

Greg Newbloom

is the CEO & Founder of Membrion

MEMBRION

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

The Truth is Out There... But would you dare to ask?

Today's story is one of an alien. No, not a little gray creature, but a Water Industry outsider.



Some smart investors that joined us early on said, looking at our technology: "what this can do... you really should be thinking about water!"

That's a hint, but water is broad: where would you start? Actually, it's not "where" but "how" that matters.

And when it comes to how, Greg had a clear methodology: talk with end-users, ask questions, and stay curious:

One of the most shocking things I learned about getting into the water industry is how common it is to truck wastewater from one site to another. In our world of trying to do things more sustainably and efficiently, the idea of loading water onto a truck and driving it somewhere is the antithesis of sustainability, right?



So Membrion strived to understand how an industry consistently did something that sounded so off. And they catered to build a solution that was too good to be ignored.

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

How? Greg explains it brilliantly in this week's podcast episode, so I won't badly paraphrase it - you should definitely check it out.



But whether you're interested in an ion-exchanging ceramic membrane, its perks, and what it can unlock or not, there's one more incredible piece of advice you shall take home from Greg's approach.

At the stage that we're at. There's a lot of value in me having access directly to some of these customers. I do like to talk and understand. And I think part of that helps keep me fresh as to where the company's strategy needs to move.



To ensure this direct link to customer problems, Membrion has a trick.

(DON'T!)
WASTE WATER

If you go to their website and use their contact form, you won't end up in Walhalla or on some intern's to-do list.



There's nothing that can replace the voice of the customer as good as conferences and events may be. Nothing will replace hearing directly from someone with a problem!

And it doesn't stop at fostering the link to your customers - the same applies to your industry peers.



We spent months learning things that other people already knew, so now we're much more eager to just find people who already know what they're doing.



It takes courage and humility to admit someone out there knows better. But it's invaluable.

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



If you haven't yet, you have to try it out!

We also covered:

- How you can treat any stream with a membrane, but only a few profitably - unless you have a trick to optimise or short-cut pre-treatment
- How industrial wastewater that gets trucked away is a very complex soup to handle, and how to solve that riddle
- How the right solution leads to a win-win: it is both profitable and sustainable
- Starting a relationship by proving the solution can work in the worst possible conditions to win a customer's confidence
- Pivoting the company to define the right value chain segment to cover and growing from a membrane to a module
- How to transform a pilot into a demo, a full scale and ultimately a flagship reference
- How water scarcity brings back the real sense of the value of water, especially in an industrial context
- Connecting passion, technology, entrepreneurship, and harsh realities, how it feels to get accelerated from the inside, derisking new solutions, replacing an industry standard, testing waters to find the best market fit, the perks, and limits of ceramics

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

