



**waterstart**

Engagement  
Opportunities

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## **MEMBERSHIP PACKAGES**

WaterStart is a channel for accelerating the implementation of water innovation. Our members are recognized as global leaders in the delivery, management and conservation of water. WaterStart offers members a platform to prioritize the high-value water management techniques that they have in common while removing common barriers for the adoption of innovative technologies.

### **Member Benefits**

- **Member Portal-** Channels for Innovation is our online resource for members to share how they're implementing innovation. Provides regular opportunities for peer-to-peer sharing of best practices. Members can connect over shared innovation priorities, accessing profiles on more than 300 tech companies, along with in-depth results of technology pilots from throughout the WaterStart membership - content will be delivered via text, audio, and video and provide a forum to interact with other members
- **Annual Member Meetings-** Participation in annual member meetings and events highlighting innovation priorities and pilots of our members. WaterStart will host an annual member meeting in conjunction with the Channels for Innovation Summit in Las Vegas. A second, traveling gathering for members only will also be organized annually. Includes participation in the annual Channels for Innovation Summit
- **Innovation Priority Development-** Utilize the WaterStart team in helping your organization develop its own list of innovation priorities based on your operations and organization structure. Process will incorporate feedback from across the organization and help to define priorities based on your unique needs
- **Pilot Fund-** Unique to WaterStart, this program was created to catalyze the adoption of new technologies by de-risking their installation through jointly funded, full-scale, pilot projects. A joint selection process includes members and technical experts in the preliminary assessment of technologies, as well as and the scoping of pilots based on metrics identified by the funding agencies. Performance evaluations include both technical and financial results for each solution tested.

Member Levels:

**STARTER (\$10,000)** Access to Member Portal + Participation in two Annual Member Meetings

**PROFESSIONAL (\$25,000)** Basic Benefits + Innovation Priority Development

**LEADERSHIP (\$50,000)** Full Benefits + participation in the Pilot Fund





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## **SPONSOR PACKAGES**

### **DRINKUBATOR (\$250-\$1000)**

Support WaterStart's quarterly networking event for the local water community. Benefits include brand recognition and opportunity to present at event on technology/projects, if applicable.

### **WATERSTARTER (\$5000)**

WaterStarter is WaterStart's internship program accelerating the emerging workforce towards a career in the water sector. This exclusive opportunity channels prospective water professionals through a 9-month program where they will work alongside technology startups, large water management agencies and consumers at the frontline of innovation. This program culminates with a capstone presentation at the annual Channels for Innovation Summit. Benefits include brand recognition and access to a pool of future leaders in water.

### **CHANNELS FOR INNOVATION SUMMIT (\$2000-\$15000)**

The annual CFI Summit, in partnership with Isle Utilities, brings together dynamic leaders and entrepreneurs in the water industry to highlight case studies and share perspectives on innovation at a national and international scale. Benefits are highlighted in separate CFI sponsorship packages that can be found at [www.channelsforinnovation.com](http://www.channelsforinnovation.com) or provided upon request.

### **CHANNELS FOR INNOVATION (\$10,000-\$30,000)**

This exclusive member portal serves as a channel for compiling and communicating specific findings related to innovation priorities and pilot projects. Knowledge sharing of results from pilot projects promotes successful adoption of tested and demonstrated technologies by delivering high-value expertise related to technology viability and return-on-investment from experienced first adopters. This platform also benefits smaller communities or underdeveloped areas with limited to no resources to support innovation.

### **MORE.SAFER.CHEAPER FUND (\$50,000-\$250,000)**

This fund is designed to support the implementation of water solutions that address challenges in improving the safe, reliable, and efficient management of water. Through this matching fund opportunity, the risk of adopting new and deployable technologies is reduced for the technology adopter and a gateway is created for technology companies that are looking to enter the marketplace.



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**OUR SERVICES**

### **PRIORITIZING INNOVATION (\$25,000)**

- assist asset owners and operators in identifying and prioritizing needs for innovation
- provide in-depth understanding of water processing and manage to ID reliable technical and financial performance metrics
- list of 5 - 12 priorities

### **INNOVATION SCOUTING (\$50,000)**

- identify potential solutions from global recruitment and innovation network
- Issue a Request for Proposals based on specific innovation priorities
- evaluation of 10 - 20 technologies with 2 - 5 viable options selected - \$50,000

### **PILOTING & DEMONSTRATION (\$50,000-\$150,000)**

- coordinate the scoping & deployment of new technologies at scale
- depending on direct costs (time, materials, equipment, etc.)

### **INNOVATION EVALUATION SERVICES (\$10,000-\$50,000)**

- leverage WaterStart's network to provide independent analysis of specific innovation solutions
- assess the technical and financial performance of innovation solutions
- depending on scope (market analysis, lit. Review, pilot eval)

### **MARKET INTELLIGENCE (\$10,000-\$20,000)**

- leverage WaterStart's network to understand specific areas of demand for innovation in the water sector
- access WaterStart's full network to gain insight on innovation priorities, insights on specific technologies viability and case study results - \$20,000
- access Specific Case Study Results - see the results of specific pilots to gain insight on technical and financial performance - \$10,000

### **INNOVATION SHOWCASE (\$5,000-\$15,000)**

- participate in demos and annual meetings highlighting adoption of innovation - \$5,000 to \$15,000