

Jonathan Rhone

is President and CEO of



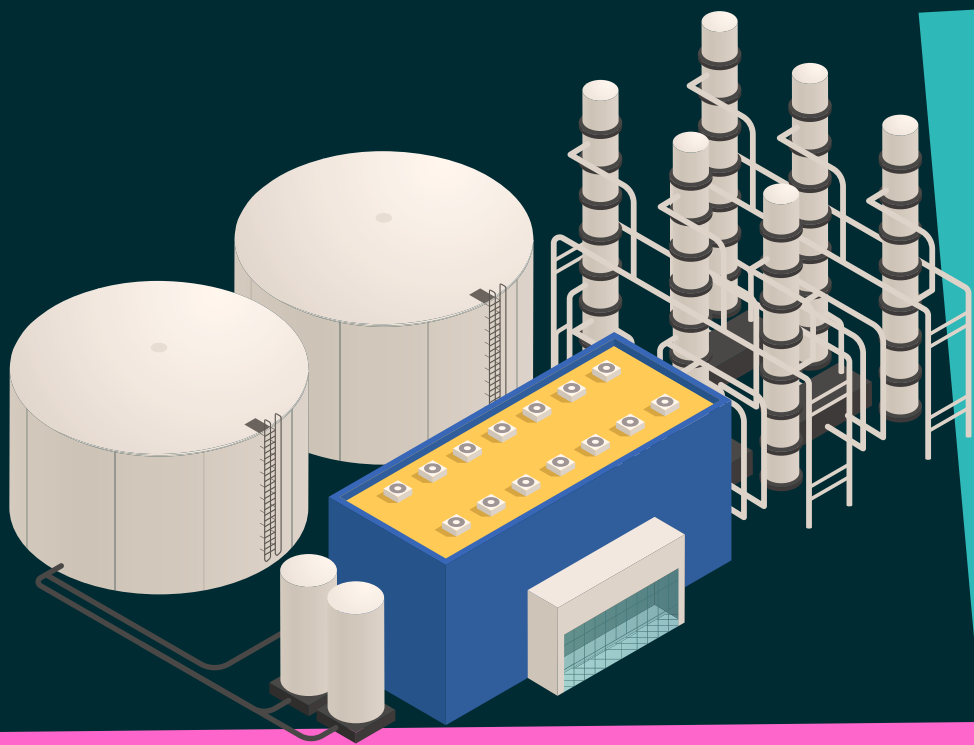
Axine Water Technologies

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



**Wastewater
Treatment has
often been a tax to
be in business for
Industrial players.**

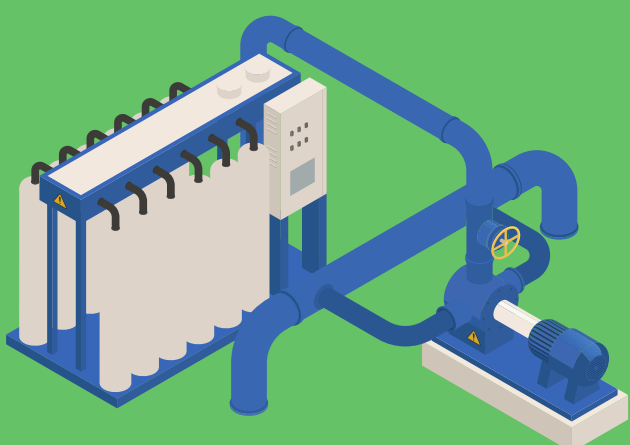
The reason is simple:



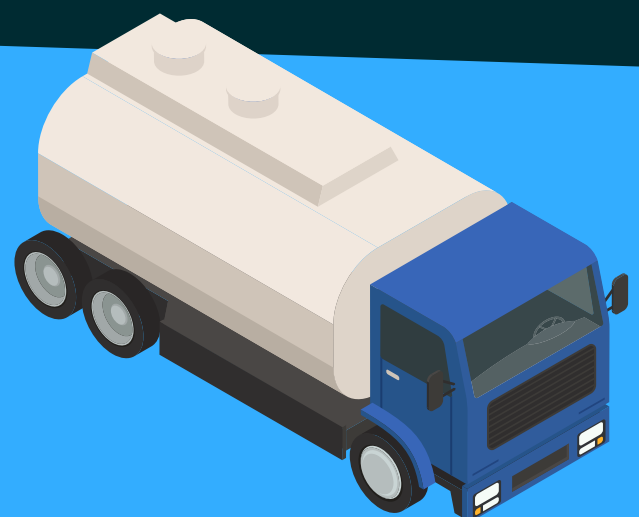
**We are increasingly
creating synthetic
chemicals. When we
manufacture virtually
any product you can think
of, the wastewater that's
generated is more and
more complicated.**

**Of course, the environment wouldn't
bear such raw loads, so you can't just
flush it off.**

Hence you have two options:



**treat it onsite
(at least partially)**



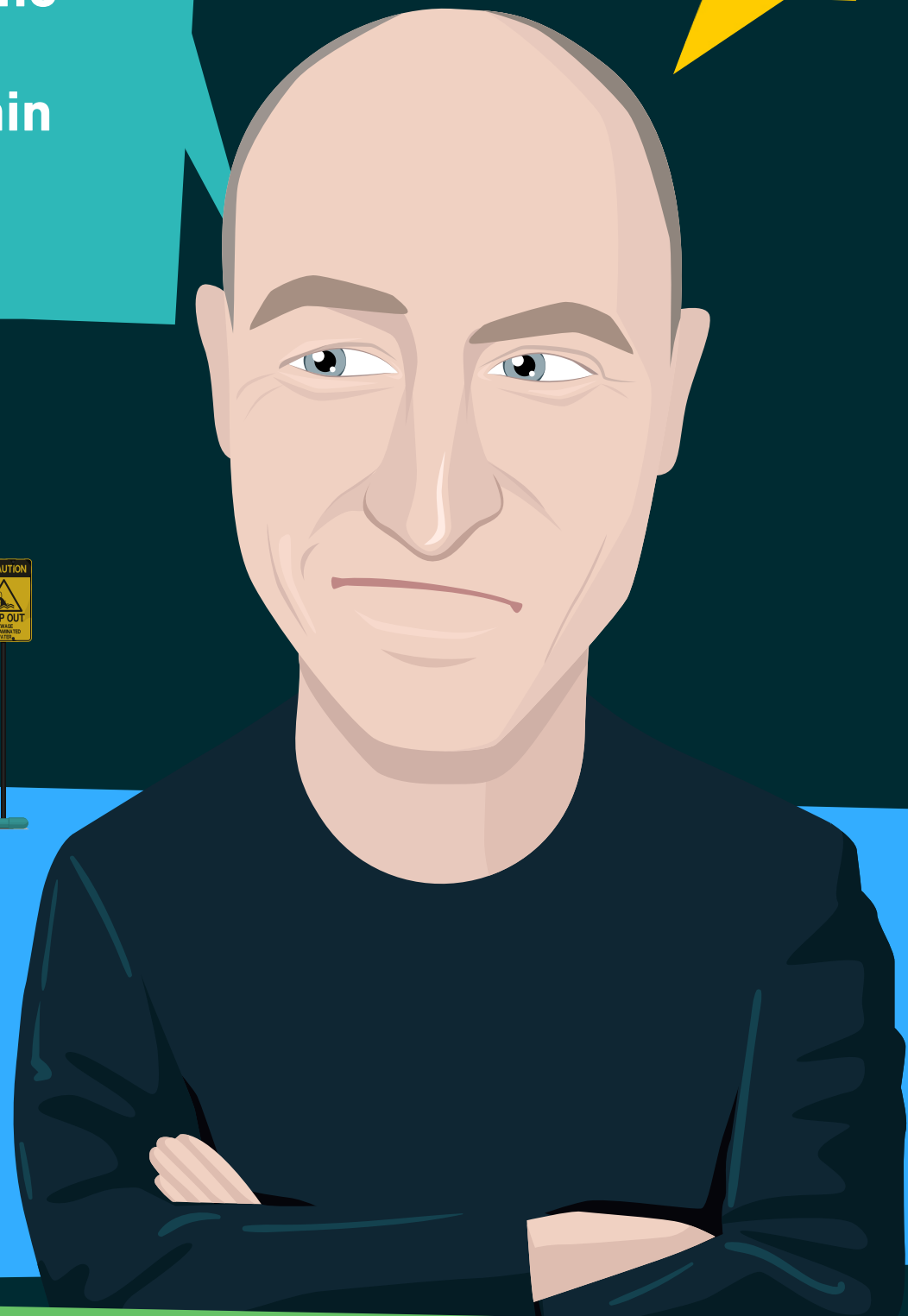
or truck it away.

Wastewater treatment is not a core competency of the manufacturing industry. They have very competent people who are very knowledgeable about wastewater, but it's not the main reason a pharmaceutical or a semiconductor plant exists.

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WASTE WATER



Thus (as we've already discussed by S4E12), they often truck it away.



Around 2010, the technical founder of Axine Water Solutions was convinced she had a better solution.

She had built some prototypes in her garage, and she was working with different types of wastewater to figure out how to use electrochemical oxidation.

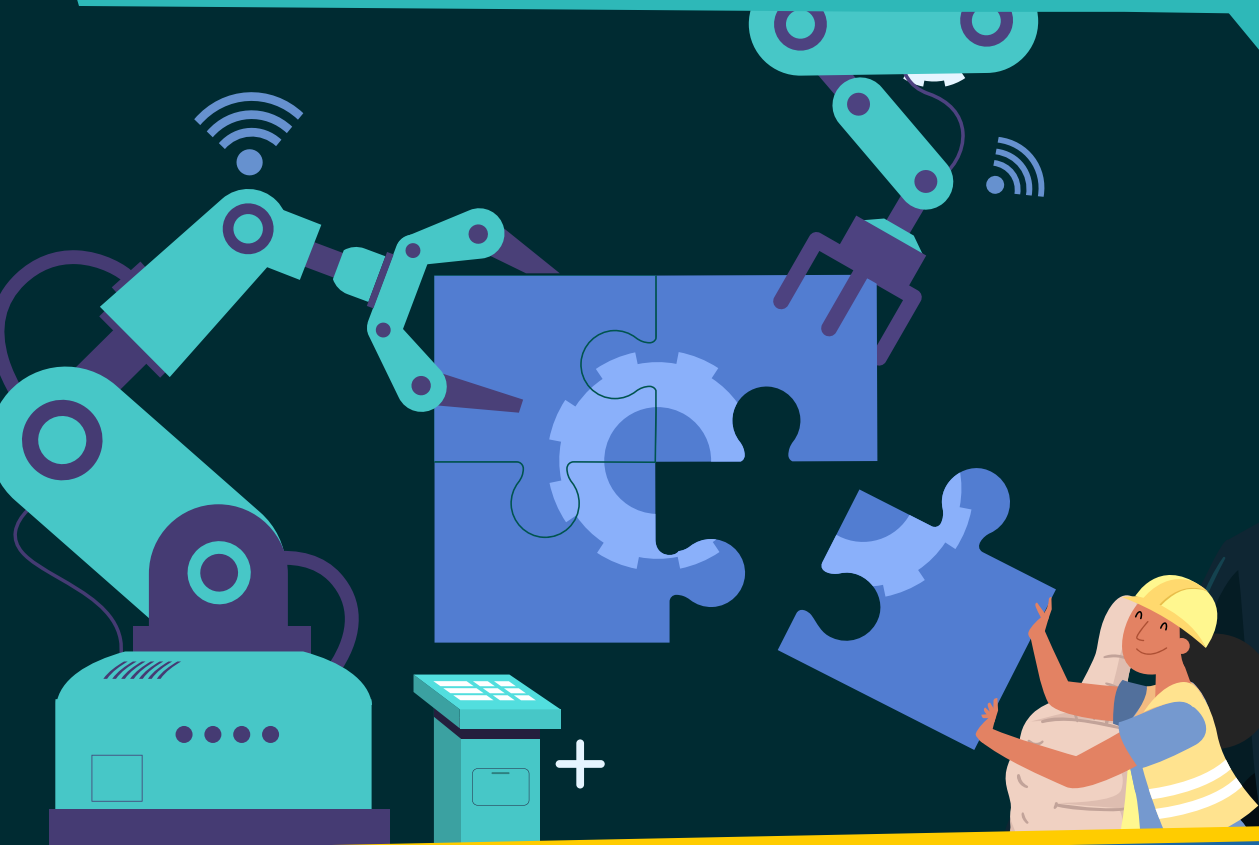


It took some years to finetune the concept. Still, in the end, the young company had a differentiated take at advanced oxidation and a process with zero liquid... and solid discharge!

End of the story? No, rather the beginning.

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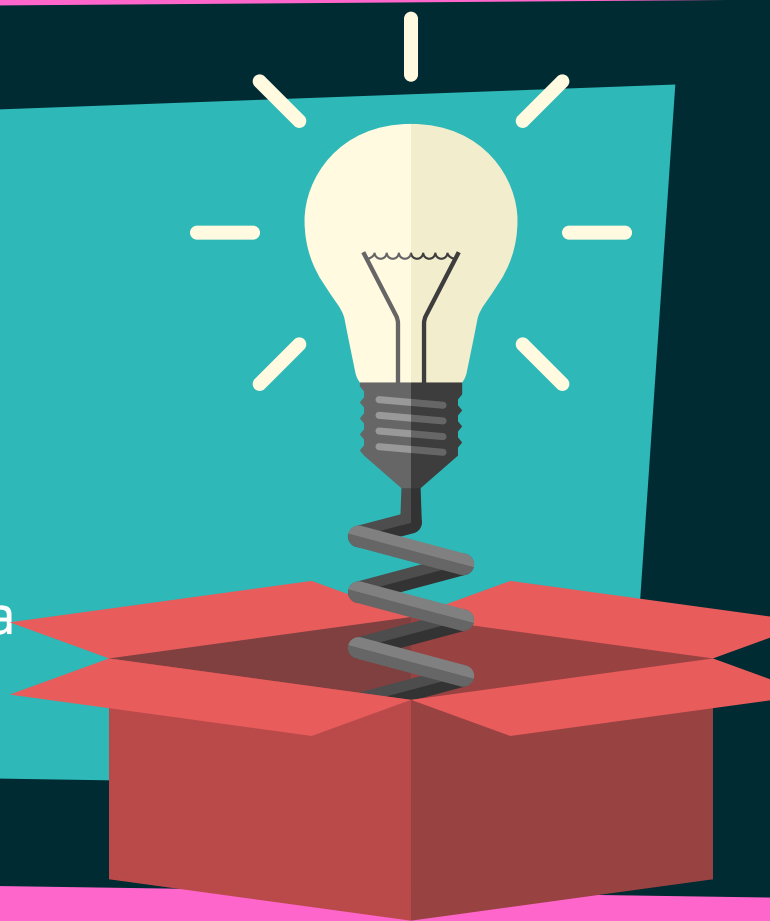
Customers in industrial wastewater are not interested in technology: they want a solution.



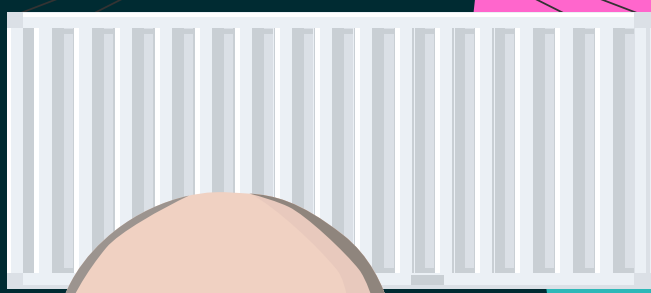
What would it take them to get the best of onsite treatments (100% availability, lower costs...) and of trucking water away (peace of mind, transfer of responsibility...)?

That's what Axine would strive to figure out.

We decided to take a different approach. We package our electrochemical oxidation technology with other conventional treatments. We deliver a full turnkey solution.



Challenging for a young company, right? Yet not sufficient to speed up adoption.



(DON'T!)

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WATER**

That's why we decided that we weren't going to sell the technology; we would sell it as a service. And here's the key point:
we'll guarantee treatment performance.



And how would Axine know if they had succeeded in creating a third path?

If you're thinking about the Axine system, we're not doing our job!

See? Simple.

We also covered:

- How cleantech innovations can fundamentally transform our world for the better
- How Axine's business model works and what's in it for their customers and investors.
- How Axine's technology actually works, and where the inspiration came from.
- How the wastewater industry ticks at a particular pace and why it's fragmented and risk-averse.
- How you need your technology to be ten times better than what you intend to replace, and how to win your own confidence in it
- How Axine builds tailored solutions from beginning to end through all the important steps
- How a process' heartbeat is the key to efficient remote operation and predictive maintenance
- Machine learning, automation, taking risks, succeeding where others failed, finding a sweet spot, hypergrowth... and more!

**Don't miss a single bite:
head over to dww.show!**

