

Hoterway ensures that hot water is instantly available in every faucet and shower while hot water re-circulation is normally off, optimising energy and water efficiency and improving the comfort of the facilities.

Description



Heaboo team is composed by engineers and designers that create innovative and sustainable solutions to improve comfort while increasing water and energy efficiency. The founder has a PhD in Energy Engineering and a wide experience in research. The team includes important human assets in the fields of product design and industrialisation processes.

heabor
disruptive techs

Hoterway
Portugal

Business Model



Waiting for the hot water in showers and taps is a common experience. Conventional solutions maintain hot water in circulation in the pipes to ensure that water is always hot. This approach leads to significant energy waste due to thermal losses and electrical consumption of the pumps. This waste can represent more than 50% of the whole energy consumed by the water heater in a building. Hoterway stores energy locally to instantly heat the water in pipes in the next utilisation, avoiding the need for continuous re-circulation of hot water.

Category

Energy storage solutions; Thermal Storage; Air, water & environment; Water; Green building; Smart building; Facilities; Clean Industry; Industry efficiency

Target



Speed up negotiation with potential distributors to make a pilot installation in the international market. Implement a strategy to speed up customer acquisition through the demonstration of the product performance directly in the potential distributors. Define communication strategy in order to highlight the most valuable proposition for each product considering each target.

Contact



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