

# Navkaran Singh Bagga

is the CEO and Founder of

**AKVO Atmospheric Water Systems**





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



**And you all thought that  
water was scarce?!**

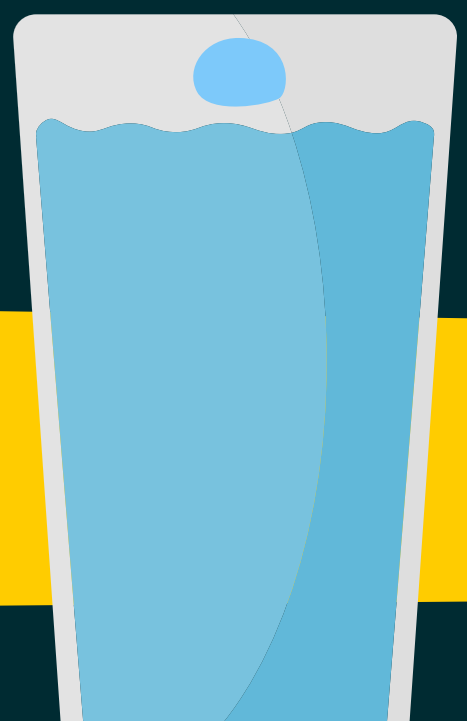
The world, in general, can't complain about a lack of water. The real challenge is how accessible potable water is!

**What if I told you that 1.5x the Geneva Lake is  
floating above our heads at any time?  
140 trillion liters of water, up there "in the air"!**



This is the kind of water that's always present in the environment. It is literally an unlimited source of water.

**Wanna know how to tap into it?  
Read on.**



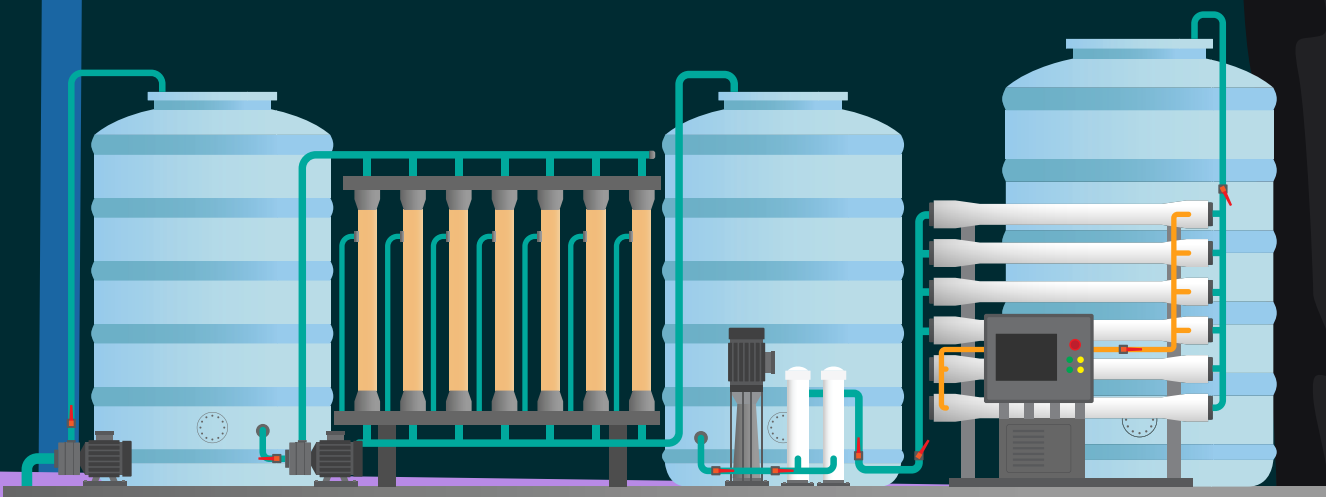
In the “Big Short” movie - one of Navkaran’s inspirations, Christian Bale’s character explains that all his investments would be in water from now on.

Applying this rule as an entrepreneur starts with finding the best market section to enter.

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



Take desalination, for instance. Great technology! But to make it accessible requires huge infrastructure spending.



It’s thus a good fit for large corporations and governments.



Atmospheric Water, on the other end, is a decentralized system. It doesn’t require transmission. You can buy a machine, plug it into the wall, and have water within a minute!



So having done his due diligence, Navkaran invested in growing this opportunity, and thus AKVO was founded.

(DON'T!)  
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WATER**

The technology itself is pretty simple: a dehumidification process condenses atmospheric water to produce drinking water continually.



There were people doing it before, and there will be others after! What we did, is that we made a “better mousetrap.” Our machines consume the least amount of power per liter; this makes us unique.

What’s also unique is Navkaran’s radical transparency:

We’re not an off-grid solution; we need power. And we need a hot climate with high humidity – somehow, tropical environment.





See? It's not a silver bullet.  
It's "only" a solution for

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

**3 billion people in this world**



**AKVO's technology  
provides them with  
drinking water at**

**2 Indian rupees  
(~3¢) per liter.**

The typical cost for one liter of bottled water in India is about 30¢, so we're about ten times cheaper!

**Not a silver bullet, sure.  
Nevertheless, a game-changer!**



### **We also covered:**

- How competition is a positive sign that you're on the right track, and how it can help your technology in the long run
- How paying for water is still not embedded in everyone's mindset, and how it is challenging to explain that you're charging for the technology, not the resource.
- How being bootstrapped is an opportunity to test Go-To-Market routes with much more agility.
- How AKVO tripled in the past three years and expects to triple again this year!
- How lockdowns slowed down AKVO's plans to expand into Water as a Service - and how this is taking off right now.
- International expansion, prepaid water distribution, fighting boredom, radical honesty... and more!

... and much more!

**Check it out for yourself on [dww.show!](https://dww.show/)**