Challenges and Opportunities

- Water is the “petroleum of the next century” according to Goldman Sachs.
- Developing country water markets are expected to grow by over 10% for the next 5-10 years.
- Ag represents 70% of global water demand; 55% of traditional irrigation water is wasted.
- Revenues of water-related businesses focused on disruptive technologies will grow from $522B - $1T by 2020.
Securing Water for Food

- $32 million Grand Challenge for Development funded by USAID, and Sida, and the Ministry of Foreign Affairs of the Kingdom of The Netherlands

- Water/Food nexus with 3 broad focus areas: Re-use, capture/storage, & salinity

- Goal: enable the production of more food with less water and/or make more water available for food production, processing, and distribution.

- Multiple “calls” for innovations

- Technology and business model innovations

- Financial and non-financial assistance to winners
Securing Water for Food will:

- Develop/advance prototypes, products, and business models that can promote economic growth and community stability.

- Pilot/test solutions on-the-ground that will improve health and economic well-being of local communities

- Launch point solution prizes that can apply the most innovative technology to overcome key business barriers
The Focus Areas:

New and Sustainable Water Solutions for the Food Value Chain

Salinity
- Low-Cost
- Low-Energy
- Brackish Water
  - Focus/Reducing Saline Aquifers
- Small Community Systems
- Applicable to one or many parts the food value chain

Water Capture and Storage
- Low-Cost
- Low-Energy
- Applicable to multiple parts of the food value chain
- Improve Water Sustainability

Water Re-Use and Efficiency
- Low-Cost
- Low-Energy
- Reduce water demand in the food value chain
- Improve water use and crop yields
First call for innovations: BAA Round One

- $15 million call for innovations in all three focus areas
- Innovators can come from nearly anywhere; implementation must take place in developing or emerging country
- Released November 2013
  - Concept Note submission closed January 2014
  - 83 Semi-finalists were announced on World Water Day - March 21, 2014
  - Winners to be announced September 2014
- Received 520 applications from over 90 countries
BAA Round One Process:

**Source**
- Understand the state of innovation in our three focus areas
- Clearly define barriers that we’re asking innovators to solve
- Focus on solutions that have been proven in full scale operational pilots

**Select**
- Convene diverse panel of qualified judges from private sector, academia, and government
- Judge applications on innovation, sustainability, and business viability

**Scale**
- Intensive financial and technical support to winners
- Mentoring from private sector coaches
- Structured pitch days with investor circles
- Rigorous media/PR effort to shine a light on most promising innovations
<table>
<thead>
<tr>
<th>Objective</th>
<th>Barriers</th>
<th>Interventions</th>
</tr>
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<tbody>
<tr>
<td>Increase private sector investment in water salinity, re-use, efficiency, capture and storage technologies development and deployment</td>
<td>Lack of business models appropriate for developing world market</td>
<td>Provide funding for technologies and business model innovations</td>
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<td>Distribution Systems aren’t adequately disseminating water technologies</td>
<td>Build relationships between existing distributors and water tech companies and build new relationships through Water Innovation Accelerator</td>
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<td></td>
<td>Difficult to find private investment to bring solutions to scale</td>
<td>Incentivize private investment to scale solutions with risk mitigation and project development</td>
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</table>
Round One Eligible Stages of Innovation

Validation Stage Stage
30% of funding

Commercialization Stage
70% of funding
Round One Funding

- Awards made for “up to” amount based on stage in lifecycle

<table>
<thead>
<tr>
<th>Stage of Innovation</th>
<th>Maximum Initial Financial Support</th>
<th>Maximum Future Financial Support (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 1 – Validation</td>
<td>$100,000</td>
<td>$500,000</td>
</tr>
<tr>
<td>Stage 2 – Commercialization/Scaling</td>
<td>$500,000</td>
<td>$3 million</td>
</tr>
</tbody>
</table>

- Requires achievement of technical and financial milestones; we expect that not all innovators will get future financial support
Results

520 Applications

92 Countries
Acceleration Track

- $3 million Acceleration Facility to help awardees reach technical and financial milestones

- Integrated acceleration track will include:
  - General business development – all awardees
  - Partnership facilitation – later stage awardees
  - Investment facilitation – later stage awardees

- Tailored acceleration workplans for all awardees specifying technical and financial milestones
Round One Finalists

- Announced World Water Day (June 2, 2014)
  - 40 Finalists are collectively proposing to work in over 30 countries
  - Nearly 70% of the semi-finalists have proposed Stage 1 innovations; 30% have proposed Stage 2
  - Focus area concentration:
    - Water efficiency and reuse innovations: 41%
    - Water capture and storage innovations: 10%
    - Salinity/saltwater intrusion: 10%
    - Several have combinations of one or more focus areas

- Please see [www.securingwaterforfood.org](http://www.securingwaterforfood.org) for full list of semifinalists, including country of implementation
Second call: The Desal Prize

- Water demand growing beyond fresh water sources
- Existing brackish water desalination devices face many challenges:
  - High-energy use / cost
  - Non-sustainable brine waste disposal strategy
  - Low % recovery of product water
- Goal: develop single device that contains the functionality to provide potable water for humans and water appropriate for livestock and crops
The Desal Prize

- Approximately $1 million prize to develop workable prototypes for small-scale multi-use desalination
- Launched World Water Day (March 21, 2014)
- Semi-finalists will be announced September 2014
- Additional support from the US Bureau of Reclamation
- Launching the prize with Request for Information (RFI) to gather input on technical criteria. Technologies must:
  - Be appropriate for small-scale household and farm-use implementation
  - Provide water quality suitable for human consumption, livestock watering, and crop irrigation
  - Be powered by renewable energy to provide an affordable and autonomous desalination unit appropriate for developing and emerging countries
  - Be environmentally sustainable and minimize brine waste
For more information, please visit

www.securingwaterforfood.org

Thank you!
Any Questions?