Stackable
Hackable
Water Storage

RAIN BLOCS
Global Water Crisis
Global Water Crisis

21 of 37 Aquifers are on the Verge of Collapse
LAKE MEAD, AZ

Created in 1933 from Hoover Dam

Last year it was full was 1983
5,300,000,000,000 Gallon Shortage (trillion!)
THREE MAJOR BARRIERS
THREE MAJOR BARRIERS

PUBLIC AWARENESS
THREE MAJOR BARRIERS

STICKER SHOCK

RAIN BLOCS
THREE MAJOR BARRIERS

NYMYBY

FACTOR
THREE MAJOR BARRIERS

NYMBY
NOT IN MY BACK YARD
For Far Too Many People See Traditional Rainwater Storage Tanks As An... Unacceptable Addition To Their Home
Customer Resistance To New Products Is Very Common In Business
Technology Adoption Lifecycle

- 2.5% Innovators
- 13.5% Early Adopters
- 34% Early Majority
- 34% Late Majority
- 16% Laggards
Technology Adoption Lifecycle

- **2.5% Innovators**
- **13.5% Early Adopters**
- **34% Early Majority**
- **34% Late Majority**
- **16% Laggards**

**Early RW Buyers**
Technology Adoption Lifecycle

TRADITIONAL MARKET

Early RW Buyers
Technology Adoption Lifecycle

TRADITIONAL MARKET

Early RW Buyers

NIMBY – Not In My Back Yard

2.5% Innovators

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Technology Adoption Lifecycle

TRADITIONAL MARKET

MAJOR MARKET GROWTH

Early RW Buyers

NIMBY – Not In My Back Yard
We Created RainBlocs to be a Platform...
...for you to

Create Beautiful & Functional Water Storage For Our Customers
Imagine… Privacy Walls
Imagine… Privacy Walls
Imagine... Garden Nooks
Imagine... Garden Nooks
Imagine... Storage Sheds
Imagine... Storage Sheds
Imagine... Planter Boxes
Imagine... Restaurant Patios
At ARCSA To Meet...

Regional Distributors
Design Partners
Regional Installers
Manufacturing Partners
Visit Us At RainBlocs Lounge
TODD ANCHONDO
FOUNDER and CEO
RAINBLOCS

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