


Sivan Zamir

is Vice President at Xylem Innovation Labs



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WATER**

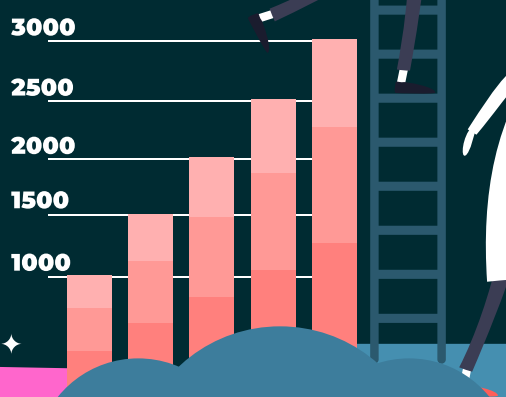
Xylem is the 4th largest Water Company in the World and probably the only one able to challenge the new mega-Veolia as the largest water & wastewater technology supplier.



To stay on top of that game, the company invests about 5% of its yearly revenue in innovation - quite a high rate in the Water Industry.

In 2021, our R&D spend was

\$204 million!



Yet, a changing world also requires new approaches, which Xylem acknowledged in 2022 with the inception of its Innovation Labs.

With its various tracks of Incubation, Acceleration, Partnerships, and Investments, “XIL” creates a framework for Xylem to work with a vibrant and busy ecosystem. And vice versa!

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We're making sure that we identify technologies that are really in alignment with Xylem's strategy while creating a transparent process of how to engage with us.

One crucial facet is to help and improve the market access for these technologies.

New technologies coming to market; that's not going to be made possible by one particular stakeholder group

Hence, Xylem gathered its internal stakeholders to create a route to market. But it also partnered with existing ecosystem players, with, for instance,

a \$20 million investment in Burnt Island Ventures and the Westly Group's funds.



Another interesting initiative in that field is the sponsoring of Isle Utilities' new approach to pilot funding.

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A lot of technologies get stuck in this loop of piloting over and over - or we call it a "death by pilot."

... a risk Isle Utilities combats with its "Trial Reservoir"



It's a private revolving loan fund that finances pilots for municipalities. The caveat is that the municipality has to agree that if certain success criteria are met, they will turn that trial into a full-scale commercial deployment.



Sure, the Water Industry is still a pretty conservative environment - for a reason, as Sivan recalls.

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But aren't these kinds of initiatives a perfect way to impactfully move the needle?

We also covered:

- How making technology work in California is a good proxy for the United States and, ultimately, the World
- How innovation always comes down to people
- How Sivan intends to feed the Xylem Innovation Labs with her startup spirit and acumen
- The six areas of interest Xylem intends to focus on - and Sivan's favorite child
- How innovation is a passing of a Baton and how that Baton is often the technologists themselves
- How mindsets evolve and how people become more interested in new technology adoption
- How many of the water innovations to come might already be deployed in other industries
- Evolving innovation timelines, business model innovation, silver bullets not existing, Xylem as a bridge between diverse worlds, learning from others' trials, finding a cultural fit between small and large companies, innovation as a service... and so much more!

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