2022 Programs

Imagine H2O Accelerator
Imagine H2O Asia
Urban Water Challenge
ABOUT IMAGINE H2O

We’re the go-to-partner for developing, piloting and scaling water innovations.

We leverage our deep sector expertise and expansive global ecosystem of investors, partners, and advisors to equip our startups with everything they need to bring their technologies to market.

With an exclusive focus on water and a zero-equity model, we provide comprehensive support that reflects the sector’s unique opportunities and challenges.

HIGHLIGHTS

168 startups from 20 countries

$1.4M in pilot funding, supporting 40+ projects in 16 countries

$800M+ raised by our startups

81 tech adopters

www.imagineh2o.org
PROGRAM BENEFITS

All Imagine H2O startups receive the following benefits, regardless of program:

**Startup Development**
Access dedicated mentors and training sessions focused on entrepreneurial decision making in the water sector.

**Ecosystem Access**
Receive direct introductions to a global network of 80+ Tech Adopters, 200+ investors, and 165+ alumni founders.

**Visibility & Marketing**
Showcase your technology at global industry events and benefit from Imagine H2O’s stamp of approval.

**Pilot Support**
Secure financial and non-financial support to ensure pilot and demonstration projects are successful.
## OUR PROGRAMS

<table>
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<tr>
<th>Program</th>
<th>Imagine H2O Accelerator</th>
<th>Imagine H2O Asia</th>
<th>Urban Water Challenge</th>
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<tbody>
<tr>
<td><strong>Primary focus</strong></td>
<td>Startup development and acceleration program for startups all over the world.</td>
<td>Startup acceleration program geared towards Asia-Pacific market entry and access.</td>
<td>Global competition for water entrepreneurs ready to validate and pilot their solutions in coastal cities (up to $100k in pilot funding per company).</td>
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<tr>
<td><strong>Geographic focus</strong></td>
<td>This program is open to global applicants. However, if you are based in the Asia-Pacific, or focused on deploying in the region, we encourage you to apply to Imagine H2O Asia.</td>
<td>This program is open to global applicants that can demonstrate sufficient readiness and commitment to building their business in the Asia-Pacific.</td>
<td>This program is open to global applicants piloting in coastal cities.</td>
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Note: There are multiple ways to participate in our programming. Many startups participate in one single program. However, several have participated in multiple programs - either in a single cycle or over multiple cycles.
## ELIGIBILITY CRITERIA

<table>
<thead>
<tr>
<th>Eligibility Criteria</th>
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<tbody>
<tr>
<td><strong>Operating Status</strong></td>
<td>For profit entity</td>
<td>For profit entity</td>
<td>For profit entity</td>
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<tr>
<td><strong>Company Stage</strong></td>
<td>Successful participants have completed a proof of concept and can demonstrate high potential for commercial viability and impact.</td>
<td>A. Successful participants based outside Asia-Pacific have market-ready solutions that are sufficiently de-risked to pursue opportunities in new markets across the region.</td>
<td>Successful participants are able to make significant progress towards a demonstration project within 12 months and are committed to making an impact on urban water management.</td>
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<td></td>
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<td>B. Successful applicants based in Singapore/Asia-Pacific have completed a proof of concept and can demonstrate high potential for commercial viability and impact.</td>
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<td><strong>Company Age</strong></td>
<td>Less than 7 years in operation</td>
<td>Less than 12 years in operation</td>
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<tr>
<td><strong>Revenue</strong></td>
<td>Less than $5M in Revenue</td>
<td>Less than $5M in revenue</td>
<td></td>
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<tr>
<td><strong>Equity Investment</strong></td>
<td>Less than $10M of equity investment</td>
<td>Less than $20M of equity investment</td>
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Learn more about the [Imagine H2O Accelerator](https://www.imagineh2o.org), [Imagine H2O Asia](https://www.imagineh2o.org), and the [Urban Water Challenge](https://www.imagineh2o.org).
Imagine H2O Accelerator & Urban Water Challenge

Program Launches: October 2022
Program Ends: July 2023

Applications Open: June 2022
Applications Close: August 2022
Applications Close: September 2022
Applications Open: December 2023

Imagine H2O Asia

Program Launches: August 2022
Program Ends: December 2023

Applications Open: June 2022
Applications Close: August 2022

www.imagineh2o.org
TACKLING CLIMATE CHANGE
Empower communities to adapt to today’s challenges while decarbonizing water and wastewater management

INCREASING EFFICIENCY
Reduce losses, promote reuse, enhance monitoring, and optimize treatment and distribution systems

IMPROVING HEALTH
Monitor and understand water contamination, prevent and safely treat pollution, and restore our ecosystems

EXPANDING EQUITY
Accelerate progress towards universal access and affordability of safe water to underserved communities

TECHNOLOGY CATEGORIES

Illustrative water and wastewater technologies include:

- Agriculture and aquaculture
- Drinking water
- Environmental remediation
- Groundwater management
- Network and Non-Revenue Water Management
- Ocean health and ballast water
- Risk management
- Sanitation
- Stormwater and flood control
- Water efficiency and conservation
- Water-energy nexus
- Watershed management
- Water and financial services
- Water quality
- Wastewater treatment and reuse

Note: Please refer to our impact page to learn more about the diversity of solutions addressing these themes
CASE STUDIES

Imagine H2O Accelerator

SENTRY went through the Accelerator in 2018 after developing their product for 4 years. The program was vital in their early stages of development, receiving hands-on support and mentorship from the Imagine H2O team and network. The company was able to develop a scalable sales strategy, acquire new customers, test new applications of their technology, and market their solution to a global audience.

Urban Water Challenge

As they continued their global expansion, they applied to the Urban Water Challenge to jumpstart a deployment in South America in partnership with leading water consultants and the World Bank. The Urban Water Challenge also provided co-funding to SENTRY’s first project in Vietnam, sourced and supported by Imagine H2O Asia.

Imagine H2O Asia

After securing 50+ sensor installations in North America and Europe, SENTRY joined Imagine H2O Asia to explore how it could replicate that early success across new markets in Southeast Asia. Imagine H2O Asia provided hands-on, in-country support to identify and vet potential customers, showcase at major regional events like Singapore International Water Week and design and implement pilot projects. SENTRY is now testing or deploying its solution in four markets across Southeast Asia, including Singapore.

Imagine H2O Accelerator

GWT came through the Accelerator after developing their technology and deploying it across the Midwest. They used the program to refine their business model, acquire new customers, meet various members of IH2O’s network, and receive advice on various topics such as project financing.

Urban Water Challenge

After going through the Accelerator, they successfully applied to the Urban Water Challenge to test a new application of their technology, expand and scale into new markets, and ramp up marketing.
Imagine H2O Asia

SmartTerra was a finalist in the inaugural Urban Water Challenge in 2018. The company, aiming to digitize India’s water utilities in second-tier cities, utilized the award to conduct a proof of concept in the city of Warangal in the southern Indian state of Telangana. Insights generated from the pilot informed the design of MeterCity in 2019 - a solution that could be deployed without any expensive hardware or CAPEX - as well as the company’s first pilot in the city of Bengaluru.

Urban Water Challenge

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Imagine H2O Asia

From 2020 onwards, SmartTerra received mentorship and pilot support to evaluate opportunities outside India where projects had stalled due to the pandemic. Within 3 months, SmartTerra secured its first pilot in the Philippines. The company is also now participating in WTAP, a collaboration between Imagine H2O Asia and the World Bank that provides additional support to test and validate solutions with utilities across the Asia-Pacific.
Imagine H2O has been invaluable to Varuna by providing sage advice and connecting us to early customers and investors. The Imagine H2O team is committed to its portfolio companies and their programming is second to none.

Jamail Carter  
*CRO & Co-Founder, Varuna*

Having the Imagine H2O stamp of approval has been an invaluable asset for our company, giving us access to industry executives, thought leaders, and top tier investors. In many ways, being an IH2O company gives you an unfair advantage in the water industry.

Aaron Tartakovksy  
*CEO & Co-Founder, Epic Cleantec*

Without a doubt, being a part of the Imagine H2O network will bring us strategic funding, additional clients and open market segments not possible without participating in the cohort. Imagine H2O has been a pivotal milestone to scaling our business.

Megan Glover  
*CEO & Founder, 120Water*

Every aspect of Imagine H2O was well-designed and relevant for a water startup like ours. The opportunity to hear from industry veterans and alumni who understand the unique challenges of growing a business in the water sector was a highlight for us.

Leela Sriramula  
*Chief Business Officer, SpaceAge Labs*
ARE YOU A WATER ENTREPRENEUR?

We recommend figuring out which program is the best fit for your company based on your location, target market(s), stage of development, and strategic priorities.

If you are interested in multiple programs, simply select the programs you would like to be considered for when you fill out the pre-application.

Submit pre-application

DO YOU KNOW OF ANY INNOVATIVE SOLUTIONS?

Do you know of a startup that would benefit from Imagine H2O programming? Please send them our way by filling out the nomination form.

Nominate a startup

www.imagineh2o.org