

FACT SHEET: Imagine H2O, the Organization

- **Mission:** Imagine H2O (“IH2O”, www.ImagineH2O.org) is a non-profit whose mission is to inspire and empower people to solve water problems.
- **Vision:** To turn water problems into opportunities. Our program is designed to serve as a launchpad for water innovation to the world by helping entrepreneurs turn great plans into great businesses. We are building an ecosystem - the Silicon Valley for water - linking stakeholders to a dedicated program reaching academic institutions, governments, non-profits, and businesses.
- **IH2O 2009 Business Plan Competition:** The IH2O Business Plan Competition selects and rewards the best business plans from around the world focused on one critical water problem each year.
 - *2009 Prize Topic:* Water Efficiency. Please see the Official Rules for a definition of water efficiency businesses.
 - *Prize Amount:* Winners will share \$70k in prizes, including \$30k in cash and \$40k in in-kind professional services.
 - *IH2O Incubator Program:* Provides winners with support in developing their business including: valuable pro bono professional services; coaching by experienced mentors and entrepreneurs; and introductions to customers, partners, and financiers.
- **History:** Founded in 2007 at Harvard Business School by a team of leaders in the water, energy, and non-profit sectors. Prizes have inspired some of humanity’s greatest achievements, from Charles Lindbergh’s flight to advancements in genomics. We believe in the power of prizes to inspire innovation, and we welcome more prizes targeting water problems.
- **Team:** We are social entrepreneurs who believe we can have the greatest human impact in clean water and sanitation by spurring entrepreneurship and innovation.
 - Tamin Pechet, *Chairman & Executive Director*, also a Principal with Catamount Ventures specializing in water and clean technology, and a frequent speaker on water issues.
 - Matt Evans, *Co-Founder & Director*, also a Principal at Salmon River Capital, a New York growth equity firm.
 - Brian Matthay, *Program Manager*, also a renewable resource specialist in Wells Fargo Environmental Finance.
 - 50 committed volunteers nationally.
 - Internationally recognized public and private sector partner network.
- **Advisory Board:** Advised by a world-class Advisory Board of leaders in water, venture capital, non-profit, and prize design, including:
 - Paul Jansen, Director of the Global Nonprofit Practice, McKinsey & Co.
 - Andre Perold, Professor, Harvard Business School, Chair, HighVista Strategies

- Ramesh Rengarajan, Former Advanced Programs Leader, GE Water & Process Technologies
 - John Schroeder, President, Graver Technologies
 - Tom Pokorsky, CEO Aquarius Technologies, former President, ITT Industries Advanced Water Treatment
 - Rebeca Hwang, Sr. Advisor to the MIT 100k Prize, Director of the Clean Tech Open Competition, Manager of Network and Development, Younoodle, Inc.
 - Mike Reardon, Former President & COO, Culligan International
 - Fred Wang, General Partner, Trinity Ventures
 - David Henderson, Managing Director, XPV Capital
 - Mark Silverman, Managing Director, Catamount Ventures
- Partners: Partners include internationally recognized organizations from the public and private sectors:
 - RBC (Royal Bank of Canada, www.rbc.com): Imagine H₂O's founding sponsor
 - Full Circle Fund (www.fullcirclefund.org): Imagine H₂O won the Full Circle Fund's 2008 Environmental Leadership Award and Grant
 - Cooley Godward Kronish LLP
 - PricewaterhouseCoopers
 - Publicis In The West (Publicis Group)
 - San Francisco Public Utility Commission
 - National Water Research Institute
 - Berkeley Energy Resources Collaborative
 - Babson College
- IH₂O Success Metrics:
 - *Direct Impact*: New solutions to a critical water problem each year.
 - Metrics include: (a) the number of participants in our competitions, (b) the number of sustainable solutions that our program inspires and supports, and (c) the impact of the solutions by how many reach the market and their market success.
 - *Systemic Impact*: Creating an ecosystem for water entrepreneurship and innovation.
 - Metrics include: (a) The size and depth of our community of entrepreneurs, inventors, caring citizens, scientists, and industry and capital partners dedicated to the water sector; (b) Our ability to raise the profile of water as an opportunity.
- Who Can Get Involved: Entrepreneurs, innovators, businesses, investors, non-profits, government agencies, and academic institutions.
 - *Entrepreneurs and Innovators*: Compete for the inaugural Imagine H₂O Business Plan Competition for Water Efficiency.
 - *Judges and Mentors*: Opportunity for water leaders to find and support the next generation of water leaders.
 - *Volunteers*: There are a number of opportunities to get involved, as much or as little as you'd like.
 - *Sponsors and Donors*: Unique opportunities for sponsorship.
 - *Partners*: We rely on a network of partners across stakeholder categories.

- Press: Recently featured in San Francisco Chronicle, Reuters, Forbes.com, San Francisco Business Times, PE Hub
 - “Imagine H2O is providing a critical niche for water innovation by creating unique opportunities for collaboration between diverse public and private sectors.”
- *Dr. Cindy Lin, EPA Senior Environmental Scientist & So. Calif. Regional Liaison*
 - “Imagine H2O aims to bridge the worlds of technology, capital and development to resolve one of the world’s most basic, yet most pressing problems that a billion human face – the lack of clean, accessible and affordable water.”
- *Arunabha Ghosh, former Policy Specialist, UN Development Program and Co-Author of Human Development Report 2006 – Beyond Scarcity: Power, Poverty, and the Global Water Crisis*
 - "I applaud Imagine H2O for recognizing the importance of water conservation. In a state like California where we are constantly facing drought restrictions, promoting innovation to more efficiently use water is a must."
- *San Francisco Mayor Gavin Newsom*