

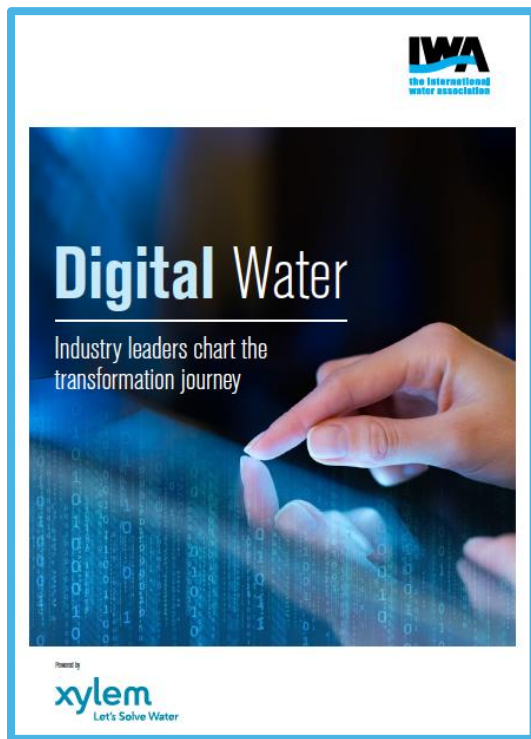


TECHNOLOGY SELECTION APPROACHES

Will Sarni
CEO
Water Foundry

DIGITAL TRANSFORMATION

ACCELERATING ADOPTION

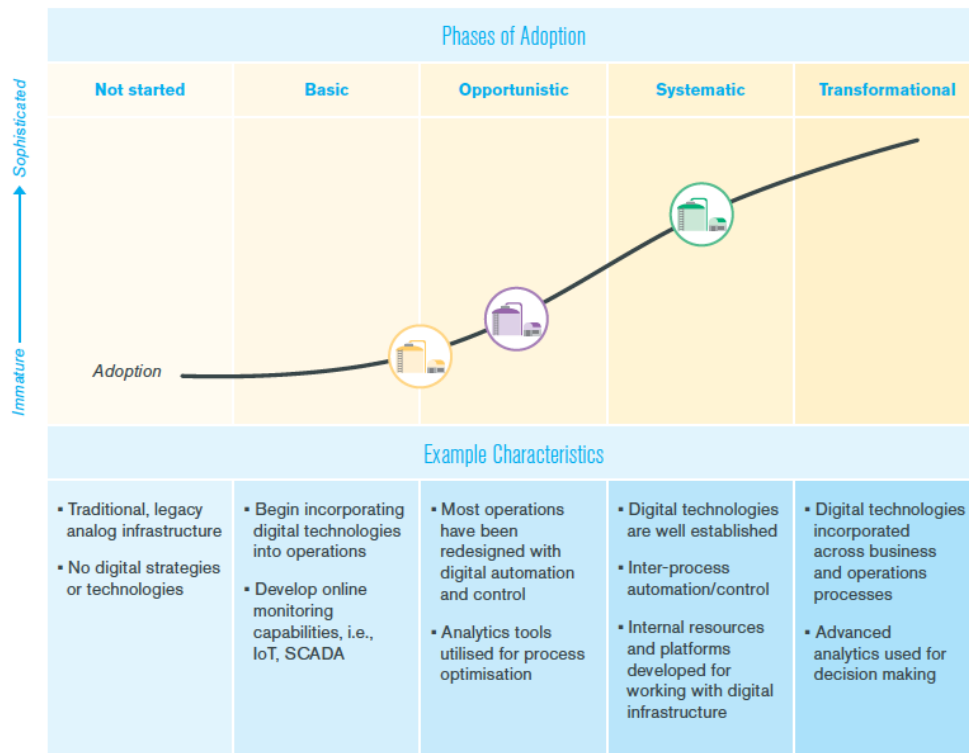


- **Ambition** at CEO and Board Level.
- Build a holistic roadmap and clear business **strategy**.
- Build an innovation **culture**.
- Leverage pilots for an **agile mindset**.
- Develop architecture for **optimizing data use**.
- Cultivate your **digital ecosystem**.
- Embrace the digital water **value case**.
- Water sector need to unite around **solving key barriers** (e.g., cybersecurity, interoperability, regulations and culture).

Digital Water: Industry Leaders Chart the Journey. IWA and Xylem, 2019

DIGITAL TRANSFORMATION

ACCELERATING ADOPTION



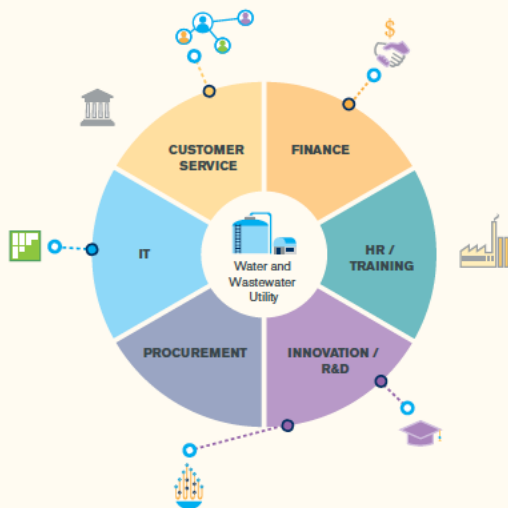
Digital Water: Industry Leaders Chart the Journey. IWA and Xylem, 2019

DIGITAL TRANSFORMATION

BUILDING AN ECOSYSTEM

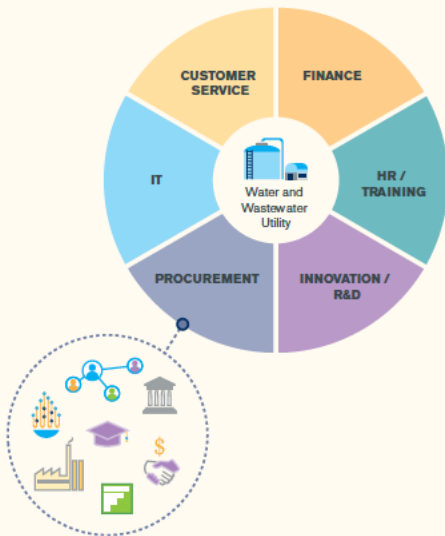
Transactional

Weak or ad-hoc links with organisations that focus on digital solutions driven by scoped projects or needs from within the water utility.



Transitional

Stronger linear relationships with digital solution providers that are driven by utility leadership or key utility functions such as procurement and IT.



Dynamic and Fluid

Open engagement ecosystem with digital inputs from across stakeholders both external to the utility and with other utilities.

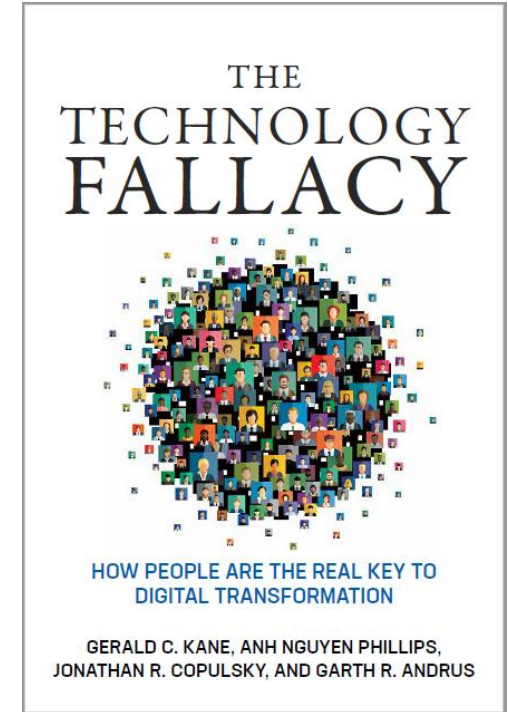


Digital Water: Industry Leaders Chart the Journey. IWA and Xylem, 2019

DIGITAL TECHNOLOGY

IT IS ABOUT PEOPLE

- Mistaken assumption that:
 - Because digital technologies cause much of the business disruption that their organizations are experiencing...
 - Implementing digital technologies is also the best solution.
- Many of the cultural, organizational, strategic, leadership, and talent responses are far more important and far more difficult than the technological ones.
- ***Cutting-edge technologies implemented in organizations with outmoded organizational practices are unlikely to get organizations to where they need to go.***



TECHNOLOGY FALLACY

FINDINGS

- Research shows that respondents ***prefer to work for a digital leader.***
- Digital maturing organizations ***attract digital talent.***
- Digitally maturing organizations ***create an environment for learning.***
- Lack of digital opportunities may ***increase attrition.***
- ***Knowing – Doing Gap.*** Companies know that digital technologies will disrupt their sector yet a much smaller percentage feel their organizations are preparing.
- Organizations identify and assimilate innovations at different rates – it is a ***learned capability*** over time. ***Companies learn by doing it.***
 - Increase ***“sensing systems”*** to acquire information from outside the organization
 - Increase the ***velocity of internal information*** flows (e.g., collaboration tools)
 - Help companies ***understand the “why”*** to close the Knowing – Doing Gap

A pair of hands, one light-skinned and one dark-skinned, are shown holding a small, realistic globe of the Earth. The globe is centered on the Americas, showing North and South America in green and yellow, surrounded by blue oceans and white clouds. The hands are positioned at the bottom and sides of the globe, with fingers gently gripping it. The background is solid black.

A WICKED PROBLEM

A wicked problem involves many stakeholders

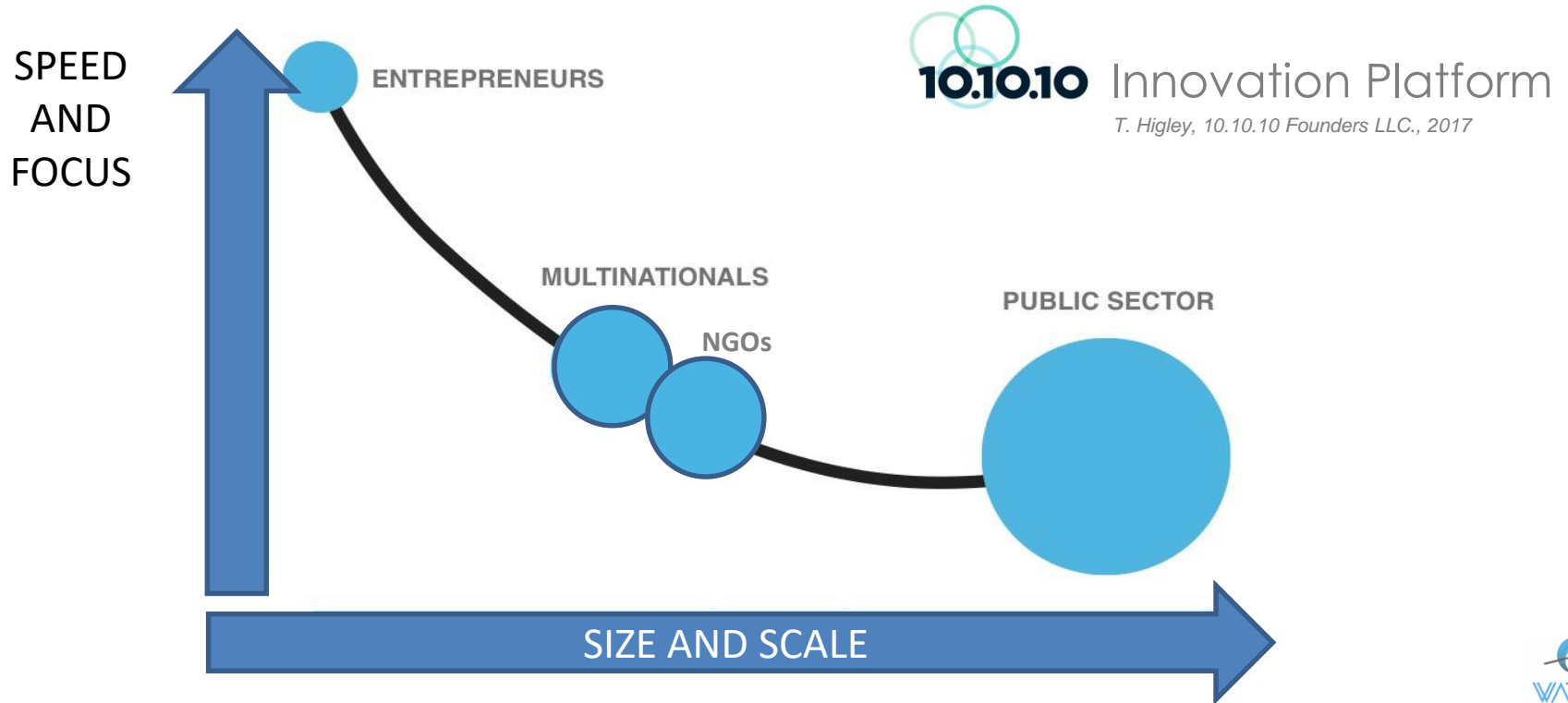
WHAT IS A WICKED PROBLEM?

WATER

- Wicked problems arise or are entrenched in ***complex adaptive systems***.
- ***Solutions*** to Wicked Problems are too often left to ***governments, nonprofits, industrial giants and research institutions***.
- ***These organizations though, will not solve these problems alone.*** Collectively we need new perspectives from outsiders, such as serial entrepreneurs, with different points of view.
- ***The market is hungry for new businesses that deliver return on investment and benefit to the community, society and the world.*** Unless opportunities are revealed to entrepreneurs they will not engage to tackle the problems with sustainable market based solutions that lever private investment.

WICKED PROBLEMS AND STAKEHOLDERS

ECOSYSTEM INNOVATION



TNC AND TECHSTARS

SUSTAINABILITY ACCELERATOR



Over the next three years, **the techstars Sustainability Accelerator** expects to attract thousands of potential applicant companies, of which 30 high-potential companies will be selected for the program.



ABINBEV AND ZX VENTURES

BEYOND STEWARDSHIP: INVESTING IN INNOVATION



The **100+ Sustainability Accelerator** will aim to solve 100+ challenges by 2025. Powered by ZX VENTURES, the 100+ Sustainability Accelerator will run annual boot camps in 9 markets followed by a 10-week program for select entrepreneurs to test and scale solutions.

"Through the 100+ program, we will leverage our global reach and resources to accelerate progress toward the SDGs and our 2025 Sustainability Goals. And we are excited to work with all these innovating partners." **Carlos Brito**

spout

MAJIK WATER

DESOLENATOR®

URBAN WATER CHALLENGE

PRIZE COMPETITION

IMAGINE |  | H₂O



SMARTTERRA



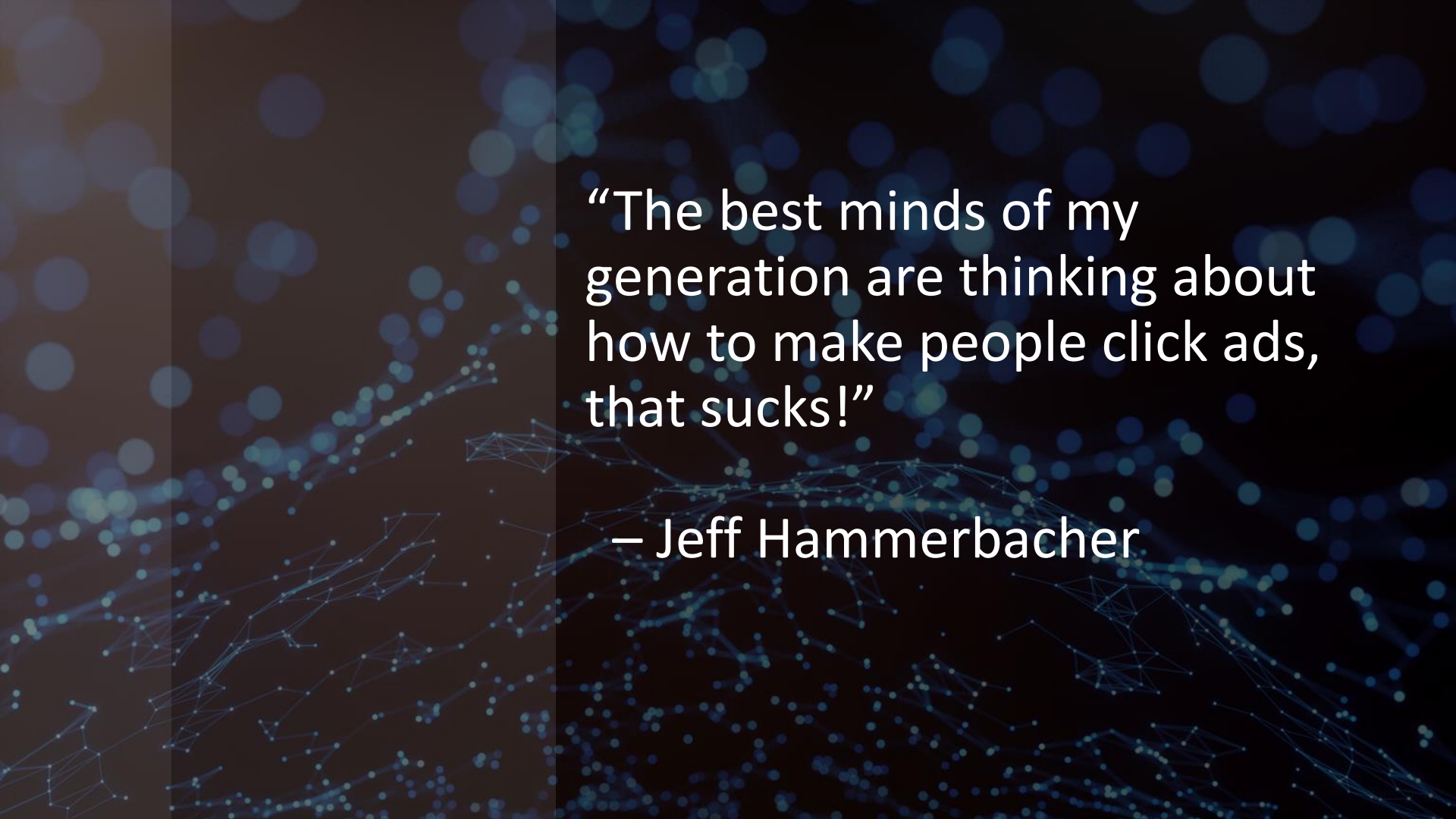
INNOVATION FROM THE OUTSIDE

PRIZE COMPETITION



Irish Teen Wins 2019 Google Science Fair For Removing Microplastics From Water, Jul 30, 2019





“The best minds of my generation are thinking about how to make people click ads, that sucks!”

– Jeff Hammerbacher

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PANEL DISCUSSION

- FORMAT
 - 5 Minute Presentations
 - Moderated Lively Panel Discussion
 - Audience Q & A
- PANELISTS
 - Jose Porro, Cobalt Water (USA)
 - Cheryl Davis, CKD Consulting (USA)
 - Milene Aguilar, AcquaConsult (Brazil)
 - Gabriela Maldonado, EPMAPS (Ecuador)