

IMAGINE { } H₂O

Catalyzing Innovation & Entrepreneurship in Water

Scott Bryan

WaterReuse Association - Northern California | August 2016





WATER INNOVATION CHALLENGE

OPPORTUNITIES

- Economic
- Environmental
- Social

CHALLENGES

- Fragmentation
- Financing
- Customers
- Talent
- Regulatory risk



INNOVATION ACCELERATOR

IMAGINE H2O PROGRAM PLATFORM

BUSINESS

Startups

Investors & customers

Visibility & insight

POLICY

Broader adoption of
water innovation

LEADERSHIP

Next generation of
innovators

Engage current
leadership

550 startups / **30** countries

1 in every **10 dollars** of investment in water



PARTICIPATING STARTUPS

Partial listing

DATA & ANALYTICS



RESOURCE RECOVERY



FOOD & AGRICULTURE



CONSUMER





BETA PARTNERS

CUSTOMER ACCESS & VALIDATION

See partner list at
ImagineH2O.org/beta-partners

Industry & Agriculture

Municipalities & Agencies

Industry Alliances



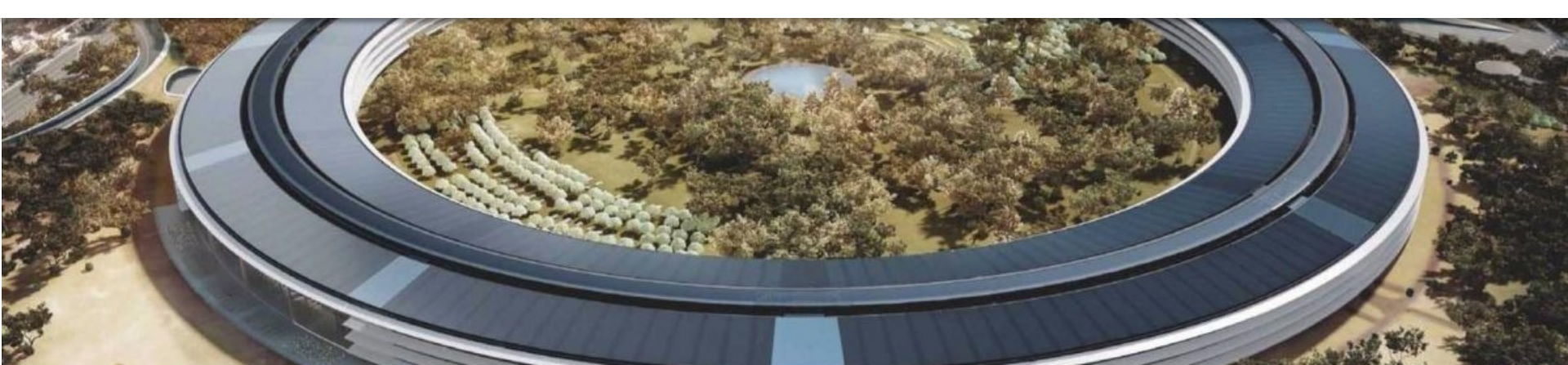
WATER REUSE: ENTREPRENEURSHIP & INNOVATION

Opportunities

- Data
- Distributed and/or specialized applications
- Financing (e.g. lessons from renewable energy)

Evolving Corporate Customer Landscape

- Groundwater recharge – CSR & risk mgmt
- Willingness to finance projects – Risk mgmt / social license to operate





WATER REUSE: PUBLIC PERCEPTION





WATER REUSE: PUBLIC PERCEPTION

San Francisco Chronicle

