



FACT SHEET:
The Imagine H2O Prize and Incubator Program
2009-2010 Inaugural Competition

Imagine H2O (www.ImagineH2O.org) is a non-profit whose mission is to inspire and empower people to solve water problems.

What A business plan competition, offering prizes of \$70,000 in cash and in-kind professional services, for those plans which promise the greatest breakthroughs in the efficient use and supply of water. This includes plans which improve water efficiency in agriculture, commercial, industrial or residential applications, such as water demand reduction, improved water use, water recycling and/or reuse. Future competitions will have different prize topics addressing other critical water problems.

Plans will be judged by their commercial potential and viability (i.e. solutions that can become successful businesses and do not depend on philanthropic or NGO support).

In addition to \$30,000 in cash prizes, winners will also receive in-depth business incubation services as part of the "IH2O Incubator Program" to help bring their ideas to market. Services include: up to \$20,000 in legal services from Cooley Godward Kronish LLP; up to \$20,000 in accounting services from PricewaterhouseCoopers; introductions to financiers, potential beta customers, and go-to-market partners; and reduced rate or free office space and lab space. Winners will enjoy publicity and the opportunity to present at the Imagine H2O Showcase in early 2010.

When Entries will be accepted from around the world beginning September 1 through November 16, 2009. IH2O will select up to 10 finalists in December 2009, who will submit additional materials regarding their proposed business plans and make an interactive presentation to a panel of judges in February 2010. The three highest scoring teams among the finalists will be selected to make live presentations at the Imagine H2O Showcase, which will be held in late February 2010, from which the final winner will be selected.

Where The competition is open to entries from around the world. Entries are submitted and judged over the web. Seminars and workshops will occur in Boston, the San Francisco Bay Area, Las Vegas, and other cities to be determined.

Who The competition is open to any participants globally who meet the competition rules. We expect to hear from entrepreneurs, students, scientists, concerned citizens, policy makers, business executives, and members of the water industry.

For the sponsors, partners and team behind Imagine H2O and the prize, please see "FACT SHEET: Imagine H2O, the Organization."

Why Water waste is an economic, political, environmental and health problem. Increasing efficiency, however, offers a multi-billion dollar commercial opportunity. The competition will not only raise awareness of the water opportunity, but connect an ecosystem of entrepreneurs, innovators, investors, corporations, government agencies, non-profits, and academic institutions with a stake in turning intelligent water use into an opportunity.

The Imagine H₂O Prize differs from other water prizes because we are 100% water-focused, and we are focused on turning water problems into opportunities. Our difference lies in (1) Our program: A forward-looking prize to solicit and develop solutions in a particular problem area and intensive, water-focused incubation support to overcome historical challenges in taking new solutions to market; and (2) Our people: An ecosystem of water experts, entrepreneurs, investors, and operators who understand the problems and opportunities our program participants will face.

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.

How Competition Eligibility Rules and Guidelines, How to Enter, and Evaluation

- Please refer to "IH₂O Official Competition Rules" for a complete listing of the competition's rules and guidelines for participation and eligibility, as well as links to information on how to enter.

The IH₂O Incubator Program

We offer a comprehensive program to support water entrepreneurs and innovators: Business plan coaching, mentoring from water experts and business CEOs, team-building and networking, introductions to financiers, strategic partners, beta customers, and help securing lab space and office space.

- **For All Contestants:** Imagine H₂O will host seminars and workshops to expose the opportunity in water efficiency businesses and water innovation. Contestants will receive feedback on their plans and networking and team-building opportunities, as well as guidance on start-up basics.
- **Second Place and Third Place Prizes:** \$7,500 cash prize; up to \$5,000 of in-kind legal services from Cooley Godward Kronish LLP and up to \$5,000 of in-kind accounting services from PricewaterhouseCoopers; introductions to beta customers, financiers, and go-to-market partners; and publicity at the Imagine H₂O Showcase in February 2010.
- **Grand Prize:** \$15,000 cash prize; up to \$10,000 of in-kind legal services from Cooley Godward Kronish LLP and up to \$10,000 of in-kind accounting services from PricewaterhouseCoopers; introductions to beta customers, financiers, and go-to-market partners; assistance in securing lab and/or office space; and publicity at the Imagine H₂O Showcase in February 2010.

Future Imagine H₂O Prizes (targeted for 2010)

- **Policy Prize:** Imagine H₂O and its partners will launch a future prize to invite innovation in a particular segment of water policy. The authors of the winning policy outline will receive cash prizes and incubation support to transform their solutions into a formal legislative proposal.
- **Youth Prize:** Imagine H₂O and its partners will launch a future prize targeting high school students as the next generation of water innovators. The best inventors will receive cash prizes and incubation support to turn their ideas into business plans with real-world application.