

Season 5 - Episode 4

DWW  
SHOW

Best Quotes

of this week's Episode





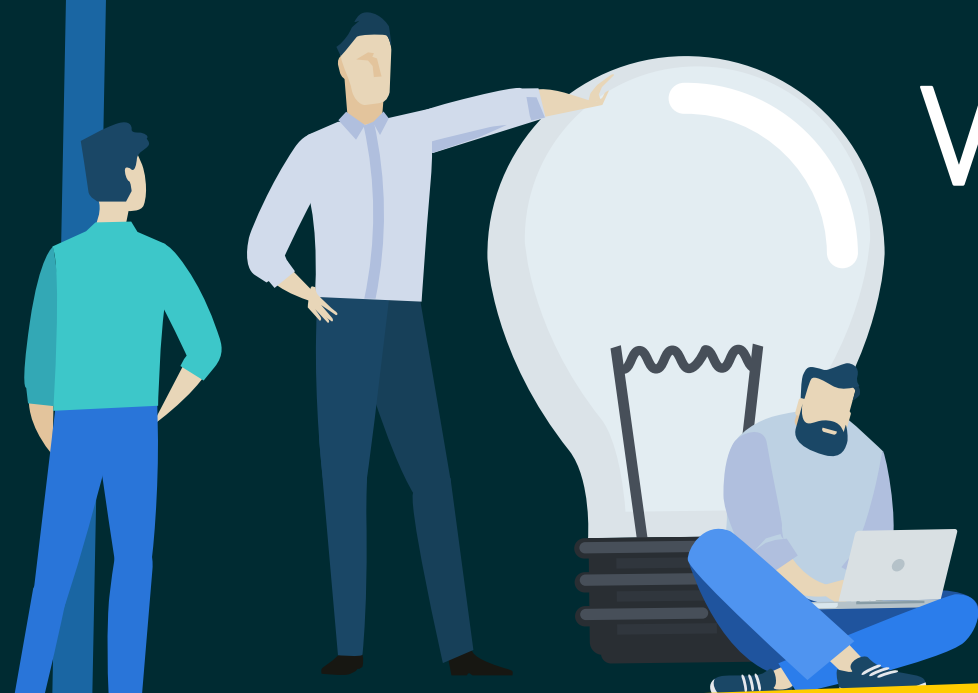
We're saving the planet  
**one mega liter at a time**  
by taking a disruptive,  
sensor agnostic, and  
AI approach to non-  
revenue water.

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



Victoria Edwards

CEO & Co-Founder  
@ FIDO



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

“

**We were absolutely  
water virgins.** We started  
two and a half years ago.  
I'm a musician: I majored  
in acoustic musical  
analysis

Victoria Edwards

CEO & Co-Founder  
@ FIDO

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



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

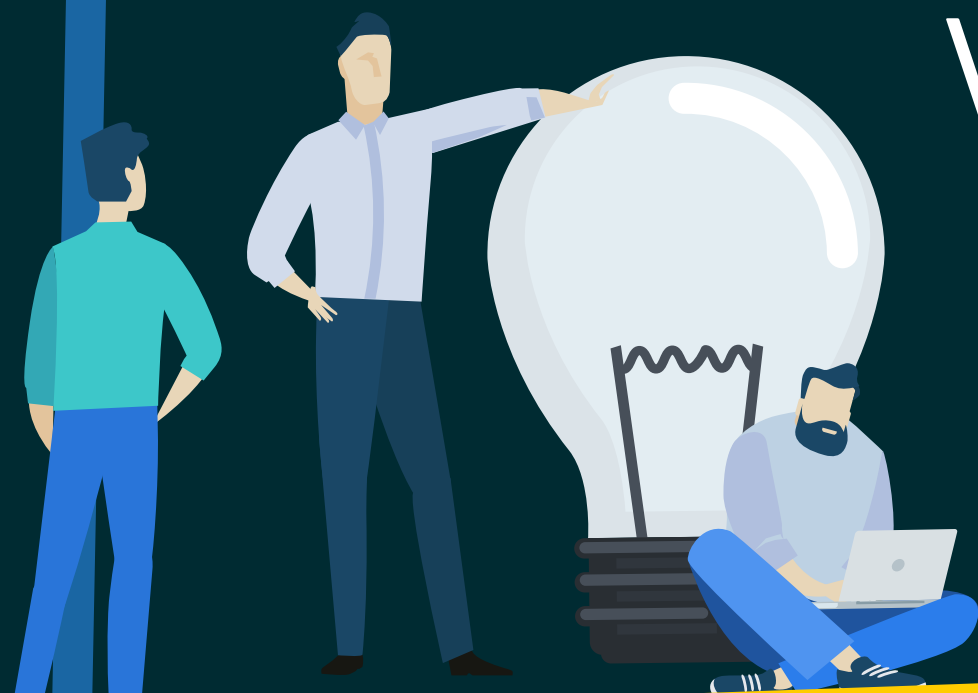


**We're not making  
something go faster.  
We're not trying to make  
something necessarily  
more efficient.  
We are doing something  
that helps.**

**Victoria Edwards**

CEO & Co-Founder  
@ FIDO

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



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



There's no other industry in the world that would produce something, and then lose 40% of it. Can you imagine BMW building a phenomenal factory producing a hundred Supercars and then **burning 40 on the forecourt?**

Victoria Edwards

CEO & Co-Founder  
@ FIDO

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



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





You don't want to dig the road six times to find six small leaks! Dig a road once, **fix the big leak, let the others**, and track their degradation till they become economic to repair.

Victoria Edwards

CEO & Co-Founder  
@ FIDO

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



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



“

He came over to our table.  
He looked the banner up  
and down, looked at us,  
looked at the plastic balls  
and went, “**Hmm, I think you  
need our innovation lab.**”

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

Victoria Edwards

CEO & Co-Founder  
@ FIDO



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

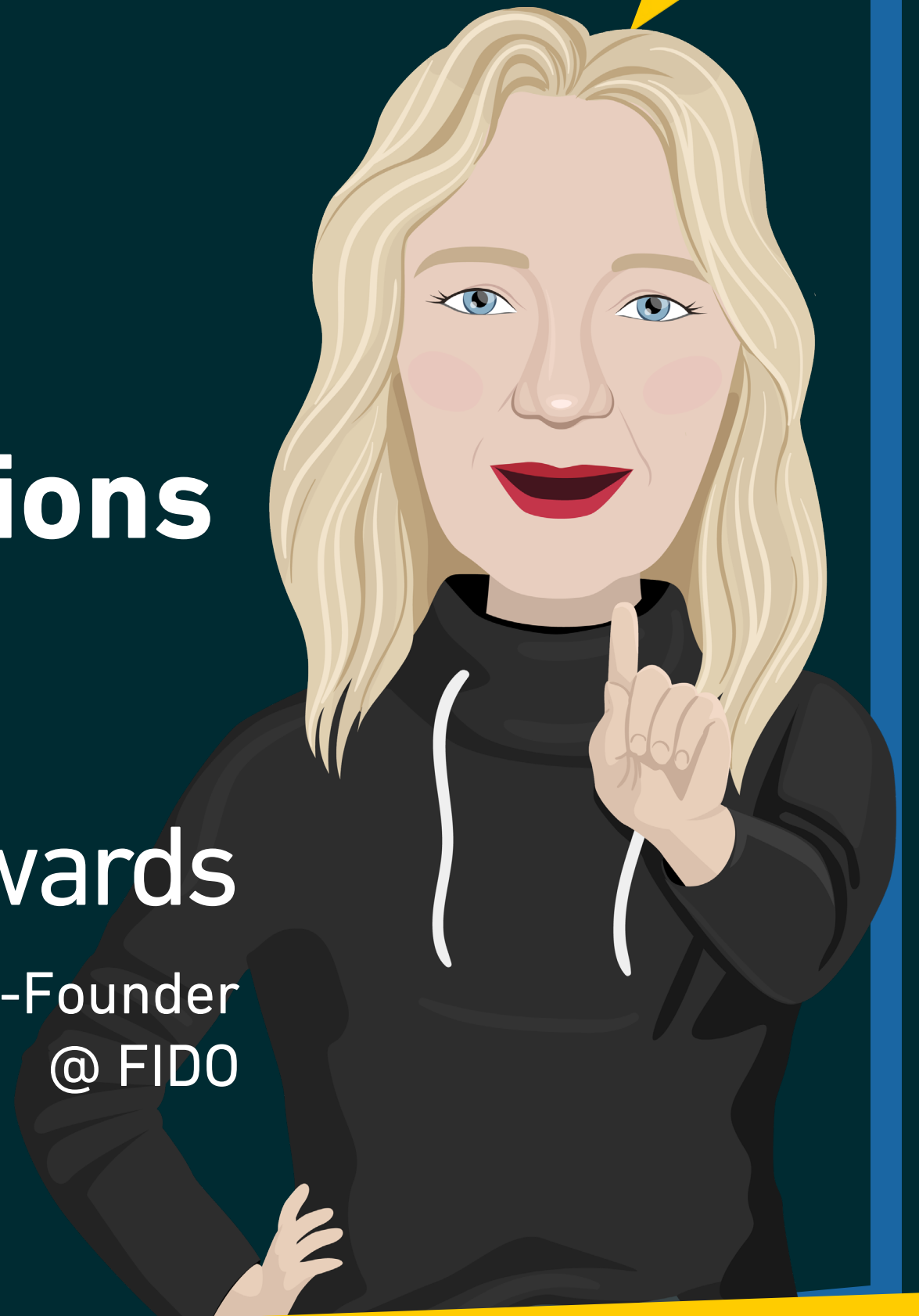


It gave us **the environment to fail**, which was really important. We went through eight iterations of our offering!

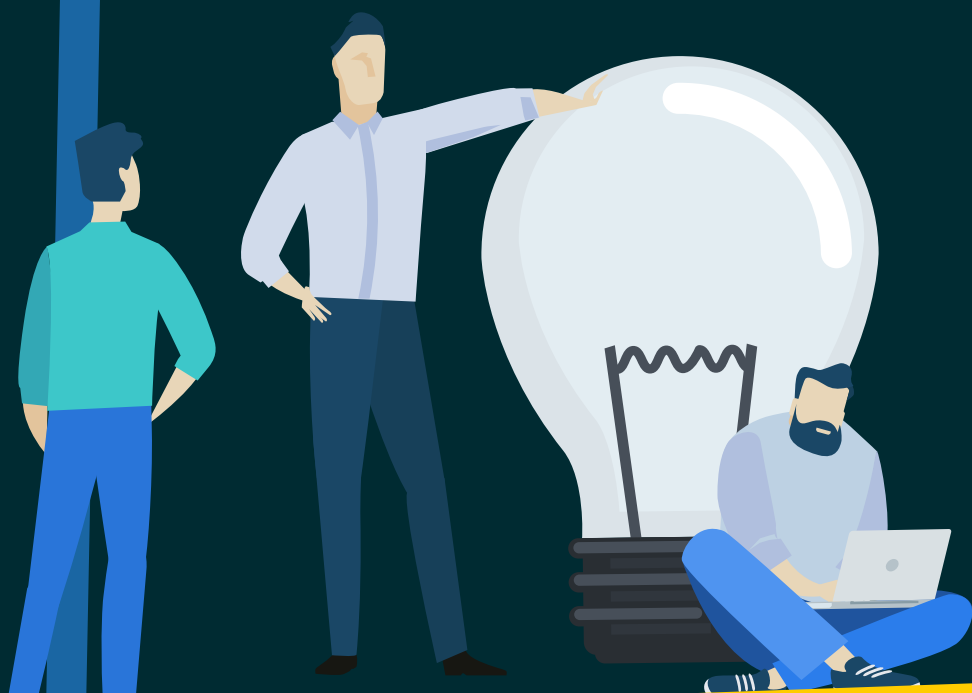
Victoria Edwards

CEO & Co-Founder  
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(DON'T!)  
**WASTE  
WATER**



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





“

People said: “don’t walk in the water industry, **it will take you two and a half years to get a contract.**” You should be taking you to all and gas. And I said, “well, no, because **water for me is a matter of life and death**”

(DON'T!)

**WASTE  
WATER**

Victoria Edwards

CEO & Co-Founder  
@ FIDO



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

**Wanna pick a quote  
yourself?**

**Check  
Victoria's  
Interview!**

**dww.show**

