

# Megan Glover

is the CEO and Co-Founder of



120Water™

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

Have you ever asked yourself what's in your tap water?

To many, the Flint Michigan crisis in 2015 was an epiphany.

Megan Glover, at the time seasoned marketing and sales executive, was one of them.

I called my water department and asked if I could test my water. They answered that they don't test it but publish a consumer confidence report. That didn't do it for me!

I talked with a couple of mentors and investors, and within 6-8 weeks, 120Water launched!



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The newly-created digital platform targetted the Business to Consumer (B2C) market.



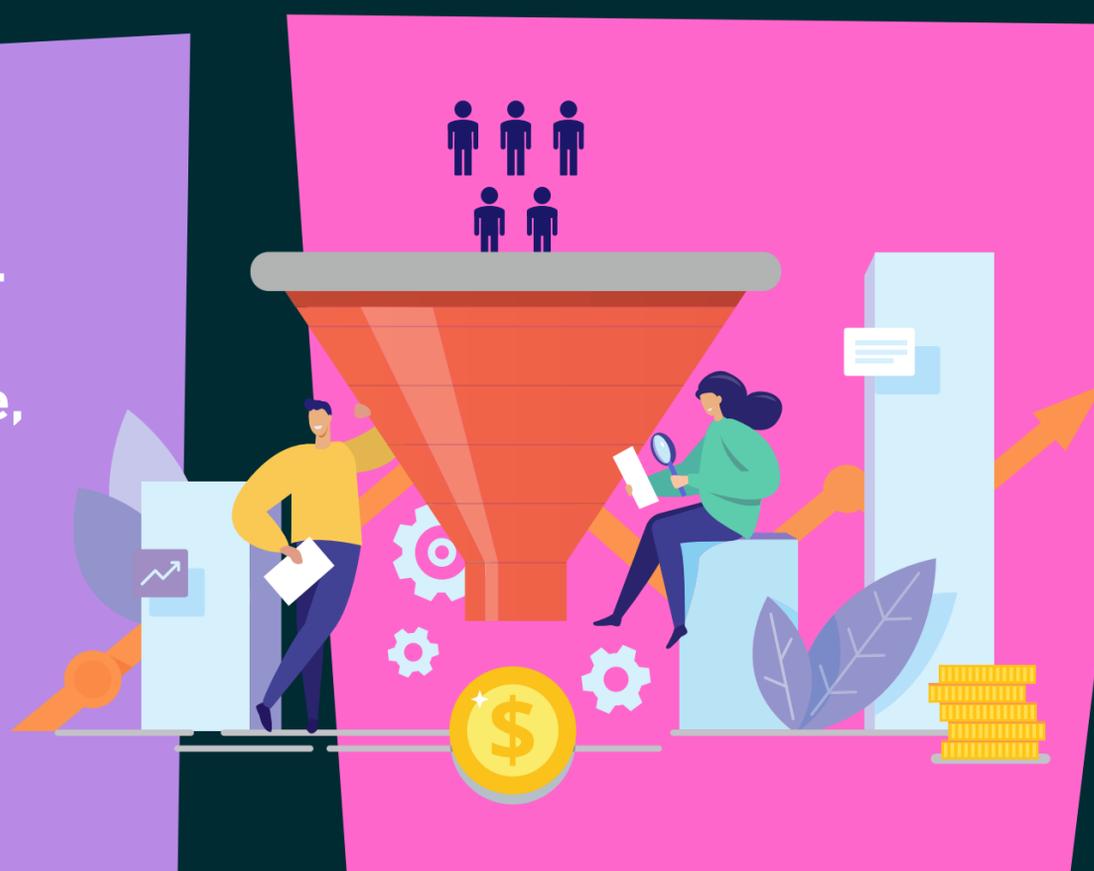
Yet the pivot came fast when 120Water realized the actual struggle laid elsewhere. Water Utilities had reacted to their customers' growing concerns by creating water testing programs but failed to execute them.



Our first water utility customer in Pittsburgh had a 4,000 kits backlog and needed four months to fulfill their program. We reduced it to 14 days and cut through the science to answer the only real question: is my water safe?

**... and here comes B2B (or B2B2C)!**

These tests also provide data of tremendous value. High lead levels might, for instance, indicate a service line nearing end-of-life, which opens the path to predictive maintenance.



The system can also be hands-on reactive:

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If we get an exceedance on a parameter, we can drop ship a pitcher filter kit!



**Wait, why bother about Tap Water Quality?**

Aside from the obvious health reasons, there is a market one as well. Water Utilities actually face a vivid competition: Bottled Water.

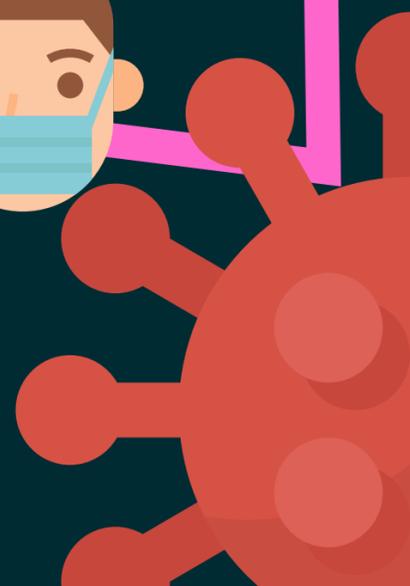


For instance, 80% of people in Southern California don't drink tap water (at all).



This is a "marketing war," and as Jacob Bossaer also explained (see S2E20), the Water Industry will need to leverage the same weapons if it wants to win over Bottled Water.

Now the needs and challenges identified in Drinking Water also extend to wastewater monitoring - especially in the age of CoVid.



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We actually set up our wastewater monitoring solution in 10 days, following a state-wide customer inquiry. I think this reminds us that, be it crazy or not, we've never said no!



## Guess what?

This faculty to tackle swiftly with unexpected challenges probably brought 120Water to the top of Fast Company's 'World's Most Innovative Companies' 2021 list.



## Well deserved? You tell me!



### We also covered:

- How innovation can be inhibited by regulation
- How you shall consider non-technical parameters such as demographics when prioritizing maintenance works (and how 120Water helps with that)
- How having been involved in 13,000 programs across 26 States turns 120Water into a bespoke lead expert (and how that leads - no pun intended - to adjacencies)
- How a fresh eye on the water sector can be shocked by what water professionals got accustomed to (e.g., black boxes)
- How customer communications might still be a blind spot for the Water Industry
- How Energy may be a role-model market for the Water Industry when it comes to marketing
- How you can't manufacture growth (but may actually "hypergrow" your path to impact)
- Michael Moore, PFAS, IPO... and so much more!

**Don't miss a single bite;  
check it out on [dww.show!](https://dww.show/)**

