

Gaetane Suzenet

is the co-founder of the European Water Tech

Accelerator

(DON'T!)

WASTE
WATER

Let's start with a simple yet ambitious question:

How do you shape the future of the Water Industry?

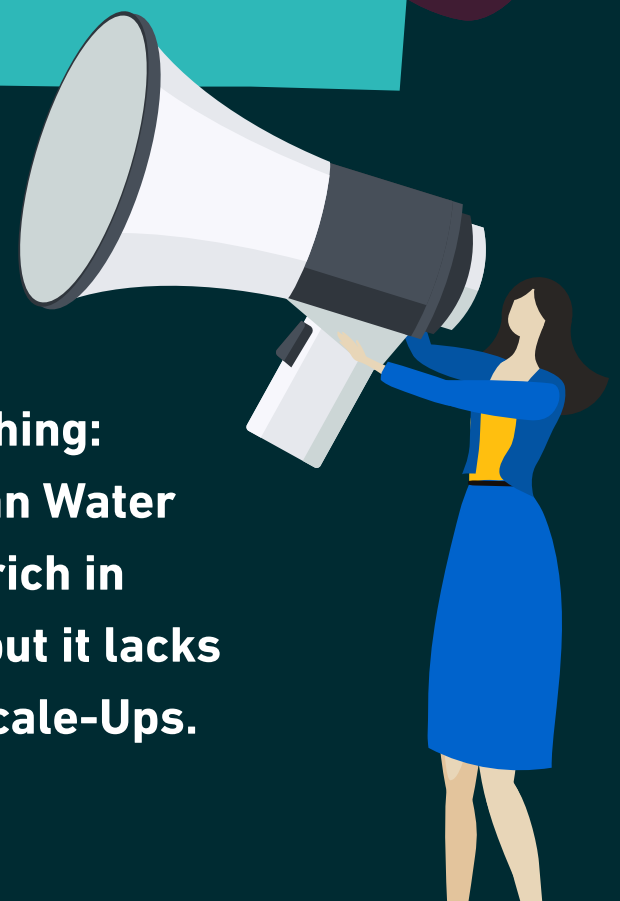
Usually, we talk about regulations, technologies, infrastructure, and engineering. But for me, the missing link is finance!

Let's be clear here: there's no taboo. Environment, Economy, and Society shall walk hand in hand towards a triple win!

(by the way, that's called Sustainable Development.)

I was never afraid of saying that if you make money in the water industry, then it's good!

Here's the thing: the European Water Industry is rich in Start-Ups, but it lacks a layer of Scale-Ups.



To change that, you need entrepreneurs and finance.

(DON'T!)

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Venture Capitalists are still sort of reluctant to invest in the water sector.

To understand why let's start with the 3 pillars of a successful innovation investment strategy:



Entrepreneurs



Scalability
(aka Market)



Technology

Tech is often a given in our engineering-rich Water Sector.

...but Investors need to trust that water entrepreneurs will be able to sell their tech to the market. And that the market will be confident adopting it!



This is where the EU Water Tech Accelerator might help, with deep dives into finance, pitching, market positioning, competition analysis, team structure, or partnerships, in a tailor-made approach.

And it will allow overcoming a painful truth about the water sector.

(DON'T!)

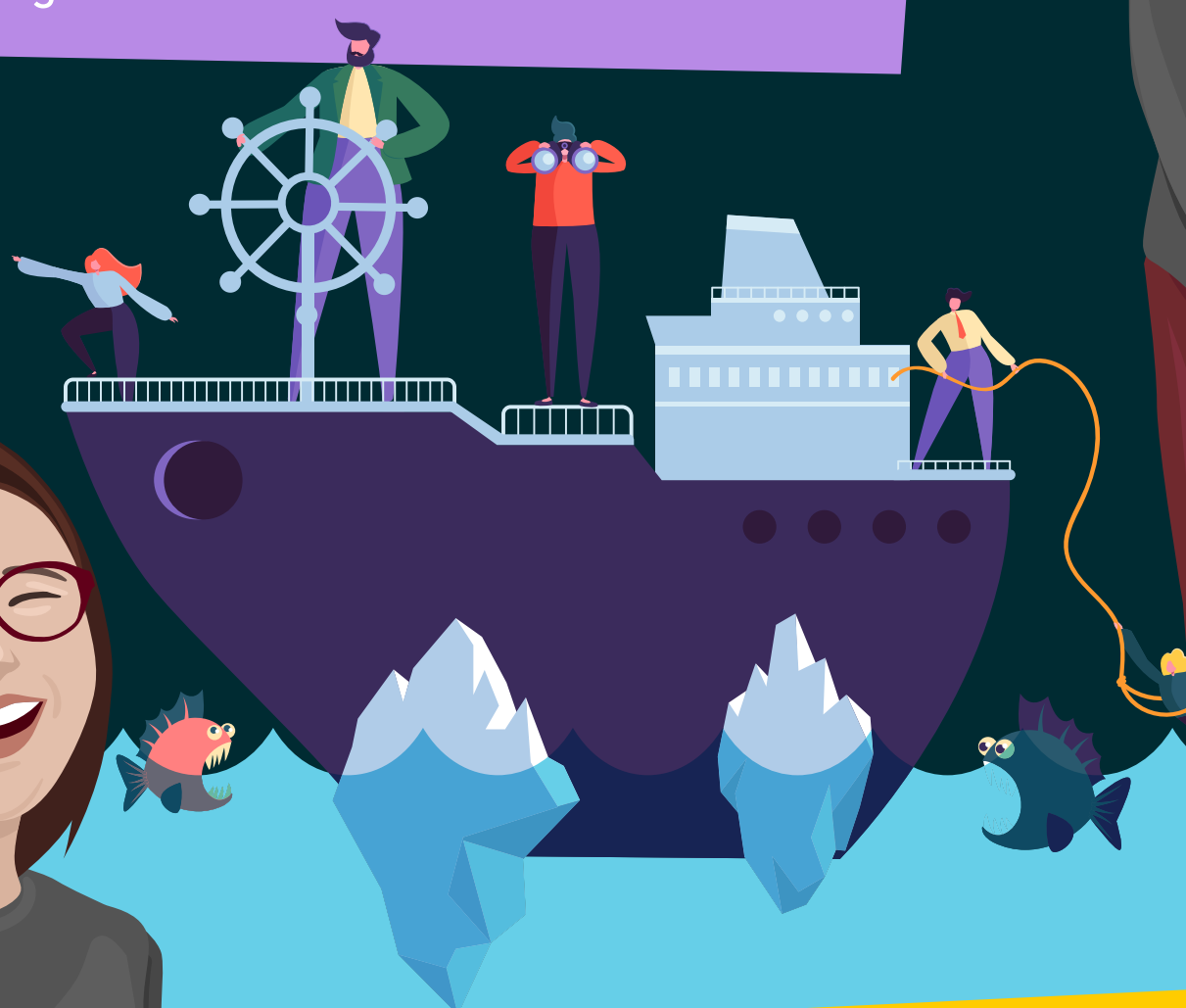
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The tech' is quite always good. But not the market positioning, the business model, and the go-to-market strategy!

If companies nail it, the sky is the limit, assuming they overcome the question of mindset.

Be prepared to take risks, believe in yourself, and convince people that what you've got is the best!

Thus, you might create the next big thing... or align for an exit!



Of course, there's much more in this week's interview, like:

- The type of company that's the rarest but presents the most potential
- The ecosystem differences between North-America, Europe, and Asia (spoiler alert: size matters)
- Besides Finance, there's also People and Mindset!
- Is it possible to reverse engineer the Water Industry's innovation value chain?
- Can radical differentiation and transposition innovation be applied to the Water Sector?
- Is digitization a must in today's innovation, or are there already too many digital products? And how shall we de-risk innovation?
- Are hypergrowth strategies possible in the Water Industry?
- How do Water Giants influence the fate of agile scale-ups?

Head over to dww.show to catch Gaetane's full interview!

