

Season 4 - Episode 16

DWW  
SHOW

Best Quotes

of this week's Episode





Cleantech Innovations  
can fundamentally  
**transform our world  
for the better**

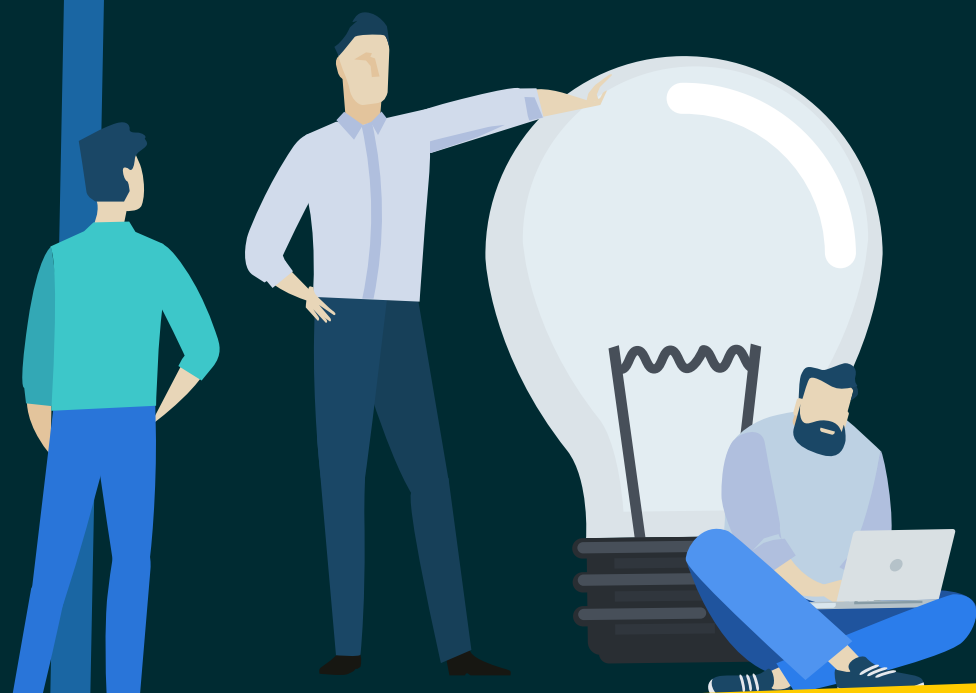
Jonathan Rhone

CEO & President  
@ Axine Water Technologies

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



**Full story on [dww.show](http://dww.show)**





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

Jonathan Rhone

CEO & President  
@ Axine Water Technologies



(DON'T!)

**WASTE  
WATER**



**Full story on [dww.show](http://dww.show)**



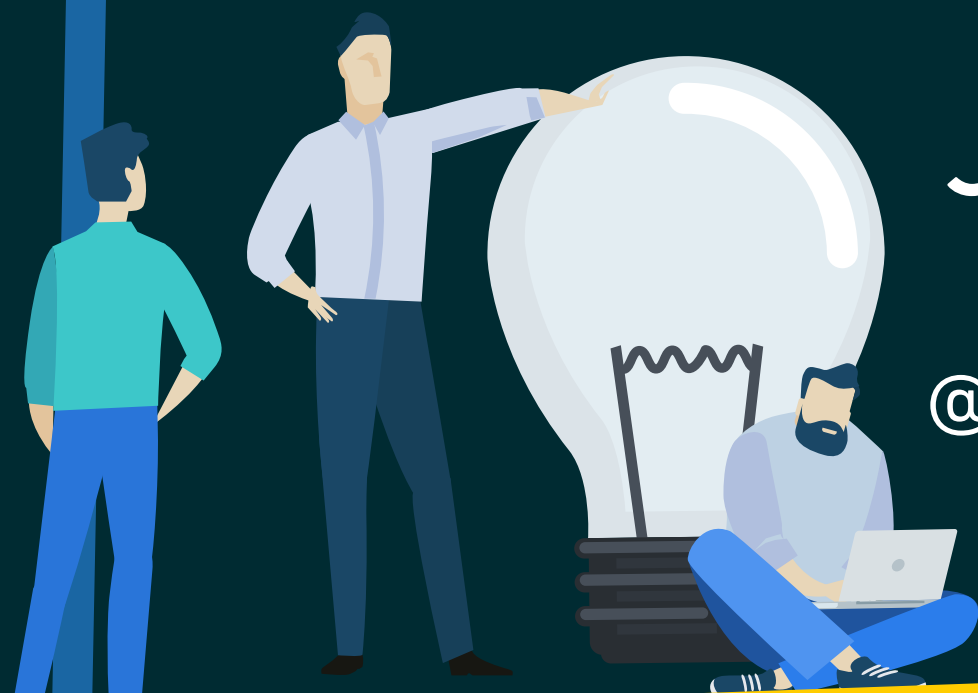
Many manufacturing plants are resigned to the fact of having to truck this water off site somewhere to be incinerated. **We think that that's a terrible idea!**

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



Jonathan Rhone

CEO & President  
@ Axine Water Technologies



**Full story on [dww.show](http://dww.show)**

“

She had a vision to take the idea of electric chemistry and apply it to wastewater. **She had built some prototypes in her garage** and she was working with different types of wastewater!

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

Jonathan Rhone

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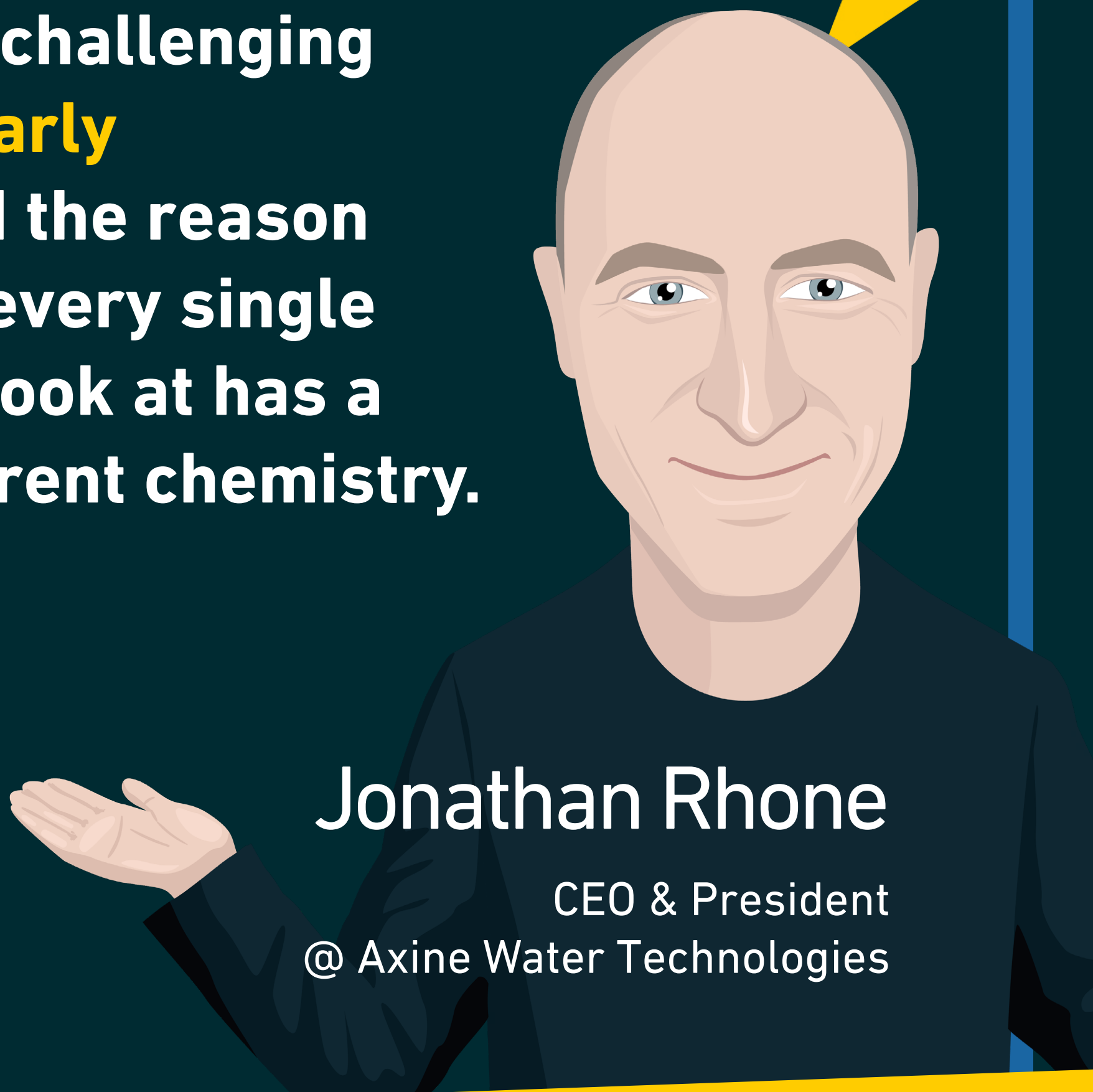


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Water is an incredibly fragmented and challenging market, **particularly wastewater**. And the reason it is, is because every single application you look at has a completely different chemistry.

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



**Jonathan Rhone**  
CEO & President  
@ Axine Water Technologies



**Full story on [dww.show](http://dww.show)**





Customers in  
wastewater are  
not interested in  
technology. **They  
want a solution!**

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

Jonathan Rhone

CEO & President  
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If we were going to get into the market and be successful, **we had to have a technology that was 10 times better** than anything out there!

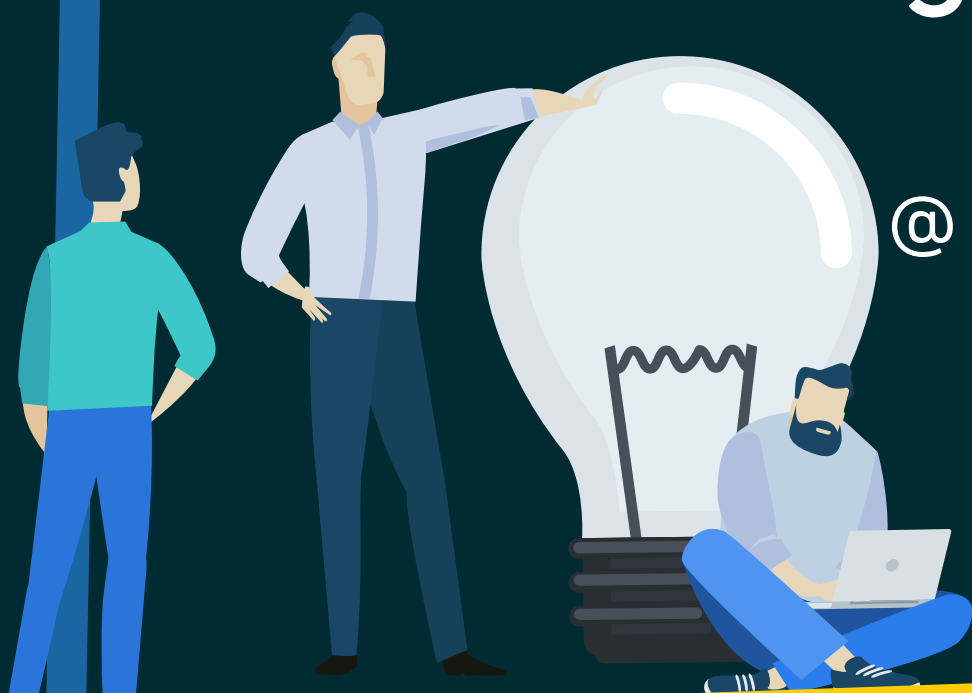
Jonathan Rhone

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



**Full story on [dww.show](http://dww.show)**







We were going to  
sell it as a service,  
and here's the  
key point: **we'll  
guarantee treatment  
performance!**



Jonathan Rhone

CEO & President  
@ Axine Water Technologies



(DON'T!)

**WASTE  
WATER**

**Full story on [dww.show](http://dww.show)**

**Wanna pick a quote  
yourself?**

**Check  
Jonathan's  
Interview!**

**dww.show**

