

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# IMAGINE { } H<sub>2</sub>O



Inspiring and empowering **people** to turn **water** problems into **opportunities**

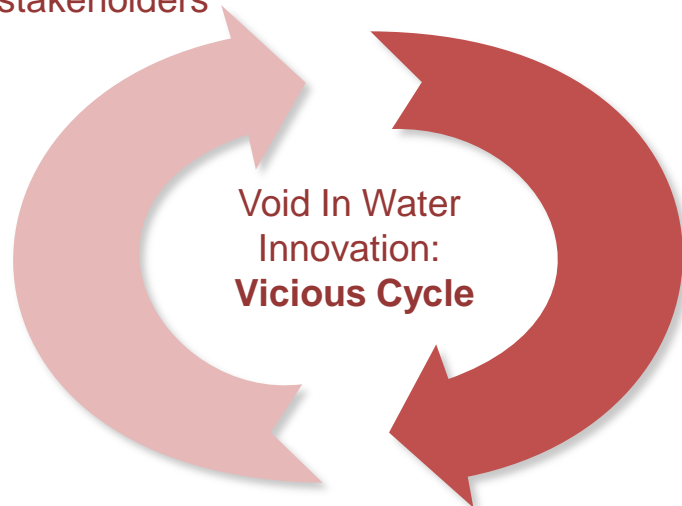
A pervasive lack of awareness of water problems and the opportunities they provide means few innovators and few funders; **Imagine H2O catalyzes innovation & investment**

## Market Failure:

### *Void In Innovation*

Few entrepreneurs,  
disconnected  
stakeholders

Little financing for  
innovation, no support

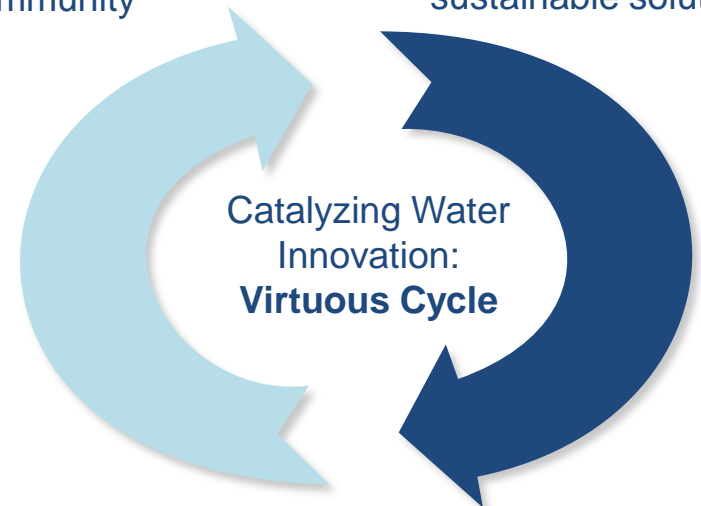


## Imagine H2O:

### *Catalyzing Innovation*

Attract entrepreneurs,  
build diverse innovation  
community

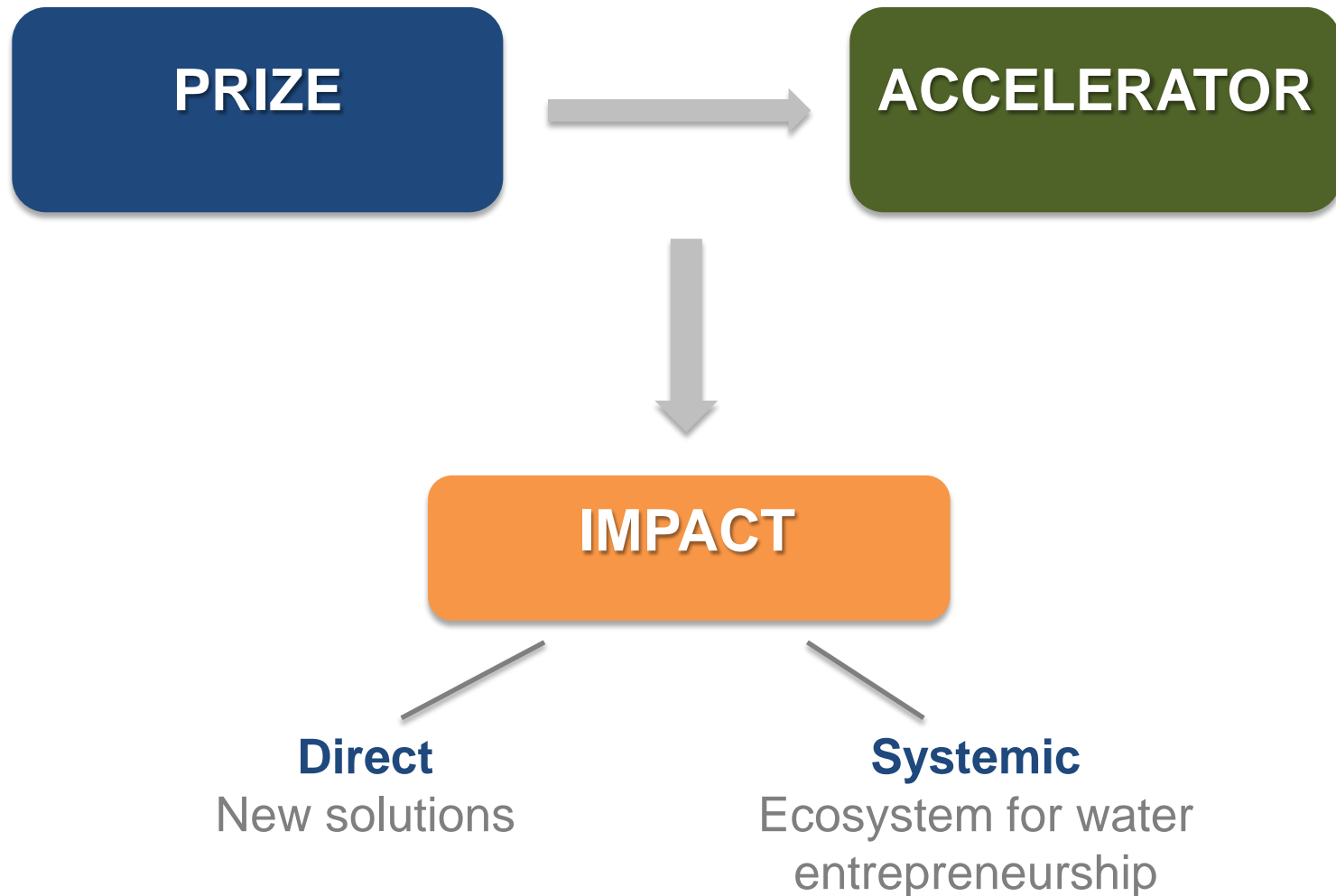
Attract investment,  
support innovators,  
sustainable solutions



*Less than 1% of all venture capital goes to water*

# Path-to-Market Model

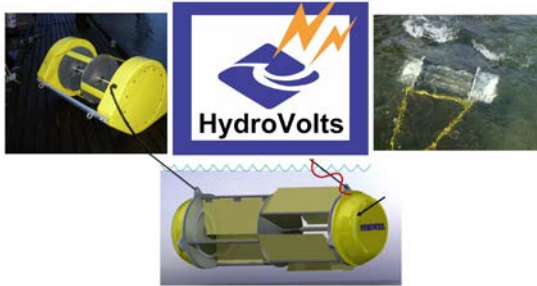
*Creates Direct & Systemic Impact*



# Prize Program Highlights

## 2010 Water-Energy Nexus Prize

IMAGINE {  } H<sub>2</sub>O  
2010 Water-Energy Nexus Prize **WINNER**



IMAGINE {  } H<sub>2</sub>O  
2010 Water-Energy Nexus Prize **RUNNER UP**



IMAGINE {  } H<sub>2</sub>O  
2010 Water-Energy Nexus Prize **RUNNER UP**



2011  
**Wastewater  
Prize**  
Open to Entries  
Through Nov 15<sup>th</sup>

Finalists



**Over 50 entries** from *new* water businesses that save energy  
Approximately **25%** of the entries were from outside the U.S.