

# John Robinson

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MAZARINE

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

What if we turned the way we look at Water on its head?

People drinking or bathing in water face health threats when water quality gets disrupted.

You can measure climate change in increasing temperatures or carbon emissions, but it manifests itself with too little or too much Water.



Nature is a beautiful place to be, but it also provides services that can get disrupted by flawed water management.

... and the Water Industry maybe only represent a tiny fraction of the World's economy, but it affects every other industrial sector.

Do you still only see Water, or do you start seeing its Risk?



We wake up in the morning as investors and business people, but I think we go to bed at night genuinely concerned with the water risks that the World faces.

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And when you bridge those two worlds, you get Mazarine Ventures, an Impact Investing company looking to tackle Water as a risk!

For that, they leverage the ESG framework to rank their target's potential impact.

For Water, the temptation is to say that it's all "E" and clearly "E" is a big part of Water. But I don't know how you can talk about Water without talking about social ("S")



If the company (and the founder) is a fit, it enters one of the four Mazarine lanes:

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**Labs**  
for early-stage companies aiming to think radically, invent their business model and understand their customers

**Fund I**  
for start-ups nearing \$1M in annual sales

These are seed-stage companies that are in the market. At this point, the vision of the founder is crucial!



**Fund II**  
for growth-stage companies with revenues north of \$5M

**Bluehouse**  
for growth-stage Testing & Monitoring technology companies targetting market opportunities in challenging geographies



The future is already here; it's just not equally distributed: Bluehouse is distributing the future!



Funding mechanisms may differ from one lane to another, but with impact as a north star, Mazarine aims to move the needle at a fast pace.

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The target for Funds I and II is hence to exit within 3-5 years:



Exiting for us is not just a financial event. It's enabling this company that we were backing early on to finally reach customers in regions around the World that, as a small company, was unable to do.



To sustain this high pace, Mazarine leverages deep knowledge of the early stages of an innovative company's life.



There are four types of capital: intellectual, human, social, and financial. All of them are the most important thing in different situations! But at the earliest stages, the least important is financial capital.



Hence, it often boils down to the right humans (aka founders) in the right place with the right support to manufacturing success.

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Mazarine looks for founders “who have been to the future and come back.”



Do you recognize yourself among those visionaries? Then it's time to have an (even greater) impact!

### We also covered:

- How the real challenge for companies Mazarine backs is not to create a product but to get it to the market
- What an evergreen fund is, how it works and why it was the right fit for Fund I companies
- How all parameters play in Mazarine's decision to invest, but the quality of the founder's insight trumps it all
- How the chemistry between the impact investor and the early-stage company is key to assembling the puzzle pieces
- How Fund II and Labs were built out of frustration to not fitting promising concepts into Fund I
- How many investors just check the “water box” and move on - and what consequences it has
- Capital-light innovations, IoT, the biggest risks as an early-stage impact investor, passing of the baton as a start-up founder, having a convincing grasp of the customer... and much more!

Don't miss a single bite:  
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