



GENERAL QUESTIONS

What are the application deadlines for all programs?

- **Part 1 Applications Open: October 4, 2023**
- **Part 1 Applications Close: November 8, 2023**
- Applications will then be reviewed and startups will be invited to next rounds of evaluation which includes completing a shorter Part 2 form as part of their application followed by an opportunity to be interviewed.

If I have applied to another IH2O program in the past, can I access my previous application?

- If you applied to an Imagine H2O program in 2023, you can access your answers for that application in the Application Portal. Please review [this guide](#) to walk you through how to access. If you applied to an Imagine H2O program in a previous year, contact startups@imagineh2o.org and we will do our best to provide you with a copy. However, we cannot guarantee that we have access to your previous applications.

Can I apply to multiple programs?

- In this year's application format you need not apply specifically to the Accelerator or Asia programs but you can indicate your preference for a program. However, you will not be able to participate in multiple programs at the same time. Therefore, we will help you determine the program that is the best fit for your company based on your stage and current priorities.



APPLICATION QUESTIONS

What do you mean by incorporation year? What if we were just re-incorporated? What if we are a new division within a larger parent company?

- The year you were legally incorporated is the date we are looking for, not the date you started developing your technology or founded your company. If you have yet to be incorporated, please indicate accordingly. You are not eligible to apply if you were re-incorporated in another place, unless you became a separate entity. You are also not eligible to apply if you recently added a new division within a larger parent company unless you spun out and became a separate entity.

How am I supposed to explain my company in 100 words or less?

- Here's an example that is less than 50 words! Ideally you will describe the problem your technology solves, how it solves that problem, and how it is differentiated.
 - *Trenchless technology installs and replaces water pipes without trench excavation, minimizing disruption to surface traffic while generating project cost savings of over 50%. Pipeline installation is 10x faster and one-third cheaper than competing solutions. Two commercial pilots are currently underway.*

What should I include in my investor deck?

- Your deck must be 15 slides or less, including the cover slide and final slide. No appendices please. Make sure the file is saved in .pdf format. Slide decks should address the key components of each Team's business summary including but not limited to the following elements:
 - a. Problem being solved and for whom
 - b. Solution value proposition and product/service overview
 - c. Business model and go-to-market strategy
 - a. Competitive landscape and product differentiation
 - b. Market size and/or financial projections and/or unit economics
 - c. Team and advisors
 - d. Traction to date
 - e. Ask for investors and/or partners

What should I include in my video?

- Explain the problem you're solving, the value proposition of the product, the product itself, and your progress so far. There are no points for production value - videos filmed and edited on mobile devices will be accepted. Selectors will assess the videos based on the clarity of your thinking, and quality of your communication.



- Please do not send a link to another presentation or submit a marketing video unless it meets the above mentioned guidelines. If your video is >3min, your video may not be considered during the evaluation.

Do I have to make my video public online?

- Each Team must submit a valid URL from YouTube or Vimeo for their video on the evaluation platform. No passwords will be accepted and no password-protected videos will be viewed so instead we suggest uploading videos in unlinked/unlisted mode if you would like to keep the content confidential. Applicants are responsible for removing the video from the selected platform once the IH2O evaluation process is complete.

How should I think about ROI?

- You could calculate ROI based on how your cost compares to the status quo or other alternative technologies in the market. If your product costs \$100, and your customers are paying \$300, your ROI is 300%. Or you could evaluate based on payback. If your technology costs \$500,000, but will save your customer \$100,000 annually in water and energy savings, your ROI is 5 years.
- You can also explain the non-financial benefits of your product or service. For example, if your AI technology is increasing efficiency of pipe inspections, you may be saving hundreds of productivity hours for employees. You can try to quantify that ROI using a specific setting or customer as a proxy. There are plenty of other ways to frame ROI, but whatever you do, make sure you back it up with quantifiable metrics. even if they are informed estimates.

What is the definition of a beachhead market?

- IH2O defines an ideal beachhead segment as “A group of people that talk to each other and share a similar pain point and experience that pain so acutely that they are willing and able to pay for an imperfect solution now to solve at least some of that pain.” The more focused you are, the better. It is almost impossible to be too targeted with a beachhead segment. We would prefer to see “Female Utility Operators in the mid-West under the age of 35 with brown hair”, than see “US Households” or “Asia Water Utilities”.

What are you looking for in the competition question?

- The Part 1 Application asks you to identify 2-3 competitors and assign one advantage/differentiator per competitor. You can list competitors by their general technology category or company/brand name. Quantify the advantage/differentiator if you can. There is no need for a detailed description. We simply want to understand how you think about your competitive positioning. Remember that competitors are substitutes now or in the future. But it's also the status quo i.e. doing nothing



Which Imagine H2O impact pillar does my solution fit in?

- **Tackling Climate Change:** Innovative technologies that manage and mitigate climate change risk by decarbonizing water and wastewater treatment, or technologies that help communities adapt to changing weather patterns.
- **Expanding Equity:** Cost-effective solutions that increase water access and ensure quality and affordability of drinking water services for underserved communities.
- **Advancing Resource Circularity and Efficiency:** Technologies that increase process efficiency, and promote wastewater reuse and resource recovery.
- **Improving Health:** Solutions that monitor contamination, mitigate pollution, and restore environmentally threatened water supplies.

How do I figure out which SDG target is most applicable?

- The application asks for your primary SDG indicator. It doesn't necessarily need to be an SDG 6 (Clean Water and Sanitation) indicator. Review the material via the SDG link provided in the application. Make sure you click on the "targets and indicators" tab to explore the full list of relevant indicators.



ASIA SPECIFIC QUESTIONS

I am new to the region. Should I apply?

- It is OK if you are new to the region and are still grappling with multiple unknowns about where your solution may fit. This program will allow you to test your assumptions as you learn about the region. If we think you may be a better fit for IH2O Asia in the future - and/or another IH2O program for this cycle, we will let you know. The application is an opportunity for you to demonstrate a commitment to testing and deploying your business in South and Southeast Asia.

I am a Singaporean startup. Why should I apply?

- Local startups access the same resources with a few added benefits, including in-person access to IH2O Asia staff at the Singapore Water Exchange as well as various funding schemes supported by Enterprise Singapore. Foreign startups that register in Singapore during the IH2O Asia program cycle or as alumni receive guidance to also access these resources in the future.

Do I need to relocate to Singapore for the program?

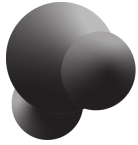
- No relocation is required. Imagine H2O Asia runs a remote-based program, with 1+ in-person events held in Singapore. For Singapore International Water Week and other flagship IH2O Asia events in the region, participants may be provided a travel stipend.

When does the program begin?

- Imagine H2O Asia's program commences in February and concludes in November 2024. All participants will continue to access program resources as alumni.

TIPS FOR APPLICATION CONTENT

- **Read carefully:** The prompts are designed to extract discrete information.
- **Save your work:** You can save your work in the portal. Draft and save offline in case.
- **Bullets are your friend:** Use bullets if you can to help you organize your thoughts and communicate your responses to the prompts.
- **Data matters:** You will have an advantage if you can show primary data about your customer's pain points and the product's performance. If you are still new to markets in the region, secondary data can be included in the problem section.
- **Jargon kills:** Be succinct and reduce jargon.
- **Identify your beachhead:** Segmentation is crucial. Demonstrate that you have a focused target stronghold to build your business.



**IMAGINE
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IMAGINE H2O 2024 PROGRAMS APPLICANT FAQs

- **Follow instructions for video:** Production value does not matter. Follow the instructions. Filming yourself presenting your solution and business on your phone is sufficient.

ADDITIONAL QUESTIONS?

Contact startups@imagineh2o.org