(DON'T!)
WASTE WATER

Alex Rappaport

is the CEO and Co-Founder of ZwitterCo

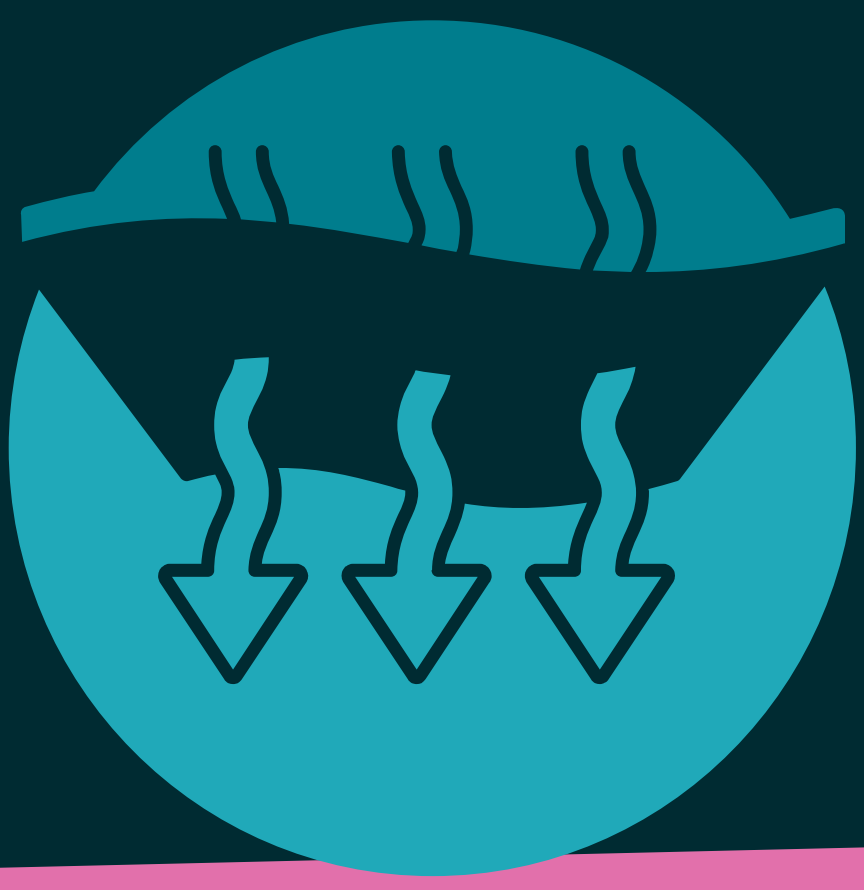
ZwitterCo

Membranes would be almost perfect as a universal water and wastewater treatment if it wasn't for one weakness.

They clog. They foul. They get blocked. Call it as you want: but one thing's for sure, they have a limited lifetime, and backwashing can get really complex in tough waters.

So imagine meeting someone that genuinely tells you:

In five years, we've never found a fluid that permanently fouls our membrane.



Well, that might be true with a trick - like, for instance, only running ultrapure water over that said membrane.

So imagine my surprise when Alex added:

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... and we did a whole bunch of studies! We took plenty of samples from a wide variety of really smelly, vibrant wastewaters from every industry for whom you see the common signs of:

"It's a tough wastewater, so I'm hauling it away by tanker truck."

"It's tough wastewater, so I'm throwing it down the drain and paying surcharges."

"It's harsh wastewater, so I'm not reusing anything in it, whether it's the organics or the water."

"It's just an operating cost to my facility."

Between the lines and listing those pressing challenges in the era of Water Scarcity, ZwitterCo also proved that there was a market.

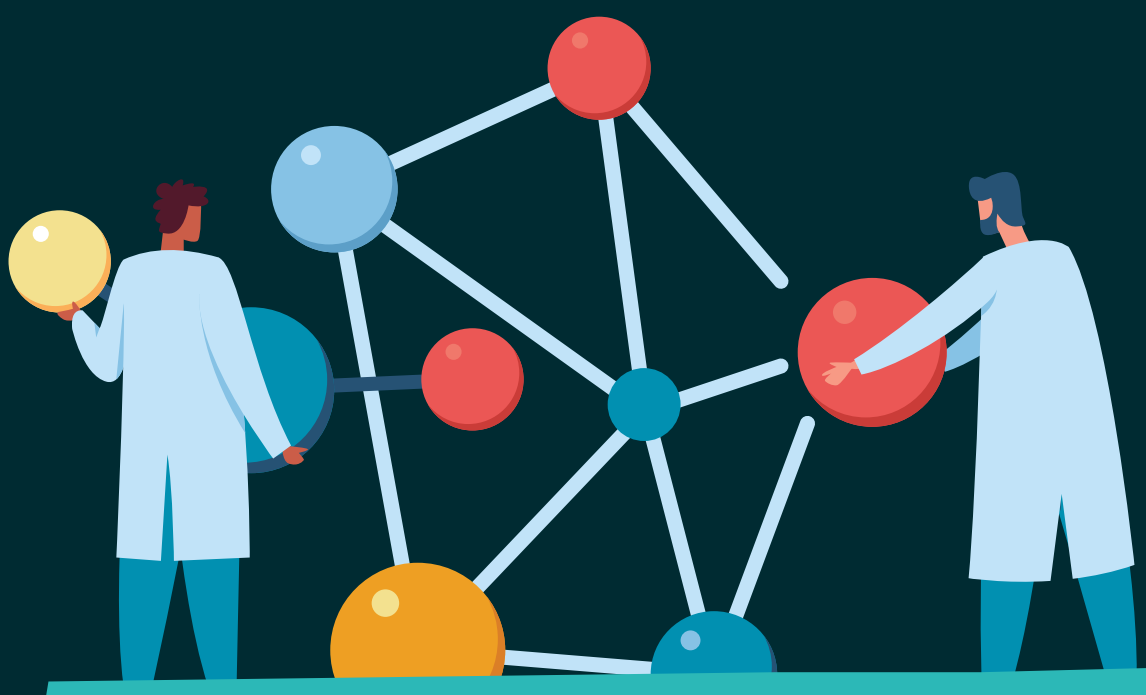
(which shouldn't surprise you if you recall my discussions with Greg Newbloom, Steven De Laet, or Jonathan Rhone, to just name three)

Indeed:

I've never had to walk into a customer conversation and convince them that doing something more interesting with their water was a good idea. Those days are long gone.

It hence looked like the only thing preventing those industrials from jumping into wastewater reuse was to find the technology that would be able to overcome this fouling issue.

That's where a specific family of molecules with a German name comes into play: Zwitterions.

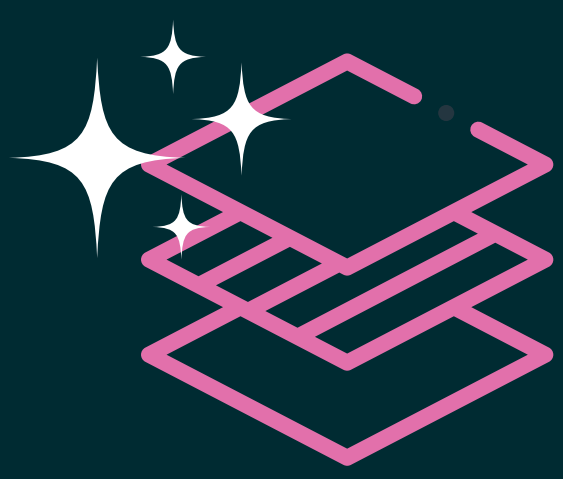


Zwitterions are some of the most hydrophilic materials known to man. They are positively and negatively charged by definition.

That means that they behave like a salt or they have a strong affinity to interact with polar solutions like water. And that allows them to be really hydrophilic.

This hydrophilicity allows them to act as "pores" in a membrane setup and provides our struggling industrials with the desired behavior:

30 minutes of freshwater rinse or very mild bleaching caustic, and you'll fully regenerate the membrane back to its starting performance cycle after cycle!



A game changer, you say? Well, you wouldn't be the only one to think so.

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ZwitterCo just raised the most significant Series A in the history of the Water Industry with a mere $33 million.

Let's recap: they have a proven market, a promising solution, and the appropriate amount of cash in hand to bridge the two.

And beyond, ZwitterCo also has the means to reach the impact they aim for:

Let's get really ambitious here! I'd like to be able to relate this back to the percentage of overall aquifers no longer lost because of the amount of industrial adoption of reuse tools.

Wanna dive into the full story? Head over to your favorite podcatcher and listen to my full conversation with Alex!

Are you interested in Innovation with Impact?
Come meet Alex Rappaport and many other brilliant Water Entrepreneurs, Industry Influencers, Key Decision Makers (and me 😉) at the Upcoming BlueTech Forum in Edinburgh (May 17-18, 2023)!

Get a 20% discount

if you register before the 30th of April by using the code

"Antoine20"

at checkout.

See you in the Highlands!