

# Kimberly Baker

is Director of Water Innovation for the Elemental Excelerator

(DON'T!)

# WASTE WATER



Kim's journey in the water world encompasses a lot of different realities and points of view. Starting as a consulting engineer in refineries, eventually evolving to sustainability through her MBA, founding her own company in industrial wastewater treatment, and later joining a growth-stage firm in drinking water treatment.

I then joined Elemental, and it's this beautiful story that took me from the East coast to the West coast. It really blends all of those different perspectives and experiences together!

## Elemental: A non-profit startup accelerator

Elemental strives to help entrepreneurs with amazing ideas and incredible technologies to achieve commercial success on the Fastlane.

## The accelerator accompanies startups in five sectors



Mobility



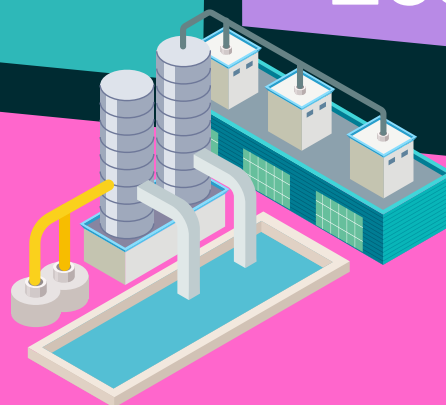
Food &  
Agriculture



Circular  
Economy



Energy



Water

(DON'T!)

**WASTE  
WATER**

We range from coaching and Go-to-Market strategies with the earlier stage companies to the physical deployment of more advanced ones' technology into the real world to prove concepts and grow their momentum.



**5,000 companies**

discuss with Elemental throughout the year

**800**

actually apply  
to the program  
coming from

**60+** countries

**15-20**

get selected every year



Being non-profit does not mean Elemental neglects the commercial success of the accelerated companies. But it adds on top of that a focus on the social, environmental, and scalability impact.

We're looking at creating inflection points for our companies to trigger them to achieve 10x or 20x in the upcoming years!

**This bold goal draws on  
Elemental's track record:**

**no less than 13 acquisitions  
and one IPO!**





**70%**

(DON'T!)  
**WASTE WATER**

**of the accelerator portfolio companies have raised additional funding, while only 10 (8%) are out of business.**

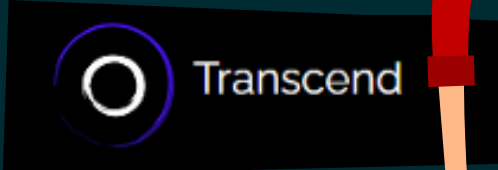
And if we focus solely on water businesses, there were two exits out of 10 portfolio companies.

**Want to learn more on Elemental portfolio companies?**

You can listen to Ari Raivetz CEO of Transcend, who was our guest by

**Season 1**

**Episode 17**



**Season 2**

**Episode 1**

Or follow Elango Thevar's venture as Founder and CEO of NEER.ai



And you'll discover Cambrian Innovation with its Founder and CEO Matthew Silver in

**Season 2**

**Episode 3 & 5**



**Season 1**

**Episode 6**


and a member of Elemental's Cohort 8

Last but not least, Ari Goldfarb, CEO of Kando was with us in



**Gender Diversity is also something that distinguishes Elemental's portfolio from the water industry's average.**

(DON'T!)  
**WASTE  
WATER**



For cohort nine, we had 59% of our applicants' companies with females or persons who identify as female on their executive team.

**Beyond the metric, the Hawaiï-based accelerator also supports specific coaching opportunities. Generally speaking, they intend their cohorts to be a faithful reflection of society, in all its diversity!**

**There are so many more stories, anecdotes, truths, and advice in Kim's interview, that you sure don't want to miss out on the entire adventure!**

**Head over to [dww.show](http://dww.show) to get the full interview!**



**Did you ever identify a pain in the water industry, that you considered addressing by creating your own company?**