

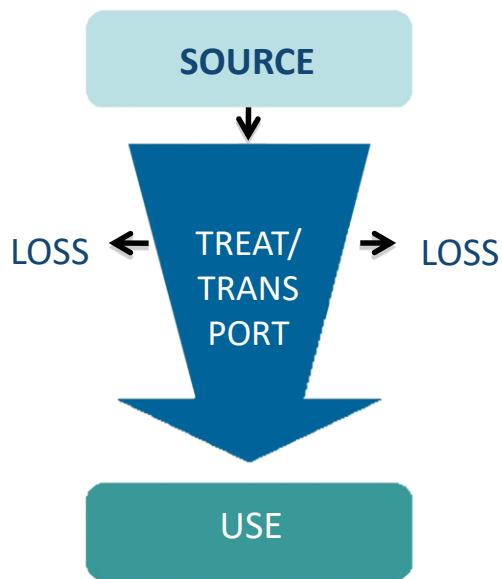
The Future of Water is Digital: Transforming the Private and Public Sectors

Will Sarni, CEO
Water Foundry

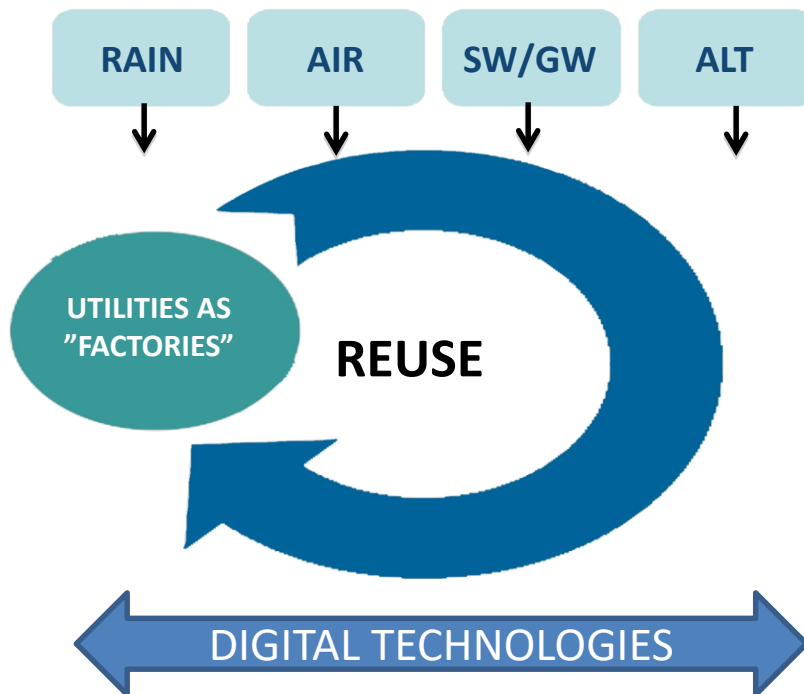
WHAT HAS TO CHANGE?

21st CENTURY TECH, PARTNERSHIPS AND POLICIES

CURRENT



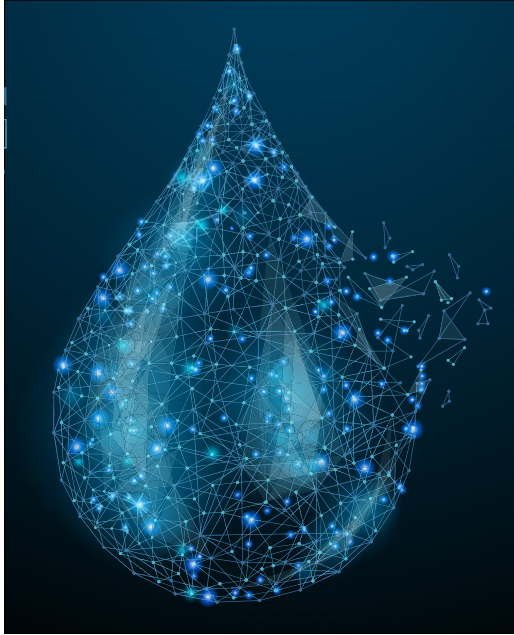
21st CENTURY ROADMAP



Adapted from Lux Research Water Intelligence 2008

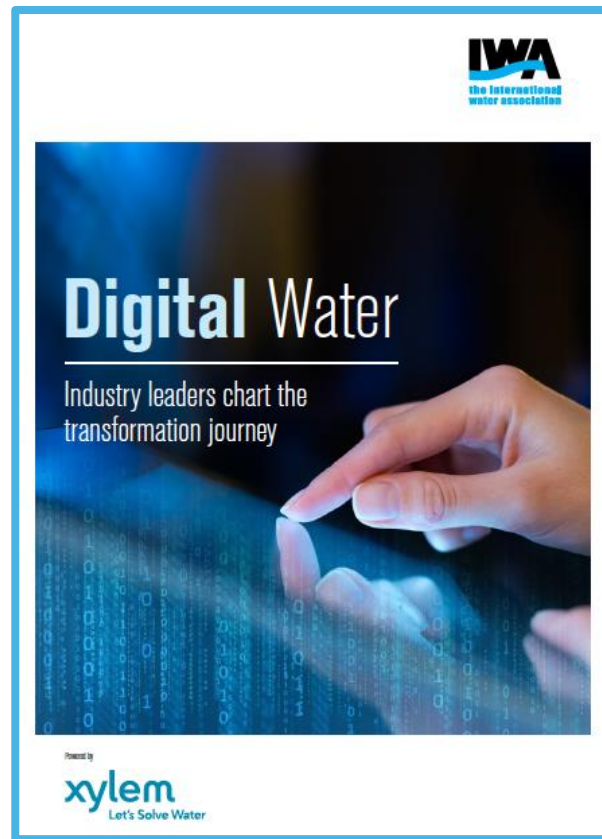
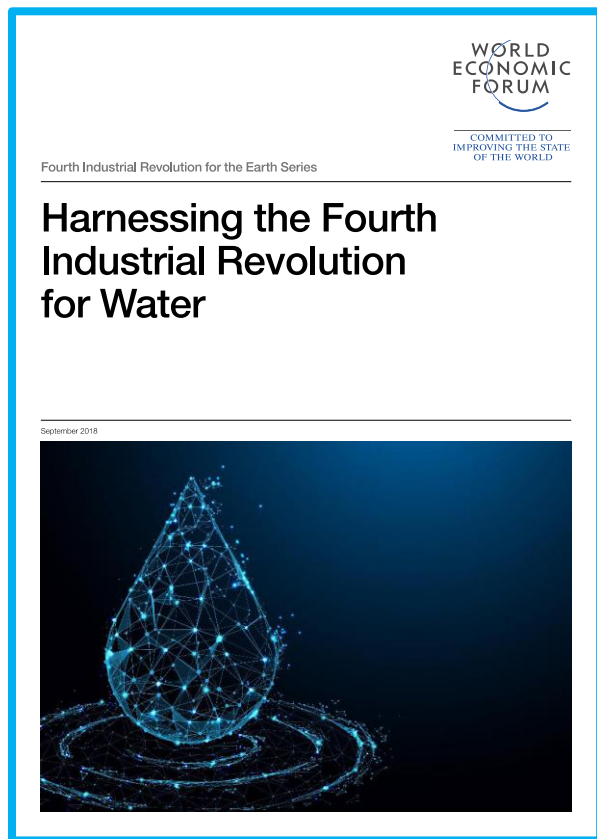
WHAT HAS TO CHANGE?

DIGITAL, LOCALIZED AND PERSONALIZED

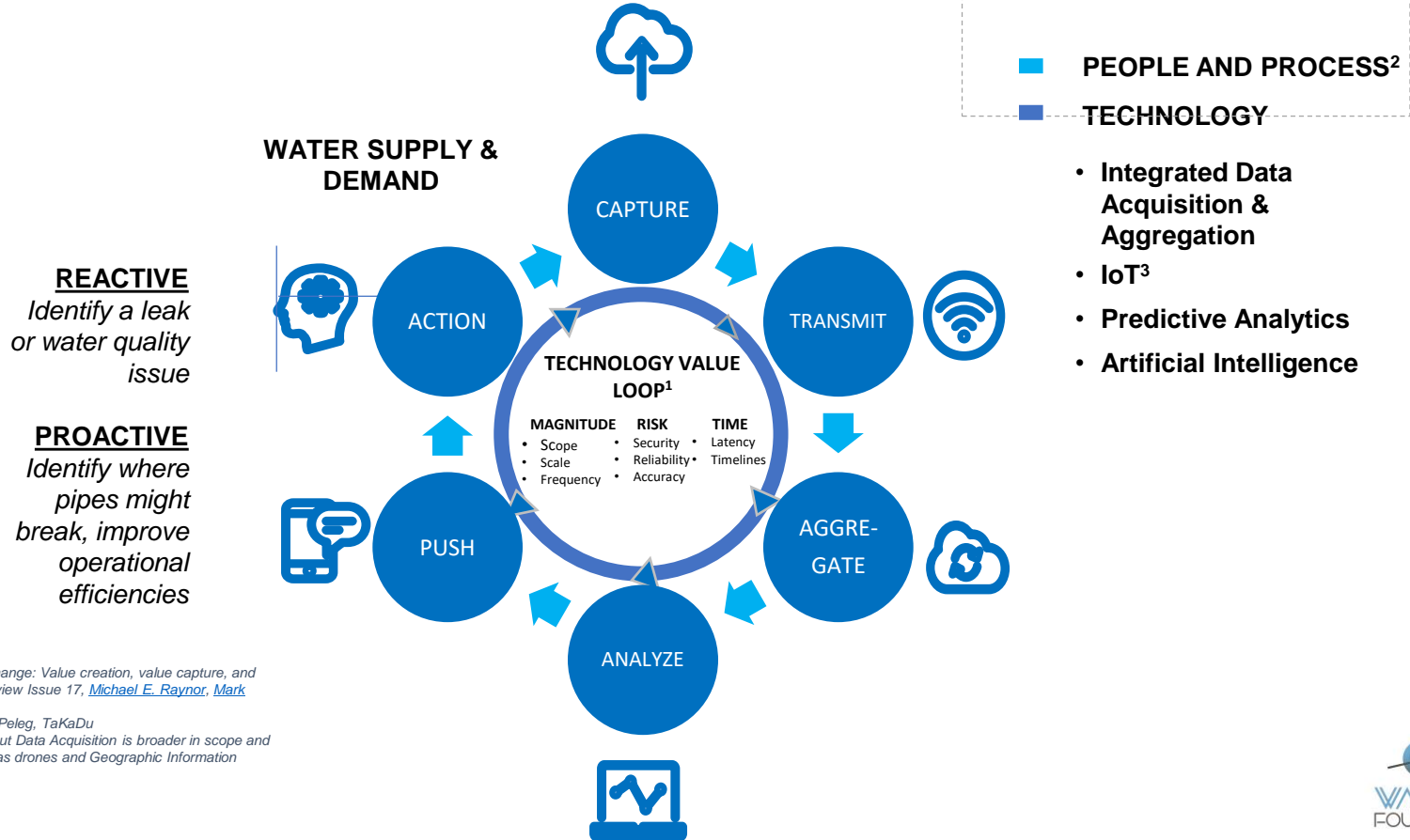




DIGITAL TRANSFORMATION



DIGITAL VALUE CREATION



1. Adapted from: The more things change: Value creation, value capture, and the Internet of Things Deloitte Review Issue 17, [Michael E. Raynor](#), [Mark Cotteleur](#), July 27, 2015

2. Adapted from interview with Amir Peleg, TaKaDu

3. IoT is a part of Data Acquisition, but Data Acquisition is broader in scope and includes other technologies such as drones and Geographic Information Systems (GIS)

DIGITAL WATER VALUE CHAIN

WATERSHED TO CONSUMERS/CUSTOMERS



WATERSHED

- Real time water quantity and quality
- Predictive analytics
- Integrated water, energy and agriculture management



INDUSTRIES
WATER AND WASTEWATER
UTILITIES

- Predictive analytics
- Water quality monitoring
- VR/AR augmented workforce
- Smart hardware
- AI managed assets



CUSTOMERS

- Customer engagement and analytics
- Conservation management
- Demand forecasting
- Water quality monitoring



TECHNOLOGY INNOVATION

LOCALIZED TREATMENT



TECHNOLOGY INNOVATION

DEMOCRATIZED AND PERSONALIZED



PERSONALIZED HYDRATION

OUTSIDE AND IN THE HOME



soda**stream**



TECHNOLOGY INNOVATION

SMART HOME APPLICATIONS



spout

The Smart Faucet Prepares to Launch

Tern Water Introduces Smart Technology to Your Home's Water System



TECHNOLOGY INNOVATION

CONSUMER CONNECTIVITY



ABINBEV AND ZX VENTURES

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®

TNC AND TECHSTARS

INNOVATION IN PARTNERSHIPS



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.



URBAN WATER CHALLENGE

PRIZE COMPETITION

IMAGINE |  | H₂O



SMARTTERRA





“The future has arrived — it’s
just not evenly distributed yet.”

William Gibson
Author, Neuromancer

WILL SARNI



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