



Colin Goddard

is Director at Source Global

SOURCE[®]

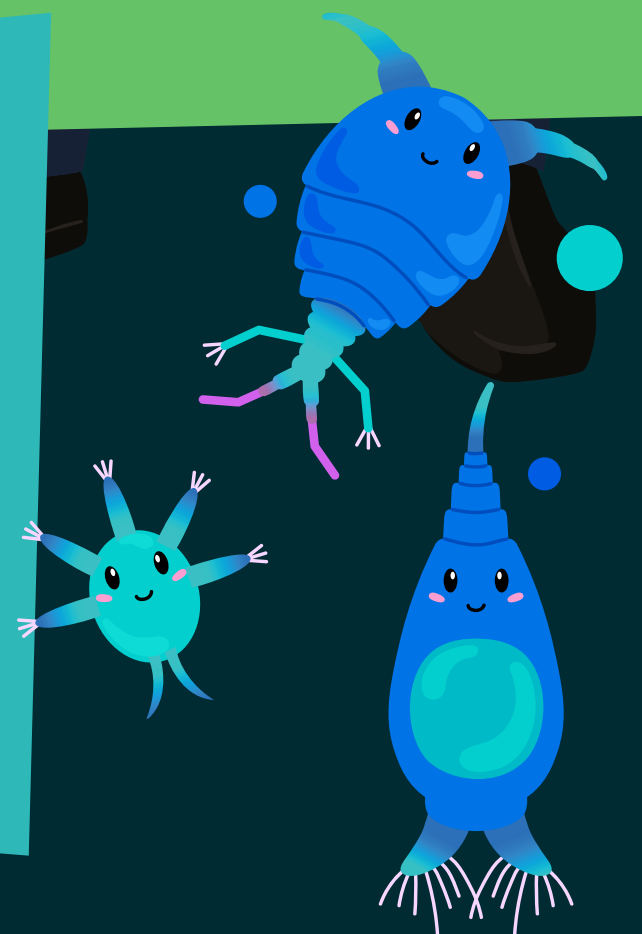
**More than 2,000,000
Americans live without
basic access to safe
drinking water and
sanitation.**

**... and Dig Deep,
the non-profit that
commissioned the
study, estimates that
this is probably an
understatement.**



**In the United States,
over 44,000,000
people are served by
water systems that
recently had health-
based Safe-Drinking
Water Act violations.**

People think there
is full access in
the US, but really
you don't have to
scratch the surface
much to find those
places in the United
States where this is
a challenge!



Dig Deep also reports that native Americans are **19 times more likely to lack access to safe drinking water** than white households.

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

In the Navajo Nation, this represents 40% of homes. And with the direct neighborhood of 500 abandoned uranium mines, groundwater isn't really a viable alternative.



So, what's left? Trucking bottled water or directly trucking water?

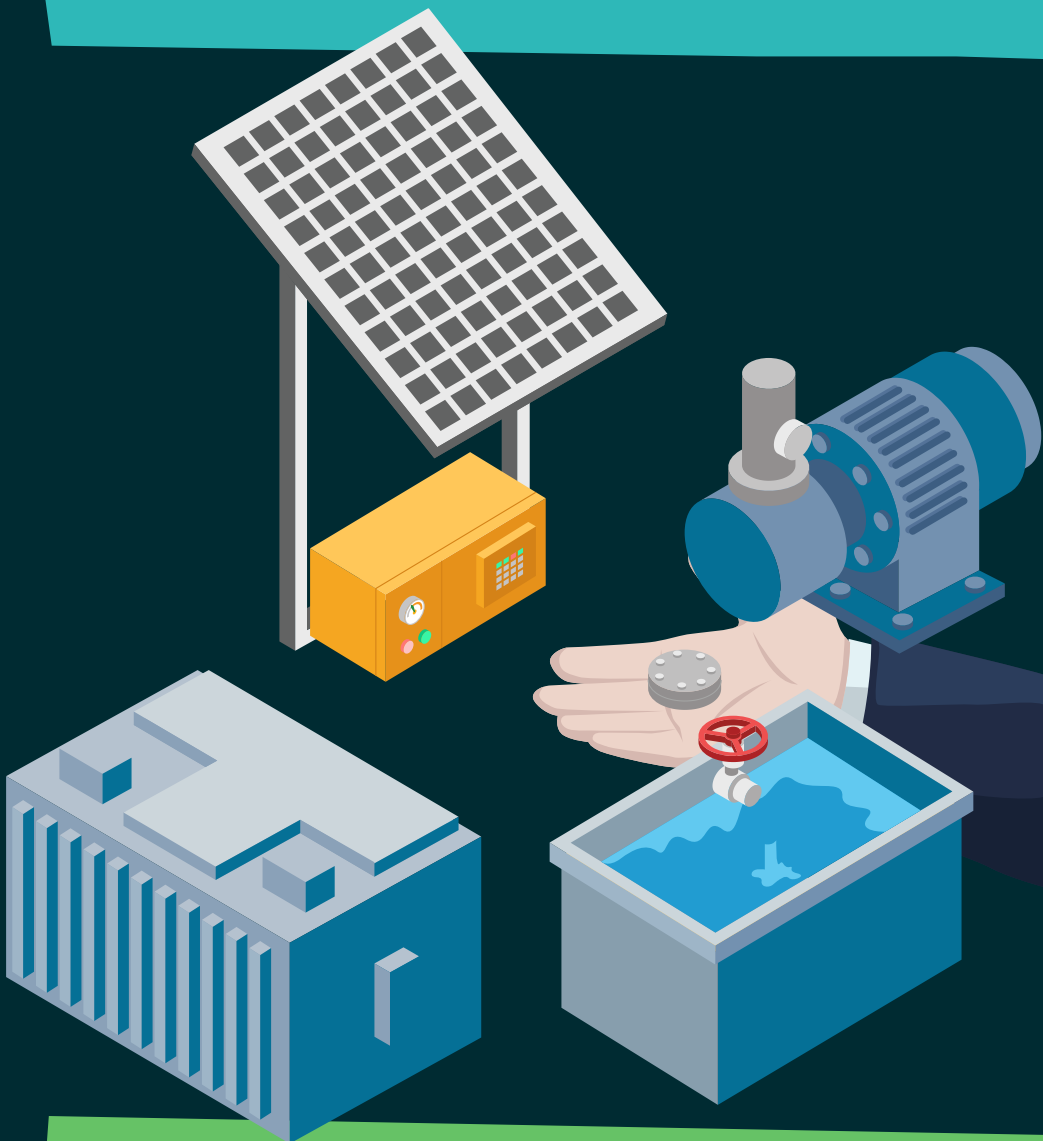
This same outcome can be achieved with a separate, clean drinking water supply without all the plastic waste and corresponding greenhouse gas emissions from having to truck that water and dispose of the plastic bottles once they're done.



This is actually Source's value proposition:

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

Source is an innovative water technology that has developed a whole new way to create perfect drinking water from the atmosphere using nothing but clean, renewable energy.



Leveraging the company's hydropanel, you can produce about five liters of water a day using only solar power and ambient air moisture.

A solution that was put to good use in the Navajo Nation with the support of Barclay's, the Unreasonable Group, and the Johns Hopkins University's Center for American Indian Health.



We have over 500 families drinking clean water in their homes for the first time from our partnership. And we are so excited to continue growing that partnership!

Created by **Cody Friesen** in 2015,
Source generated mixed reactions in the
Water Industry.

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



On the one hand, the company is backed by the entrepreneurship's who's who, with Bill Gates, Jeff Bezos, and Jack Ma on its capital. And having raised over \$360 Million, they're probably not far from being a unicorn.

On the other hand, despite their ambition to one day become the cheapest source of water on earth, there is still a long way to go:

 **15**



You're looking at a cost of roughly seven and a half cents a water bottle, or around 15 cents a liter.



This makes for \$150/m³, or about 30 times the US average tap water tariff.

Yet, that comparison doesn't mean much in places with no access to tap water or where that tap isn't safe enough.

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

So the real benchmark is bulk or bottled water, which comes at similar price tags, yet in a less sustainable fashion.

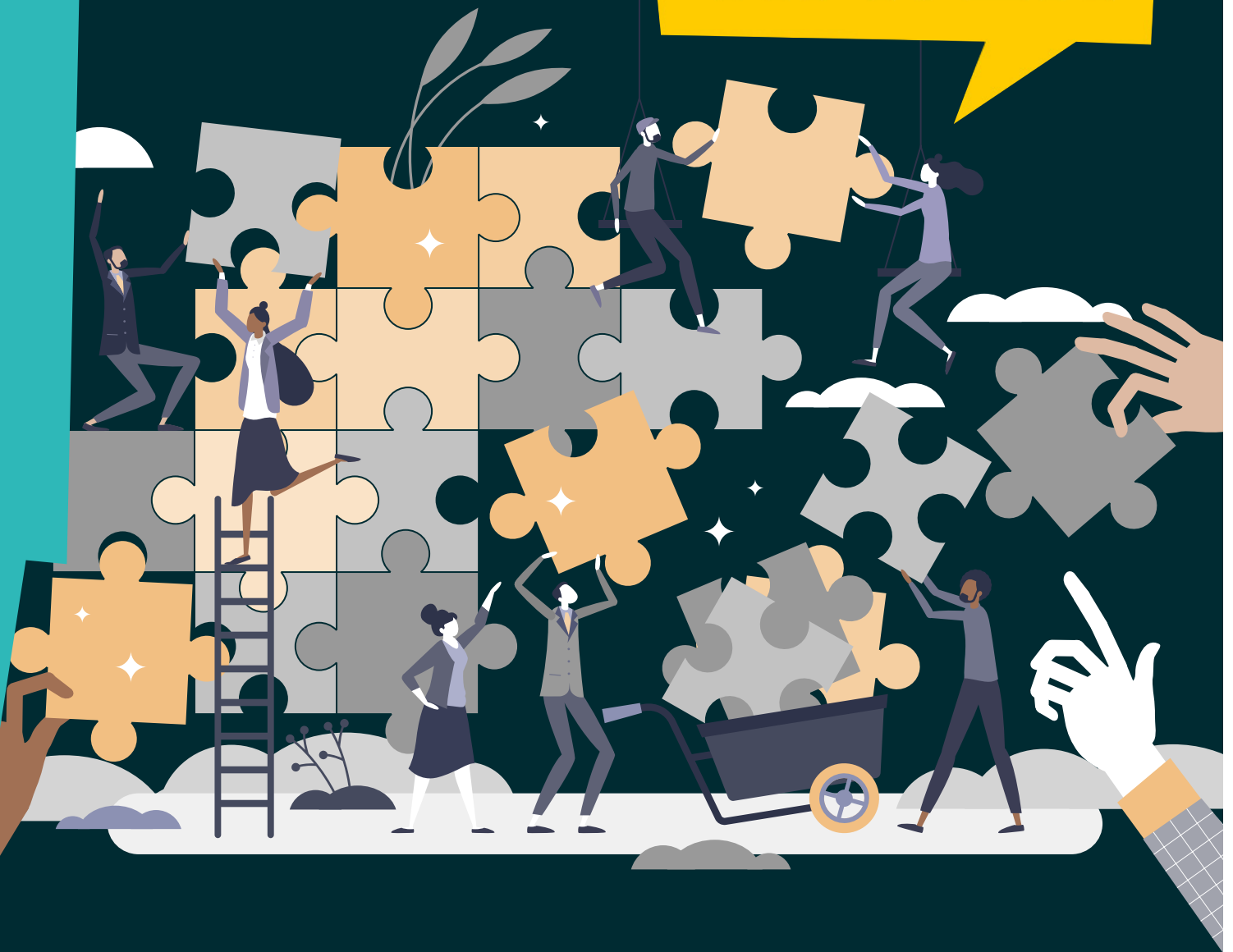
Is the Source solution perfect? Not yet, and it doesn't pretend to be. We've seen that it is still somewhat expensive; the panels are quite heavy, have a high footprint, and relatively small output.

But it also has the potential to be a step change for some!



We have it in the bylaws of our company to be thoughtful about what we do and how we do it in terms of the planet and the communities in which we work.

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



... one of the reasons why Source is also a certified B-Corp.

We also covered:

- How centralized water solutions and technologies have failed to serve the edges of the grid
- How Source doesn't identify as an atmospheric water generation technology and why
- How the Hydropanels work, how they're monitored, how much they cost and over how long
- How Source's technology fits two different main purposes, and hence can even be a suitable solution for California
- Source's business model, their own bottled water production, how a future decentralized water ecosystem would look like, water fit for purpose... and much more!

**Don't miss a single bite:
head over to dww.show!**

