



Aqua Scientia Potentia Est  
Water Knowledge is Power



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## Vision

**What if ?** we could bring together the collective intelligence of professionals to help to solve crises in the world's most critical sectors?

**It would be amazing!**



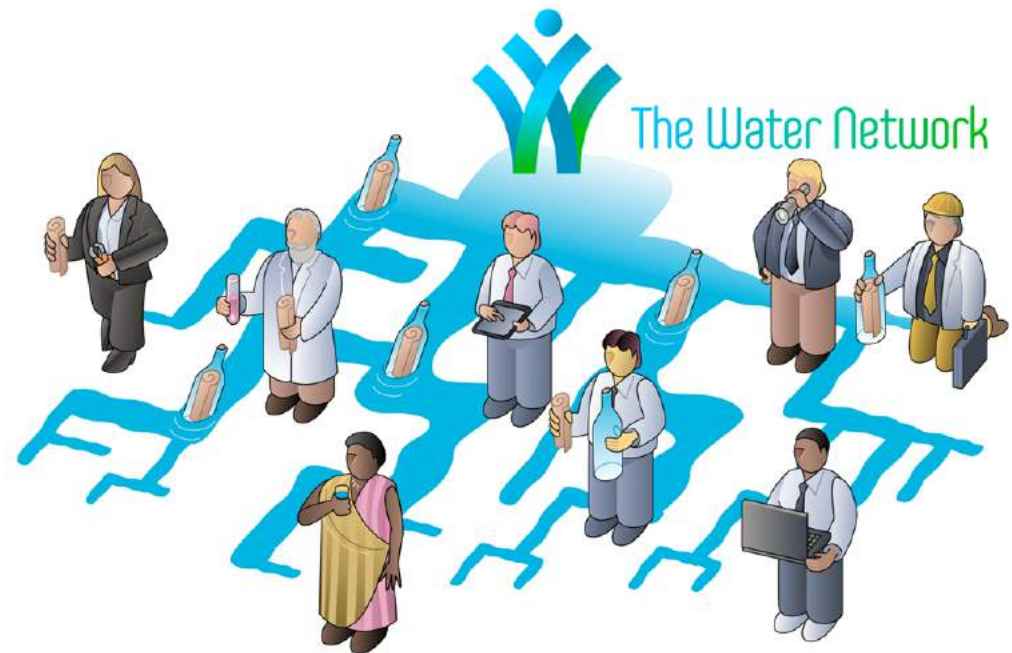
# Solving the world's water crisis requires collaboration and innovation

## The Problem



- **783 million** people without access to safe drinking water
- **30%** of the world's population has no basic sanitation e.g. toilets
- **70%** of fresh water used for agriculture
- **30-70%** of energy resources needed to clean and pump water
- **\$ 620 billion** sector facing 40% gap in supply by 2030

## Our Solution



**TheWaterNetwork.com**

**Knowledge network for global water professionals**

Sources: <http://www.wateraid.org/what-we-do/the-crisis/statistics>,  
<http://www.mckinsey.com/videos/video?vid=2809125080001&plyrid=2399849255001&Height=270&Width=480>

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**Aqua SPE**

# Solving the world's water crisis requires collaboration and innovation



- Members from 195 countries
  - 75% with advanced degrees
  - 50% in managerial roles
- 2000 Events
- 160 workgroups / communities
- 350 technology volunteers
- 10,000 companies
- 400,000 newsletter subscribers
- 220,000 page views/month



## The most active professional water network



3K Tenders & Bids



WWTP Design Tool 1K designs



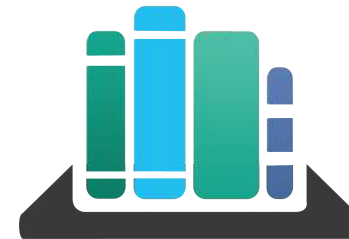
**Q&A**

700K views



**Posts**

Daily 100 engagements



**Library**

15,000 posts



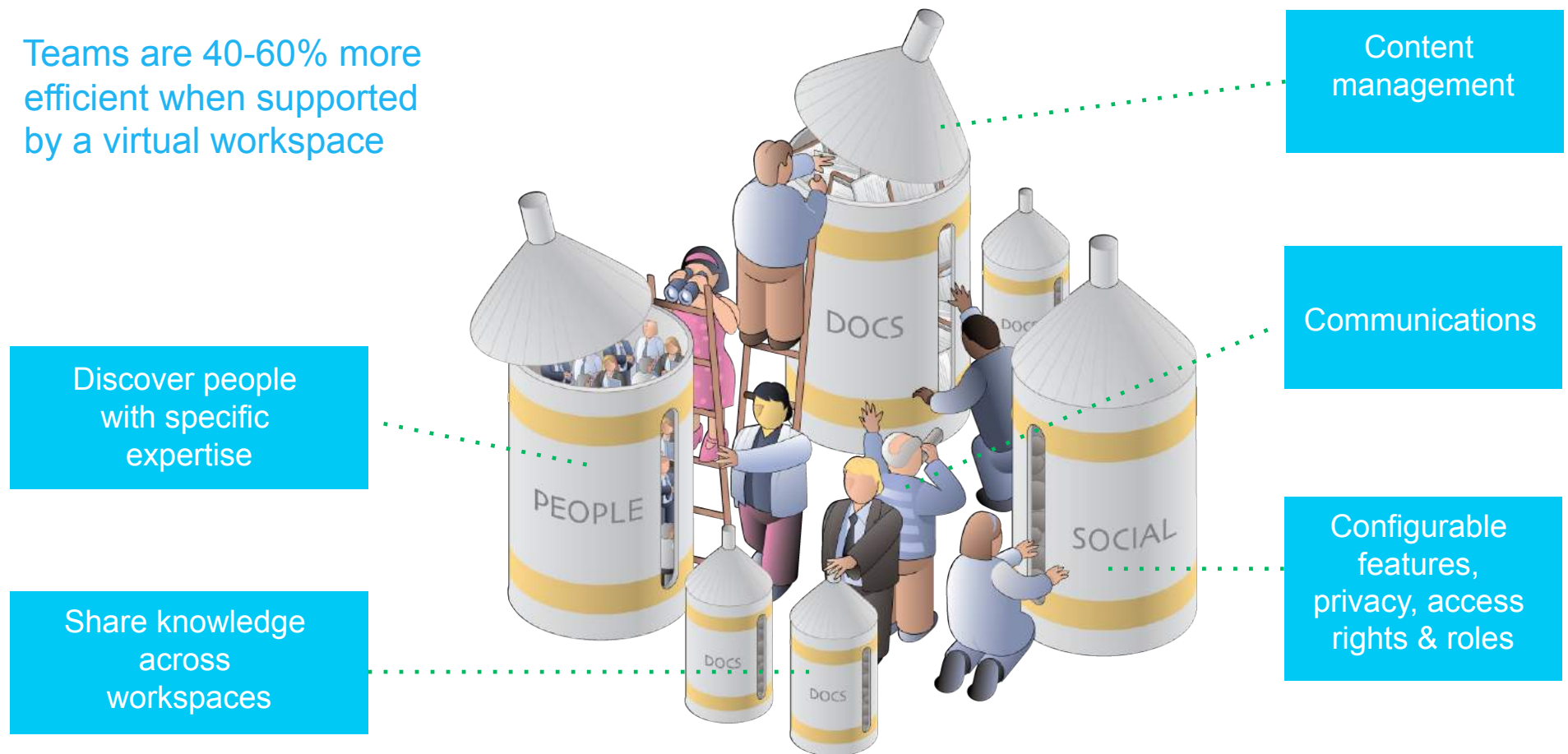
# Network of loosely connected professionals & spaces for real world teams

## The Water Network

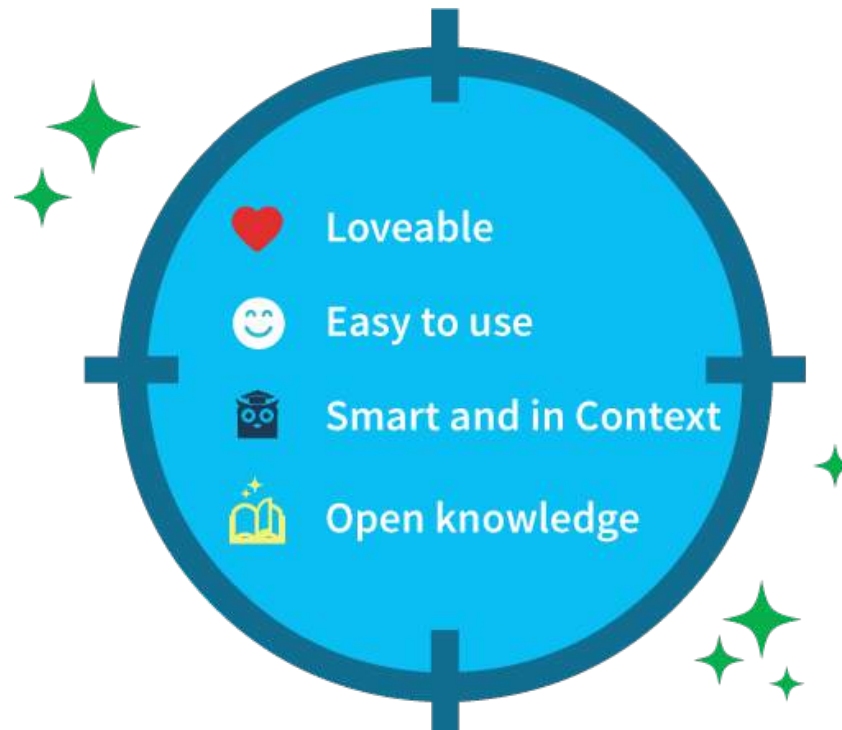


## Virtual workspaces for teams, organizations & programs

Teams are 40-60% more efficient when supported by a virtual workspace



## Award winning knowledge management platform powered by TallyFox Tallium



**Exclusive rights of the TallyFox platform for the Water Sector**



# SmartMatchPro™ highlights relevant people and content

## AI tools and machine learning for knowledge discovery

 Discover people and content relevant to you



### Discover Experts:

Relevant people automatically highlighted, and suggested based on your interests.

### Get Answers:

Find correct answers to your questions, or be notified when you're the expert.



### Discover Content:

Ranked and relevant content is suggested (e.g. documents, articles, work groups, discussions...)

# Platform motivates members to engage & share knowledge

The screenshot displays the 'The Water Network' platform interface. At the top, a navigation bar includes a search bar and an 'EXPLORE' button. The main content area features a question titled 'Turning Toilet Sludge into Energy' by rajesh taneja, posted 8 days ago. The question asks for technologies to convert sludge into energy. Below the question, there are 18 answers, with the first one by E. Hugh Pettman dated 4 days ago. To the right of the question, a 'RELATED CONTENT' section lists several articles, including 'How to Fix a Problem of Sludge Bulking in a Waste Water Treatment Plant?' and 'Faecal Sludge Management for a Town in Hills'. Below the answers, a 'Similar Questions' section lists related topics like 'Sustainable Energy' and 'Optimal Sludge Drying Settings'. At the bottom, a 'Relevant experts' section features a profile for Richard Burns, Managing Director at EcoSIS.

## Related content

- Content may answer question automatically
- Encourages learning

## Similar questions

- Reduces duplication
- Encourages learning

## Relevant Experts

- Automatically encouraged to answer
- Request to answer

# Water expertise taxonomy key to knowledge organization and relevance matching

Global water professionals have mapped water sector expertise with 3800 terms

Three levels of expertise in 17 functional areas

Browsing people and content is easy

Content, people, businesses and products all linked to match needs and assets

The screenshot displays the AquaSPE platform interface, which is organized into several sections:

- Search tags...:** A list of 17 functional areas with their respective counts. The 'Water' category is highlighted with a blue arrow. The list includes: Job Function (6447), Organization Type (5129), Water (28212), Agriculture (2909), Desalination (1986), Energy (2121), Environment (8395), Finance and Markets (867), Governance & Planning (2084), Human Rights (1028), Hydrology (2591), Infrastructure (2789), IT (1199), Policy (2140), Public Health (1604), Purification (1796), Research (4883), Technology (5408), Treatment (4906), Water Supply (5822), Agriculture & Forestry (3203), and Automotive (269). A '+ more' link is at the bottom.
- Smart filters:** A section with various filters including KEYWORD (water), TYPE (Content: 1124, People: 696, Companies: 187), TAXONOMY (Job function: 103, Organization Type: 154, Agriculture & Forestry: 56, Automotive: 8, Biotechnology: 11), LOCATION, EDUCATION, SENIORITY, and YEARS OF EXPERIENCE.
- Explore people search results:** A list of search results for 'water'. The first result is Denis Sorokin, Head of the Information-Analytical Department in Tashkent, Uzbekistan, with a relevance score of 60%. The second result is iain menzies, senior water and sanitation specialist in Vietnam, with a relevance score of 60%. The third result is Luiz Marcandalli, Technical Coordinator of Nutrition Brazil, with a relevance score of 60%. The fourth result is Ricardo Tavares da Costa, Research Engineer, with a relevance score of 60%. Each result includes a profile picture, name, location, title, and a list of tags.

# Client communities

## Configurable for many use cases



Contextual  
Discovery



Open API



Ranking



Mentions &  
Messaging



Advanced content  
management



Collaboration -  
discussions, groups



Smart Q & A  
knowledge bank



Asset & needs  
matching



Configurable



Notifications



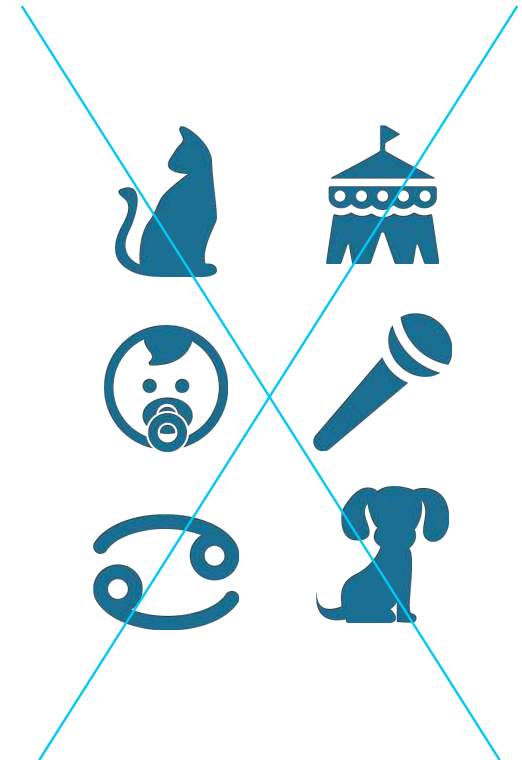
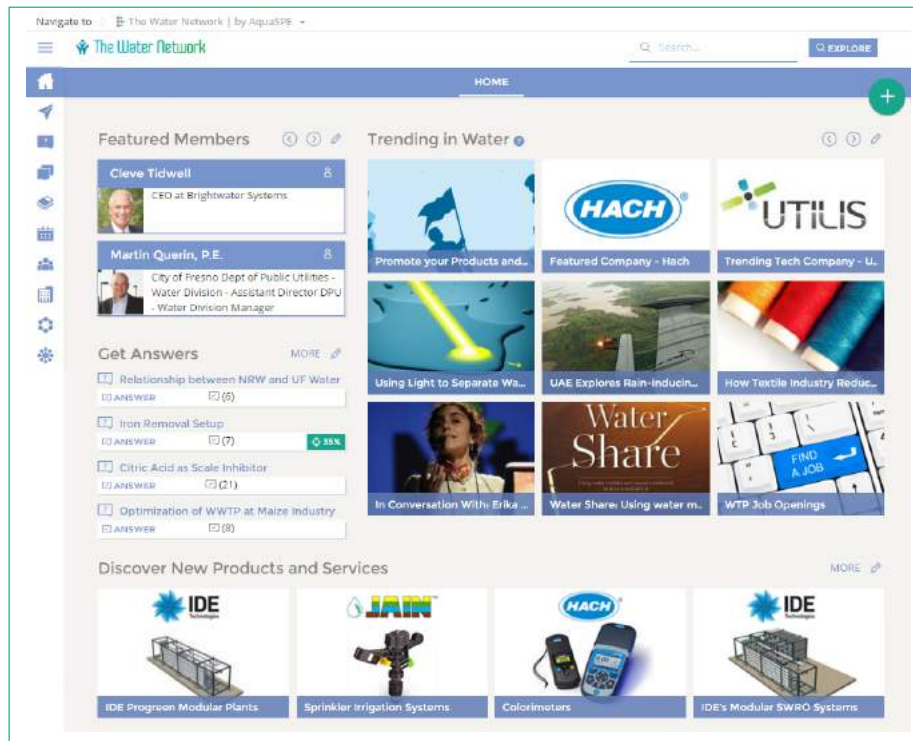
Bids, jobs &  
buyers guide



Privacy levels,  
role based

Excellent reputation & trust earned by consistency, relevance & quality

Uncompromising **focus on quality**.  
Thought leaders as active members.



## Business model – shareholder and social value





## Most cost effective digital marketing solution to promote products & services

### Customized digital marketing:

- Customized ad in two monthly newsletters emailed to circa 400,000 global water professionals
- Customized email campaign to targeted demographics
- Home page features with > 2 million page views per year and 12% bounce rate:
  - Company feature frame with link to profile page
  - Featured Products & Services
  - Company Interview

### Global Media Reach 35,000:



<https://thewaternetwork.com/article-FfV/promote-your-products-and-services-ZdhCCvjb-UGC9bk463lqDQ>

## Dedicated to sustainable value creation



## Strong team with experienced leadership



Trudi Schifter, **CEO** 30 yrs business development & Venture Capital experience

Vishakha Rajput, **COO** 15 yrs water program management experience, GIS expert

9 World Class Advisors

340 Volunteers, in **18 Technical areas**

Solving the world's water crisis one question and answer at a time



**Trudi Schifter**  
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