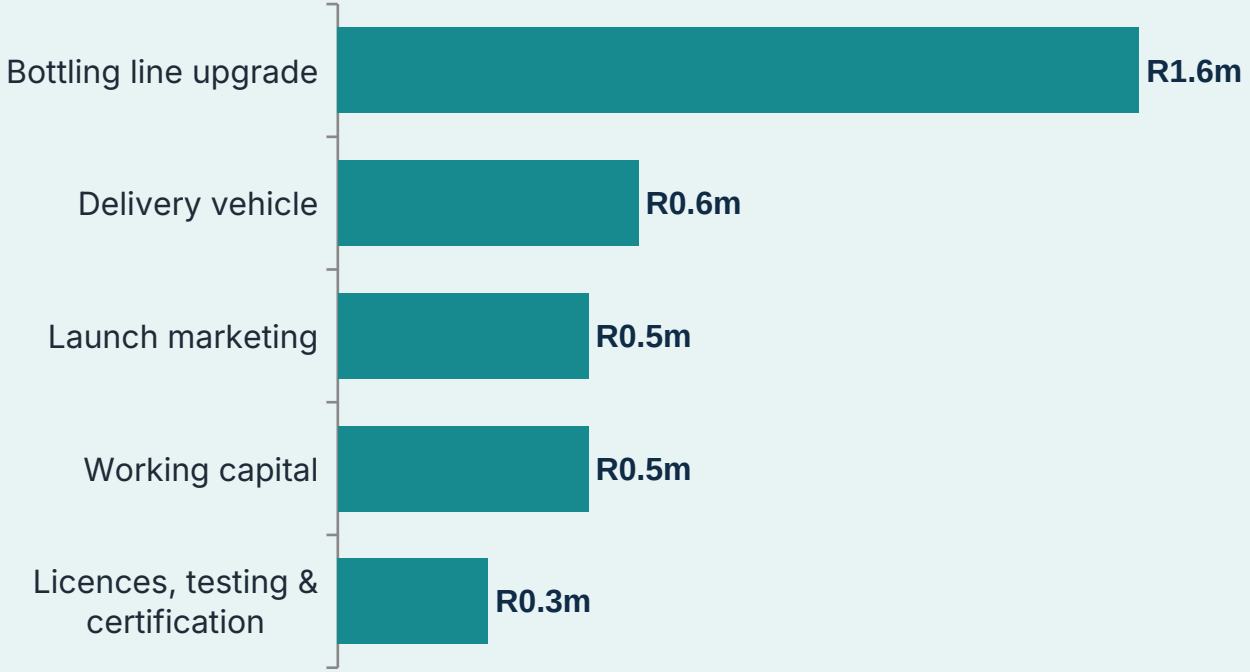
THE ASK

R3.5m for 20% to build capacity and launch

R3.5m

for a 20% shareholding. The founder adds R0.5m.

TERMS = ASSUMPTIONS



Milestones: line certified by month 3 · monthly break-even by month 10 · 100 customers by month 12

Why invest now

- Steady demand: trust in tap water is low
- A clear gap for a local premium brand in KZN
- A small team with FMCG operations, sales and quality skills
- A lean plan with milestones tied to the money

hello@hilltopspring.example · Fictional contact details