

Michael Doran

is the President and Co-Founder of
Aclarus Ozone

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



ACLARUSTM
OZONE

\ H2OSOLVED

Why would anyone in his
right mind want to start a
company around technology
over a century old?

(Ozonation has been uninterrupted in Nice's
water treatment plant since 1907!)

... especially when the two
largest water companies
in the world already have a
department catered to that
tech?

 **VEOLIA**

xylem

Yet trust me, Michael is
everything but a mad lad.

A lot of our clients come to
us, and they aren't looking for
ozone; they're looking for help.



Indeed, Aclarus' twist at the matter doesn't lie in the technology itself.

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It's rather about the market approach. Here's how Michael describes his "special sauce":

To be honest, it's the team! Ozone is not a widget process. It's a high-touch, high-feel application. You really need to understand the scenario, the chemistry, the stoichiometry, the infrastructure, and what it is that is the client's needs. What would provide the most stable and robust solution?



We've often described with my guests how the Water Sector can be desperately conservative and how long it takes for new technology to make its way to the middle of the market.



The other side of that coin is that there's an opportunity to leverage proven tech if you can demonstrate an execution edge.



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If you just buy an ozone generator and bubble it into a tank, many things can go wrong. But if you understand holistically what the infrastructure and scenario are, a solution is there!



Bottom line: you don't need cutting-edge, disruptive new tech to thrive in the Water Sector. There are many more avenues for success!

Your innovation can be in the business model, the go-to-market, the solution's scope...

And last but not least, competition, even from established giants, is rather good news.

It means there's a market, and you won't have to create a category.



All you need is a strong differentiation:

The big guys are great people, and they do great work. But I think that we have more agility to handle unique scenarios and be able to adapt to them. The perks of a lean and agile organization!

So, which century-old technology could you reinvent tomorrow?

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

