



### **‘Leveraging Technology and Skill for Success’**

We are the world's catalyst for accelerating the new-technology transfer and commercializing new-technology innovations in the global water market.

We advance use of new-technology and speed-to-market solutions to combat the world water crisis. Our core business focus is on the downstream end of a commercialization chain, early market introduction, and implementation of solutions.

By setting global direction, and creating opportunities for flexible and strategic international collaboration, we deliver significant value to our stakeholders and their customers, and return on investment to investors.

#### **What we do**

We are a fast growing group of new-technology solution providers. We work with industrial water suppliers and water users to optimize resource efficiency and mitigate risk. Our role is to address critical water issues and management challenges, to find ways to speed-up technology transfer, to share new-technology risk, and to reduce the time from innovation to the end-user. We implement solutions to increase productivity and profitability through reduced use of water, energy, materials, and labor.

#### **How we do it**

Simply, we provide much needed collaborative training to transfer new-technology from innovators to the end-users. We work together to leverage our resources and risk. We initiate and manage training programs and partnership water projects, and implement speed-to-market solutions in collaboration with our local working groups at global scale. Because our solutions providers and their customers all face many of the same constraints and concerns, we pool resources to enable effective commercialization of technology through our fast growing global network of experts, partners and customers.

Our solution providers include water market, industry, and technology experts and leaders. We have built key alliances with companies, academia, consortia, NGO's, government agencies and investors.

#### **Experience and Expertise**

Our stakeholders have a long history of delivering value to customer through technology in diverse industries worldwide:

- We foster innovation and execute projects that deliver measurable results;
- We advance use of new-technology tools, systems, solutions, and processes;
- We leverage and pool our experience, expertise and resources;
- We deliver immediate value by leveraging know-how for measurable results;
- We serve as the model for successful international PPP's (public private partnerships);
- We influence the global water market by focusing on the commercialization of technology transfer, education, training, after sales support and research.

## **Working with Us**

As the global water marketplace has grown more complex, we have worked to allow flexibility in joining our projects, working groups and programs. There are numerous ways to work with us.

You can:

- Join our platform to collaborate with other stakeholders, experts, customers, and peers;
- Visit our marketplace to do business with solution providers and customers;
- Share your issues and challenges with our experts to solve problems;
- Participate in our online workshops and training to learn about opportunities;
- Learn how to implement solutions to your specific needs;
- Outsource your tasks, work and projects;
- Initiate partner projects to drive technology transfer in your industry;
- Lead or join a working group to share your experience and expertise or learn;
- Build direct relationships with experts, peers and customers worldwide;
- Access new-technology information, solutions, experts and support services.