

Scott Bryan

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IMAGINE H2O

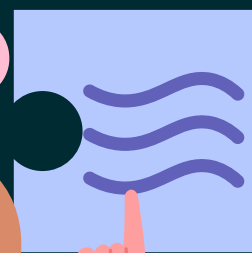
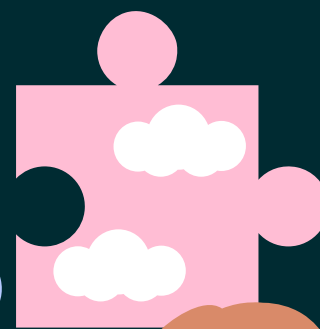
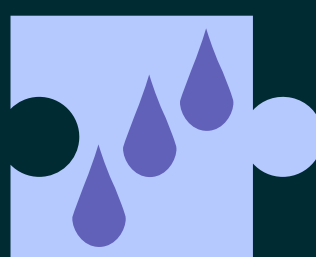
Over the first 5 Seasons of the (Don't) Waste Water podcast, we've heard the stories of Typhon Treatment (S4E9), Puraffinity (S4E1), StormHarvester (S2E11), Aquacycl (S1E20), 120Water (S3E1), or Epic CleanTec (S4E3).



Beyond incredible entrepreneurs, great technology, grit, and resilience, these stories have a foundation stone in common:

Imagine H2O.

Like 162 other start-ups from 20 countries, these companies contribute to changing the World (for the better).



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



Here's how it all started:

We wanted something that could be about entrepreneurship, innovation, and hope. That's what brought us to Imagine H2O!

(DON'T!)
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WATER**



Indeed, when Imagine H2O launched in 2008, there was no platform to help water start-ups take off.



In the first years, the program consisted of a business plan competition. Yet rapidly, Imagine H2O identified a pattern: winners would leverage judges and its internal staff to find investors and customers.



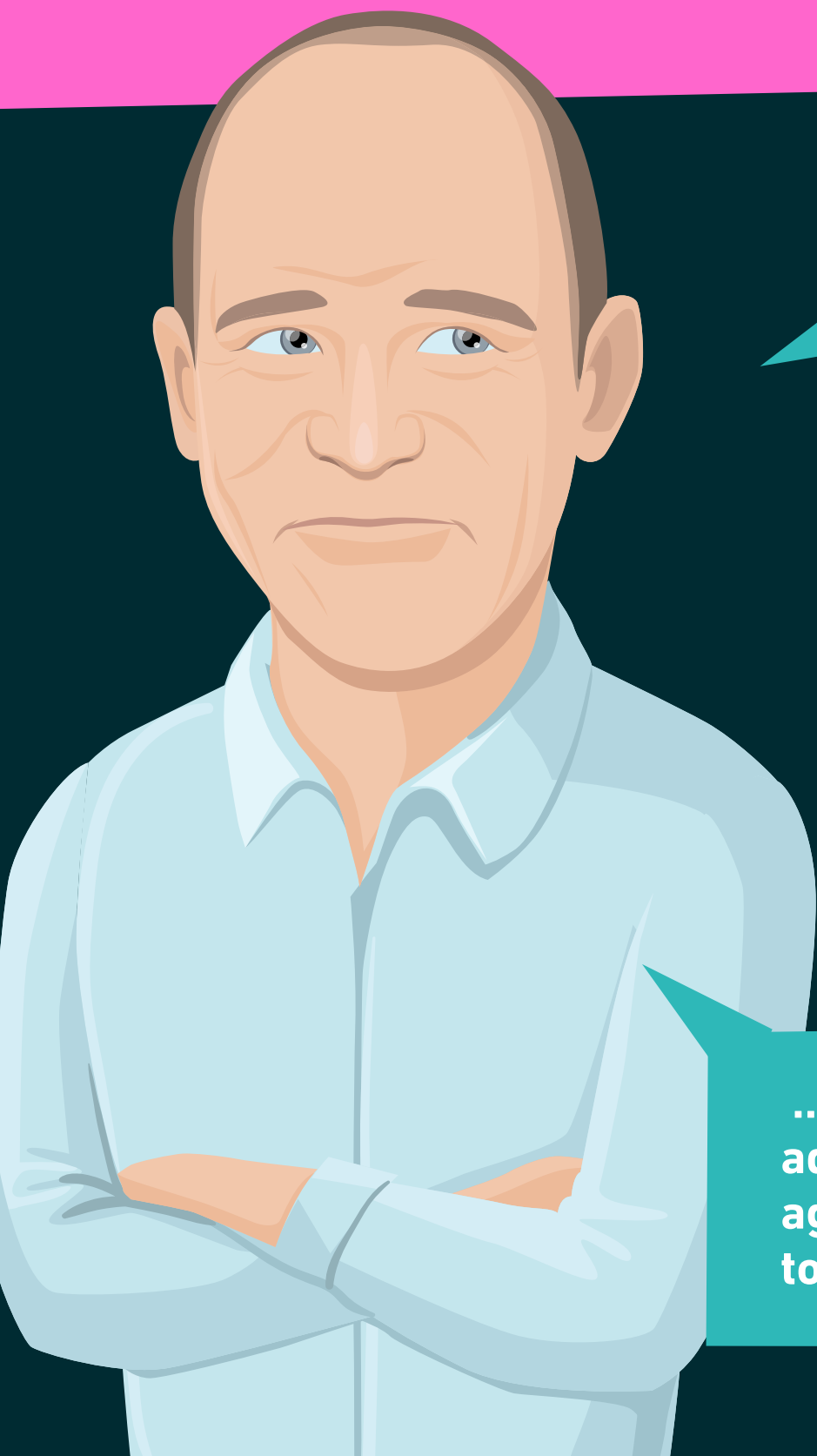
Hence the first pivot towards a (non-profit) accelerator.

Then over time, we saw investors come back to us and ask why the customer adoption piece was taking so long

Technology adoption in the Water Industry is indeed the name of the game to put your impact on steroids (see S3E3).



... so we built up a network of tech adopters in the municipal, industrial and agricultural markets to serve as a platform to pilot new solutions!



This feeds into Imagine H2O's three tracks: the Accelerator, its Asian hub, and the Urban Water Challenge.

(DON'T!)
WASTE WATER

Ultimately, it shall solve an incongruity: today, water is still less than 1% of all climate venture investments - an issue, as Scott underlines.

Unlike a solar panel on your roof, a Tesla on your driveway, or a windmill on the hill, these solutions can be complex. This is why we need to demystify them and get larger audiences of people to understand what water innovation is and what's possible!

And judging by Imagine H2O's portfolio's \$800+ million raised, I'd call them successful in that endeavor.

We also covered:

- How Imagine H2O's non-profit business model works, and who the organization partners with to maximize its impact
- How market competitors can incredibly work together to take new solutions off the ground
- How entrepreneurs entering from other sectors bring a breath of fresh air and how fun it is to work with them
- How sometimes, entrepreneurs hang around a little longer than they should in the Water Industry
- How some valuations we currently see in the Water Sector can be detrimental to both the founder and the investor
- How the booming accelerator playground offers incredible resources for entrepreneurs while also reaching some boundaries
- Focus being the name of the game, the criterion to work with Imagine H2O, the most important thing to look at as a water entrepreneur, water as a global opportunity and a local market, scaling up, building for the long-term... and much more!

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head over to dww.show

