

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



IMAGINE { } H₂O



Water Efficiency Start-Ups: Challenges and Opportunities in Today's Market

WSI 2010

Panelists

Water Start-ups & Winners of the 2009 Imagine H2O Competition



Thibaut Scholasch
Co-Founder & VP of R&D



Peter Yolles
Co-Founder & CFO



Simon Dominquez
Co-Founder

Moderator





Scott Bryan
Director of Operations

Imagine H2O Judge



Ralph Petroff
CEO

The Problem & Solution

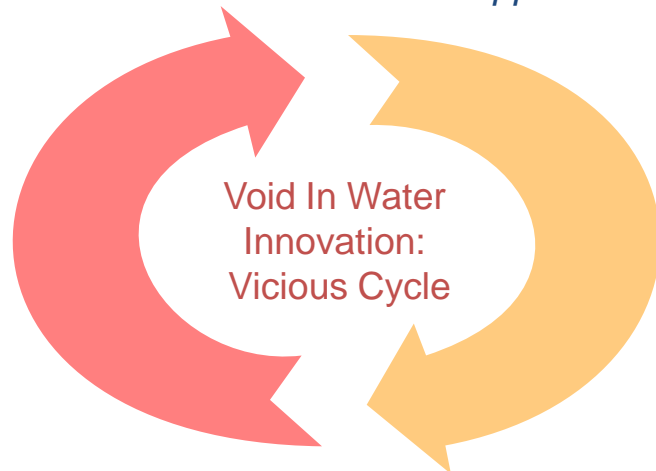
-  \$460bn market (Lux Research), but limited entrepreneurship and innovation from new sources.
-  Water = less than 1% of early stage business funding.

Market Failure:

Void In Innovation

*Few entrepreneurs,
disconnected
stakeholders*

*Little financing for
innovation, no
support*

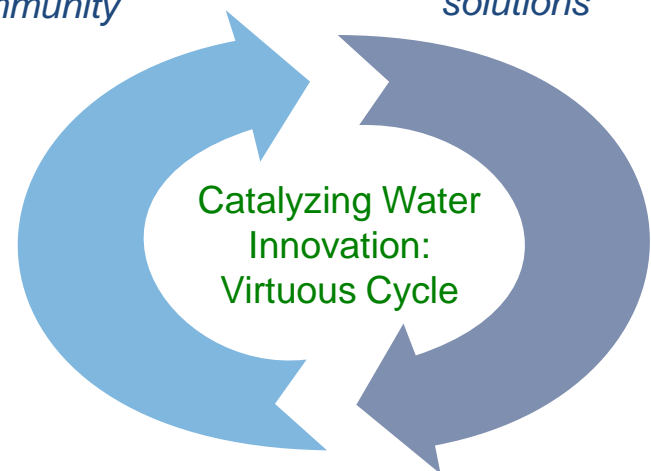


Imagine H2O:

Catalyzing Innovation

*Attract
entrepreneurs, build
diverse innovation
community*

*Attract investment,
support innovators,
sustainable
solutions*



How does Imagine H₂O Work?

IH₂O Prize for Water Efficiency



Go-to-Market (Nov 15 Deadline)



IH₂O Incubator



Sustainably Funded Water Innovations

SIGNAL

- Survey of water industry experts to target problem

VALIDATION

- Expert judges & mentors
- Partnership with industry stakeholders

Academic clusters and workshops in Los Angeles, Australia, San Francisco, Boston & webcasts

Partnerships with universities and water agencies to reach stakeholders

Outreach to target participants via business plan competition networks, campus organizations, key companies and non-profits





Judge, mentor, investor networks

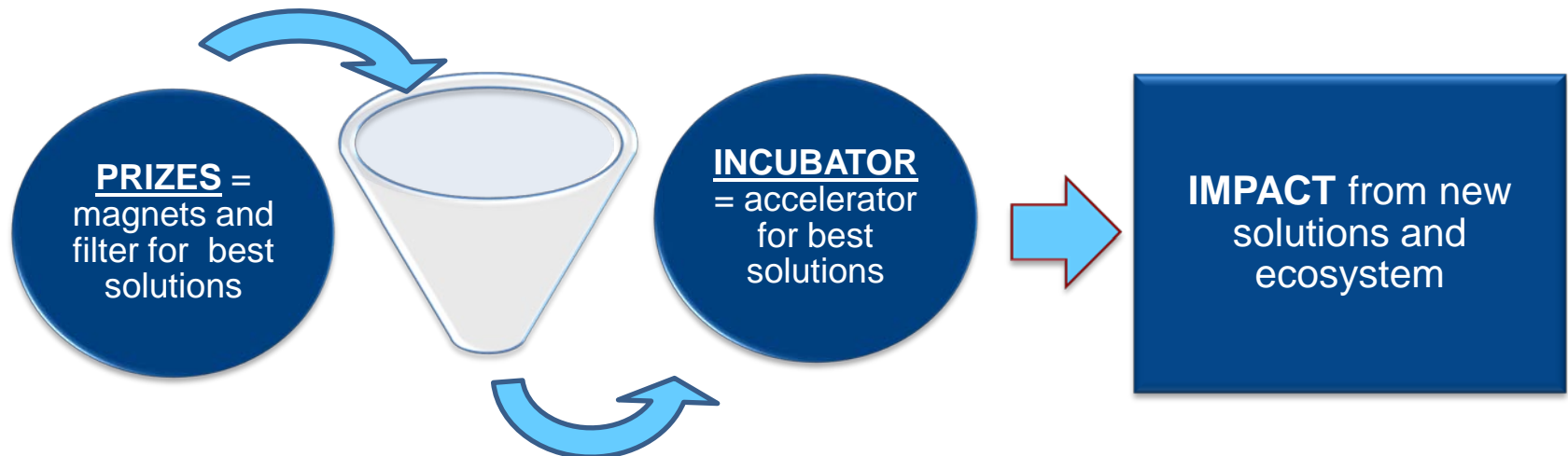
Incubation support for top entrepreneurs

- office space
- financing, advice
- extensive network
- beta customers
- go-to-market partners



Creating Innovation in the Water Sector

-  Water use, supply, and management must change.
-  IH2O Vision: turn water problems into opportunities for entrepreneurs.
-  Team: world class advisory board, 4 member executive team with track record of success, 50 volunteers, network of key sponsors and partners in water and beyond.
-  Model driving success, ready for expansion:



Water Efficiency Prize

Inaugural 2009 Competition

50 Entrants from around
the world

Finalists



Winners



Sponsors



Media



Water Efficiency Prize Competition

Judges

Debra Coy

Janney Montgomery

Mike Kavanaugh

Malcom Pirnie

Kent Pavey

Cleantech Circle

Michael George

Sutter Hill Securities

Jonathan Greenblatt

UCLA

Ralph Petroff

Magna Vista Group

Slav Hermanowicz

UC Berkeley

Khalil Maalouf

XPV Capital

Sagi Rubin

Virgin Green Fund

Judd Hill

NGP Energy Capital Mgmt

Dianne Maughon

Dow Chemical

Michael Locascio

Lux Research

Mentors

Rick DeGolia

Heather Landis

Lux Research

Carlos Perea

Miox Corp

Tom Jensen

Enterprise Futures Network

Dan Loflin

Jennifer McFarlane

ClearSpot Energy

Gary Kremen

Graeme Jarvis

John Deere Water

Peter Willams

IBM

Andrew Williamson

Physic Ventures

Panel Discussion

Market Challenges?

Market Opportunities & Trends?

Raising Capital & Financing Growth?

Scaling the Business?

Lessons for other water start-ups?

IMAGINE |  H₂O

Winner



CHALLENGES

OPPORTUNITIES

IMAGINE |  | H₂O

Runner Up



CHALLENGES

OPPORTUNITIES

Runner Up



CHALLENGES

OPPORTUNITIES