

# Meena Sankaran

is the CEO and Founder of

## KETOS




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

Digitization is everywhere, from banking to energy to enterprise tech and transportation.



... And then, there's water!

This entire sector of water is sort of the last frontier!



You can decide to walk to the train station a tad later, as an app tells you there are delays right now - and leverage that spare time to sort your expenses on another app.

Meanwhile, for most individuals (and even municipalities and industrial operations) there isn't a platform to check the quality of water.

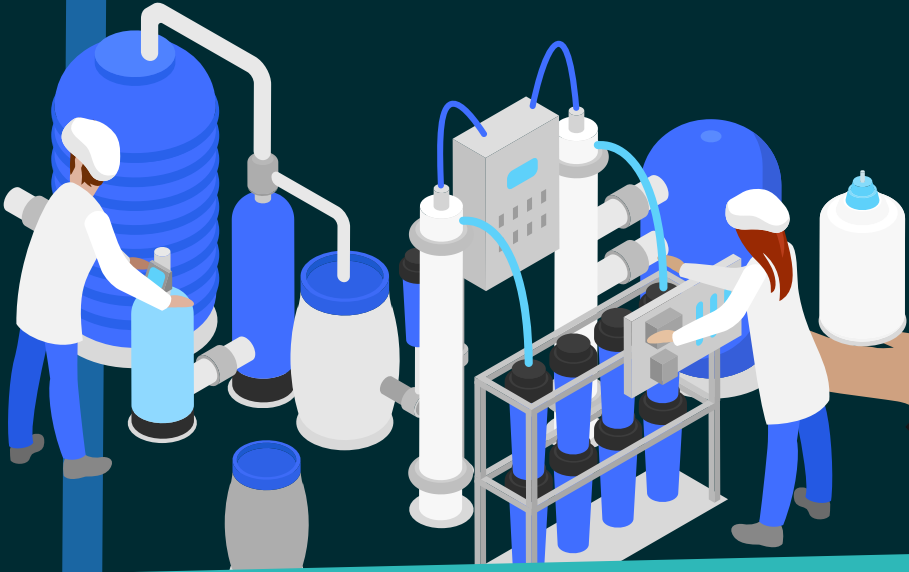


99% of people have no clue about the quality of the water they drink!



Now, even if that platform existed, most of the sensors today focus on physical quality parameters (pH, turbidity, temperature...), thus leaving the question of heavy metal ions widely open.

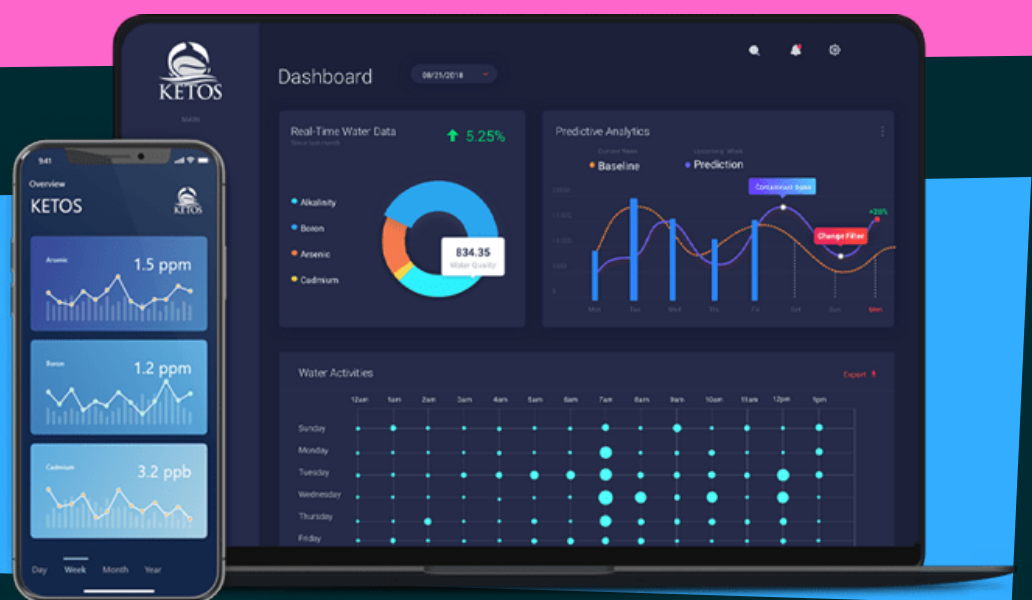
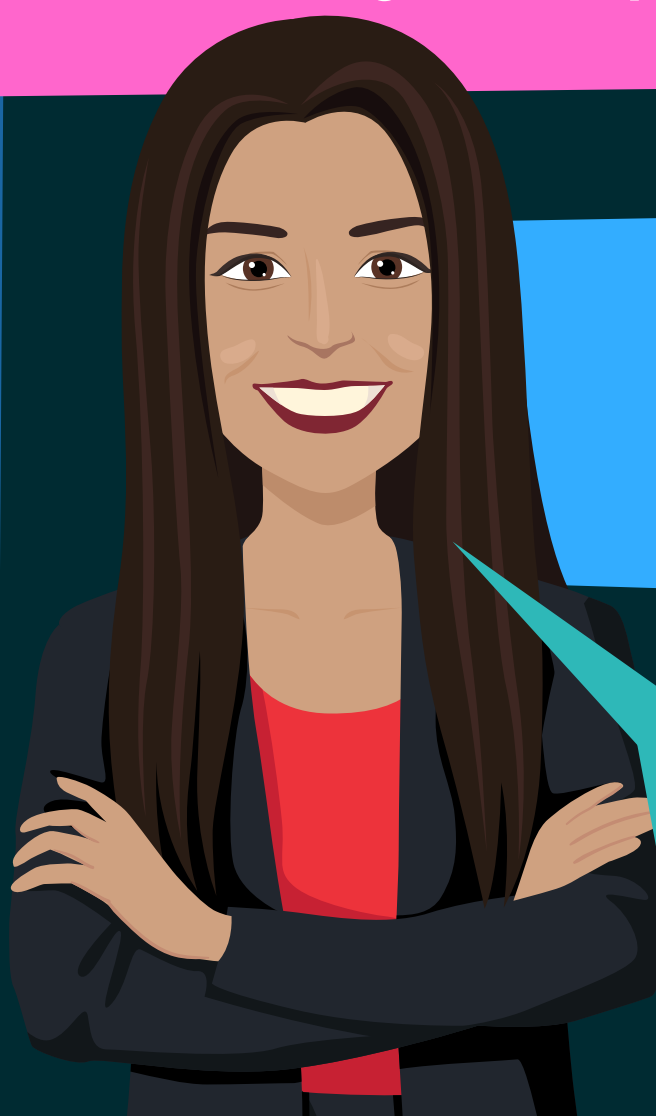
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... and in agriculture water, industrial water or events like Flint Michigan, it's all about those ions.



Some would see a disconnect between hardware and software. Instead, Meena saw an opportunity to help across sectors with a common goal of shifting the mindset that monitoring is cost-prohibitive: thus, KETOS was founded.



KETOS is a cross-functional, interdisciplinary team, where hardware engineering meets software to bring analytics to water operators.

**The KETOS promise? Monitoring 26 parameters with the flexibility of a Software as a Service in a vertically integrated IoT solution.**

You may think that disrupting hardware and software approaches at once was a daunting challenge. Yet, KETOS didn't stop there.

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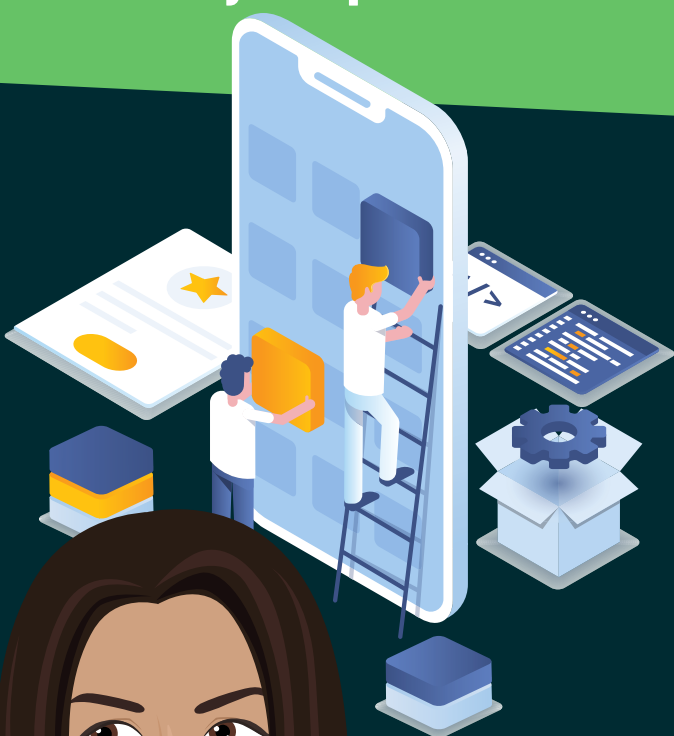
What I didn't want to happen is to build another new technology that nobody thinks is a must-have; that's the worst thing that can happen to a startup!

By surveying end-users, Meena recognized that water operations were heavily investing in technology solutions that were rapidly becoming obsolete.

... Turning all of their operators into data scientists wasn't going to happen overnight either with a retiring workforce and maintaining compliance for safety was key on multiple fronts whether food safety or water safety or process treatment.



... And constantly hiring 3rd parties to do software integration was expensive.



If you think of your business model in terms of putting yourself in your audience's shoes, it makes it much more catered to them than just a way to define your own commercial growth.

Hence KETOS's offers a zero-money-down approach, ultimately selling monitoring as a service, from the hardware to the data warehouse, through analytics, maintenance, and upgrades.

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KETOS' focus and goal is clear: deliver customer value and rapidly expand market adoption

**Not a simple task - especially if you recall what we covered with Paul O'Callaghan by S3E3. But nothing Meena would be afraid of!** 🤝



### **We also covered:**

- How growing an innovative hardware-based business in the water sector as a woman solo-founder is a challenging sum of hurdles to say the least
- How Grit, Resilience, and Passion are the three most essential traits of a successful entrepreneur
- How fascinating it is for operators to start leveraging the "power of knowledge"
- How growth is a by-product of solving deep and vivid market pains, and how circular models are the best platform for growth
- How committed Meena is to reveal women's inner strength (W.IN.S) regardless of their career path and background
- Presenting SDG 6 at the United Nations, Social Entrepreneurship, CoVid 19 leapfrogging digitization
- ... and much more!

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

