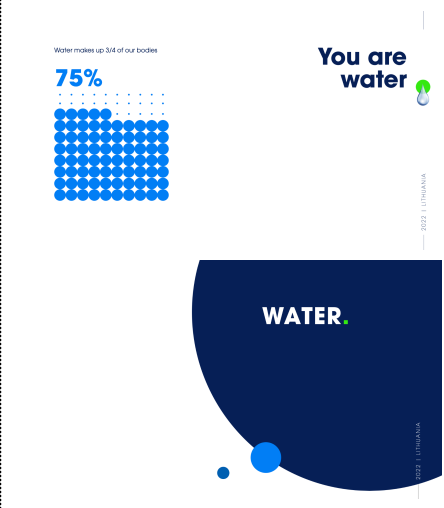
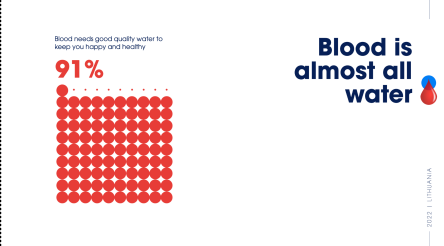
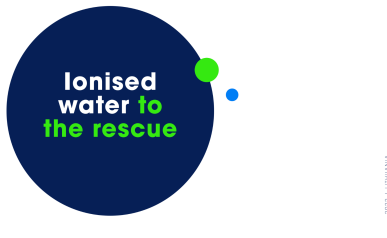


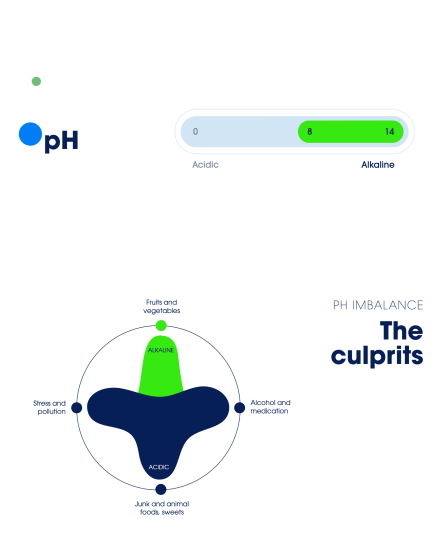
Burbuliukas & Co. BTC presentation guidelines

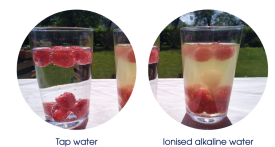
Section	Speech elements	Slides	Comments
			Opening slide to be shown in the background before the event starts.
Introduction: Interaction	Raise your hand if... - You drink tap water and don't find it tasty; - You want to be healthy and feel good without spending hours on it each day; - You're a plant lover; - You love a natural remedy for irritations and infections; - You want to have a positive environmental impact; - ...		This section is optional. It could be useful if the presenter is not able to collect information about the audience prior to the session. Ask the audience 2-3 questions (from this long list) that will help calibrate further presentation content.

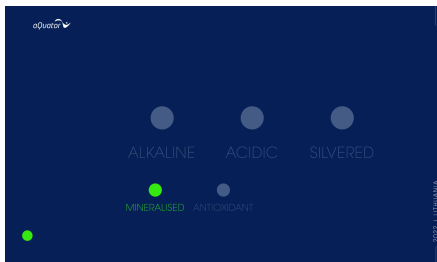
Section	Speech elements	Slides	Comments
Introduction: Hook	You – every one of you in the room – are 75% water. But that's not a surprise, is it? I'm sure you hear about water all the time. "Water is important" "You need to drink X amount of water per day" "If you're not hydrated, you'll get sick" Humans need water. You got that.	 Water makes up 3/4 of our bodies 75% You are water WATER	This section follows the "What? So what? Now what?" structure.
	But did you know that the organ which needs the most water in your body is blood? Blood needs water, oxygen and minerals to keep you healthy and happy. Does the water you drink provide that to your blood? That depends. Is the water you drink dead or alive?	 Blood needs good quality water to keep you healthy and happy 91% Blood is almost all water	

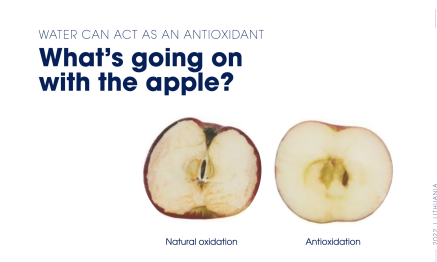
Section	Speech elements	Slides	Comments
	I bet it's dead. If you drink <i>tap</i> water, it's been treated to prevent contamination. This makes the water safe, but also destroys all its life-giving properties. If you drink <i>bottled</i> water... Well, guess what, that's usually also just processed tap water.		
	So where can you obtain living water and make it a seamless part of your routine?		
Middle – Narration	We've been working on a product that makes healthy living water for three decades, and we're going to tell you all about it today. At the end of our time together, you should be well informed and ready to join the next health revolution.		We explain the context and the functioning of a water ioniser without getting into too much detail around the process of electrolysis.

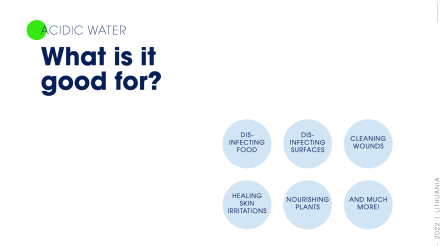
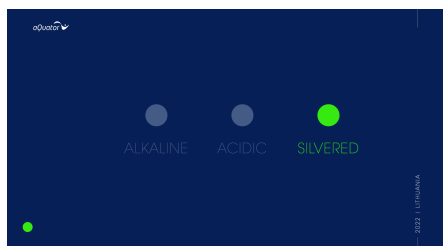
Section	Speech elements	Slides	Comments
	What is it and how does it work? Let me show you <...> The functioning of a water ioniser is based on the process of electrolysis <...>		Explain this either with pictures (slides 2-3 on the left) or with a brief demo when possible. Note that the image in the first slide is actually a GIF, so you'll need to click on it to get it running.
	What's so great about the water this little machine makes? First of all, you get water that is tasty. Important, isn't it? Although that's only one of its many advantages. The ioniser makes three types of water: - Alkaline - Acidic - Silvered		Introducing the speech structure to the audience here. Note: While the 5 chapters in this section do have a coherent structure, they can also be interchangeable

Section	Speech elements	Slides	Comments
	Let's look at each of them and their benefits in a little more detail.		depending on the audience's interests. The presenter can choose to show only one or a few of them.
Chapter 1: Alkaline Water	The most amazing thing you obtain through the water ioniser is alkaline water. Do the terms <i>alkaline</i> and <i>acidic</i> mean anything to you? Let's wind back to our high school biology and chemistry classes for a second <...> Here, briefly cover: - What is pH balance; - That the body tends to get acidic because of our way of life and environmental factors; - If it seems appropriate, mention some of the consequences.		Iterating between what is and what could be. It's good to do a quick reminder on what pH is and why it should be balanced out, as many people may not remember the context around it. This part of the chapter is not meant to be long.

Section	Speech elements	Slides	Comments
		PH IMBALANCE Some of the consequences  2021 LITHUANIA	
	Where does alkaline water come in here? It helps you bring the blood's pH to the desired level <...>	ALKALINE WATER The hidden benefits  2021 LITHUANIA	Carefully explain how alkaline water can help with the blood's pH, without making any claims that can be challenged by the medical community or lawyers.
	Let's look at a simple example: washing fruits with alkaline water <...> If this is what happens with fruits, can you imagine what's going on inside <i>your body</i>?	ALL WATER IS NOT MADE THE SAME What happens to your fruits?  Tap water Ionised alkaline water 2021 LITHUANIA	Case study: before and after demo. Show the difference between washing a fruit with normal water vs. alkaline water.

Section	Speech elements	Slides	Comments
Chapter 2: Minerals in ionised alkaline water	One of the amazing features of ionised alkaline water is that it's full of minerals. Here, briefly talk about how people look for minerals in food supplements, that it's a real problem <...> Ionised alkaline water helps you maintain desirable levels of minerals in your body <...>		<i>It could be interesting to use the data on food supplements to show that people are looking for ways to get more minerals and vitamins in their body, and that it's costing them big time.</i>
	For example <...>		<i>The presenter could use specific examples here depending on the audience – for instance, how mineralised water can help pregnant women maintain their calcium & other mineral reserves.</i>

Section	Speech elements	Slides	Comments
Chapter 3: Antioxidant features of ionised alkaline water	Ionised alkaline water is also an antioxidant. Yes, water can be an antioxidant! Here, include: - Quick, easy-to-understand introduction to the oxidation process; - Explain the benefits of antioxidant products.		
	Let's look at an example <...>		Explain how ionised alkaline water can reverse the antioxidation process.
Chapter 4: Acidic Water	In one of my previous slides you saw three types of water that an ioniser can make. So far, we've covered only one of them – alkaline water. But as I've explained, during the electrolysis process, we also make acidic water. What is it good for?		

Section	Speech elements	Slides	Comments
	Here are just some of the potential uses of acidic water: - Disinfecting fruits, vegetables, dishes and surfaces; - Disinfecting wounds, skin irritations and acne; - <...>		
	This is what plants look like before and after watering them with ionised acidic water.		Case study: before and after demo.
Chapter 5: Silver Water	In addition to alkaline and acidic water, you can also make silvered water with our ioniser. Here, create a bit of tension explaining our addiction to medication to kill bacteria, specifically antibiotics. Then - Explain that people have been using silver water for its antibacterial properties for ages;		

Section	Speech elements	Slides	Comments
	- Show how silver water is made inside an ioniser; - Reiterate on the great properties of silver water.		
	Let's see its impact for ourselves. This is what bacteria looks like before and after the silver treatment. Impressive, isn't it?		Case study: before and after demo.
Chapter 6 (bonus): Cost & Environmental impact	Using a water ioniser can also have benefits beyond you (us). Here, talk about the environmental impact of using bottled water, and how a durable solution – like the aQuator vivo – could create a positive impact.		This is where we show that the reusable water ioniser is a durable, climate-friendly solution that does something more than just help you – it helps the planet.

Section	Speech elements	Slides	Comments
			
Closing	By acquiring a water ioniser you will not only improve your health and the health of those around you, and help the environment <...>		
	<...> but will also join an international community. We've sold over 500,000 ionisers in 30 countries. We're the only company in Europe that makes this product. Are you ready to join the global health movement?		Depending on how long the talk has been so far, we could expand a little bit here on the company's credentials (research, certificates, etc.)



This document summarises the speech guidelines for the BTC presentation. Please make sure you read the notes on [this page](#) before making your own presentation!

Section	Speech elements	Slides	Comments
		A world map with 30 countries highlighted in green. The text "30 COUNTRIES" is at the top left, and "Join the movement" is below it. A large blue swoosh graphic is on the right side of the map. The aQuator logo is in the bottom right corner.	
Q&A	What questions do you have for me?	A dark blue slide with the aQuator logo in the top left corner. The text "What questions do you have?" is in white. There are two small dots, one green and one blue, to the left of the text.	
Demos			