

GEYSER SYSTEMS



Community Advantage | Startup, Rural, and Opportunity Zone

[Geysers Systems](#), a startup business located in Montrose, CO is on a mission to change the world. Founder, Inventor, and CEO Jonathan Ballesteros and his team design and manufacture products that address real-world problems faced by 2.3 billion people: water-scarcity and sanitation. Their flagship product is a hot, portable shower that uses less than one gallon of water. A young but already flourishing company, Geysers Systems obtained a Community Advantage loan in 2021. The loan helped cover equipment and working capital. Since then, they've continued to grow with a nation-wide presence and Jonathan already has even bigger plans for the future. Read on to be inspired by Jonathan's story...

What inspired you to start Geysers Systems?

While living in the back of a van in Australia, I regularly encountered the problem of water running out before food or fuel, so I started designing a new way to take a hot shower. Six months and six prototypes later, I had a real solution that was totally different than what was on the market. While I recognize that this product solves a problem for people who love the outdoors, it inspires me to help people living in water stressed regions of the world. Our team is clear and aligned that our technology can redefine everyone's approach to water. We have a vision that by 2030, our products will be a solution to water scarcity.

What does forging a new path in 2021 look like for you and your business?

It's been a breakthrough year! We insightfully found a real need, solved it in a creative way, educated people about our solution, and sold enough Geysers Systems at REI to prove strong sell-through. We also want to tap into other market segments. For example, we could introduce this to firefighters to clean the carcinogenic soot off their skin after a fire fight. They are five times more susceptible to cancer because of this, and Geysers Systems could be a solution.

How have you overcome the difficulties of supporting your business during COVID?

We stood by our values and put people first. I didn't decrease hours

nor pay rate. We kept employees and their families safe while delivering on our contract with REI. The creative way we did that was by moving the manufacturing equipment into our employees' garages. I used my van to move raw and assembled material between houses. It was an innovative way to meet our goals and keep people safe. When you trust and put employees in the decision-making process, then they see how important they are in achieving our goals. So COVID has been a proving ground for our values. It deepened our relationships in transparency and honesty.



Is there anything else you would like to share about your experience working with B:Side Capital?

We were first introduced to B:Side during the Catapult accelerator program. I was skeptical about a lender wanting to work with a start-up like us. I had years of evidence after trying to navigate banks and investors. But B:Side has given me a lot of hope for humanity. I'm really grateful and honored to be given such support and education by such impressive talent. Most importantly, your heart is in the right place. Thank you for dedicating yourself to the underdogs that are creating real prosperity. Together, we're making a real difference for our community and changing what's possible for the world.

