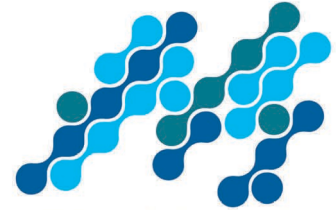


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ABOUT US

The Water Council

The Water Council is a non-profit organization dedicated to solving critical global water challenges by supporting innovation in freshwater technology and driving those new solutions to the industries that need them.

Headquartered in Milwaukee, Wisconsin, USA next to the world's largest freshwater system and home to one of the most influential freshwater technology hubs in the world, The Water Council (TWC) is recognized as a global center for advancing water technologies and stewardship. At its heart, TWC is a non-profit, membership organization that connects, convenes and showcases the hub comprised of more than 238 water technology businesses and the diverse water leadership network of 200 members it is linked to from around the world. While TWC's mission is centered on driving economic development, attracting and connecting world-class talent and supporting water-focused technology innovation, its larger goal is to help secure freshwater resources for the world by driving solutions to the numerous industries that need and use a large amount of water.

While these companies might not consider themselves in the water business, virtually every industry – consumer brands, manufacturing, agriculture, food and beverage processing, pharmaceuticals, electronics and construction – needs freshwater to exist. TWC is the epicenter of global freshwater connectivity and is uniquely positioned to liaison between companies that develop water solutions and these water-using businesses that need water management tools.

TWC achieves its goals through convening global water leaders and water-users, showcasing and supporting its members from 20 U.S. states and 10 countries and offering more than a dozen initiatives designed to provide resources, programming and networking opportunities to businesses, engineers, entrepreneurs, utilities, government agencies, academia and NGOs. Established in 2009, the driving force behind The Water Council's success is the vibrant spirit of collaboration between public, private and academic sectors with a strong, shared commitment to finding new solutions to critical global water challenges.

Customer Testimonials

"I prefer to have Danish companies go to a smaller city like Milwaukee, versus the very large cities, because of the concentrated water technology support system available."

–Consul General Jakob Andersen, Consulate General of Denmark in Chicago

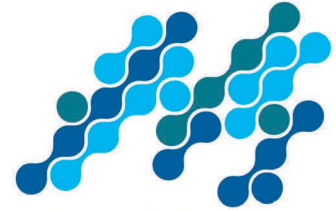
"Milwaukee's water technology hub represents one of the national models for identification and implementation of a cluster initiative. What really stands out to me is that it positions the region at the center of solving a critical global challenge, provides Milwaukee with a new and compelling foothold in a fast changing economy, and represents a highly collaborative economic development effort that is industry driven, university fueled and government funded."



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–Brad McDearman, Brookings Institute, Metropolitan Policy Program

“Milwaukee is rapidly transforming into the ‘Silicon Valley of Water.’ For the last five years, The Water Council has supported our small business through exporting services, frequent exposure to national and international press and business matchmaking, including BBC World News and the Maasai, a community in Kenya, Africa, navigating government process, and connecting us with talent.”

–Dr. Moe Mukiibi, CTO and COO, Stonehouse Water Technologies

“Milwaukee exemplifies the hope that water may not only support growth, but catalyze it.”

–The Economist

“Milwaukee's water tech cluster has the expertise to support water-related organizations and has created a one-of-a-kind system to help develop solutions for clean, safe water for Wisconsin and the world. Take advantage of it.”

–Rich Meeusen, Chairman, Badger Meter

Global Water Center

The Global Water Center is the world headquarters of The Water Council, the North American headquarters of the Alliance for Water Stewardship and the heart of Milwaukee's world-class water technology hub. This state-of-the-art water business and research facility is home to over 40 water-centric businesses, startups and academic and research organizations.

The Global Water Center (GWC) is the physical expression of The Water Council's mission to drive economic development, attract world-class talent and support water-focused technical innovation. It is the world headquarters of The Water Council, the North American headquarters of the Alliance for Water Stewardship (AWS) and home to over 40 water-centric businesses, startups and academic and research organizations. The turn-of-the century brick warehouse was converted into a state-of-the-art water business and research facility in 2013. The design of the renovation was driven by sustainability and the building not only achieved LEED Silver certification but was the first commercial building in the world to receive AWS certification.

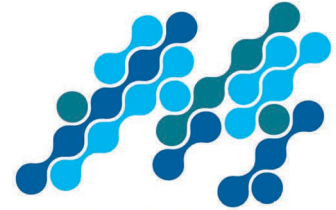
The GWC continues to be a magnet for water technology businesses and economic development organizations and has hosted guests from over 80 different countries. It serves as a landing pad for organizations seeking to participate in the leading U.S. water technology hub and a launch pad for innovative water solutions. Visitors to the GWC can learn about leading water technology organizations and universities including A.O. Smith, Badger Meter, GRAEF, Marquette University, Milwaukee Metropolitan Sewerage District, PaveDrain®, Cimbria Capital, University of Wisconsin-Milwaukee, Veolia and a host of water technology startups from the U.S. and abroad.



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The GWC is the cornerstone to Reed Street Yards, one of Wisconsin's first Eco-Industrial Business Parks and national model for urban sustainability. Once a former brownfield, the Yards is a 17-acre (6.9 hectares) Water Technology Business Park for mixed-use urban office, educational, research and technology businesses focused on the international water industry. Zurn Industries, a Rexnord company, moved their global headquarters from Pennsylvania to a new facility in the Yards in 2016 and two years later Rexnord relocated their global headquarters to the same facility.

Customer Testimonials

"After meeting with Dean Amhaus [CEO of TWC], it became very apparent to me that the opportunity to network with personnel from other companies and influential people would occur if I relocated PaveDrain® to the Global Water Center. It is considered a badge of honor to be here and garners a certain amount of instant respect from prospective customers and clients."

–Doug Buch, CEO, PaveDrain®

"Southeastern Wisconsin has become an ecosystem where businesses, universities and other groups can come to collectively solve global water challenges. And Milwaukee has created an environment for similar companies, like Zurn, to access world-class talent, innovation and technology development."

–Craig Wehr, President, Zurn Industries, a Rexnord Company

"My firm recently made a large investment in downtown Milwaukee. The Water Council and the amount of energy surrounding their work is one of the key differentiators that we really liked."

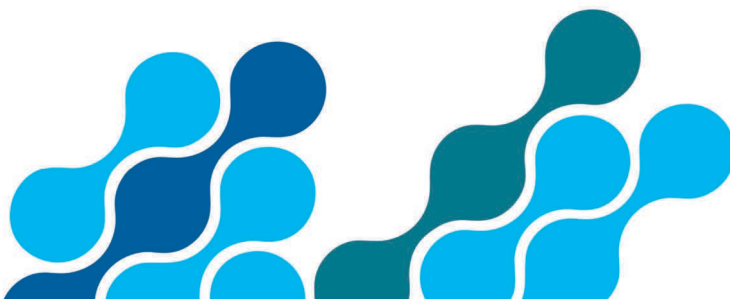
–James A. Fox, CEO, North Wells Capital, Chicago

Membership

The Water Council offers its members access to an unparalleled network of water industry thought leaders, policymakers and innovators aligned through one of the most influential freshwater technology hubs in the world.

As a non-profit, membership-based organization, The Water Council (TWC) enjoys a symbiotic relationship with its member companies. The Council supports its more than 200 members from 20 U.S. states and 10 countries with connections to valuable services, networking and programming while simultaneously growing and strengthening TWC's network of public and private sector entities dedicated to driving economic growth and securing freshwater resources for the world. TWC is committed to convening, connecting and showcasing its members, all of whom benefit from their association with one of the most influential freshwater technology hubs in the world and from their connection to other global water leaders.

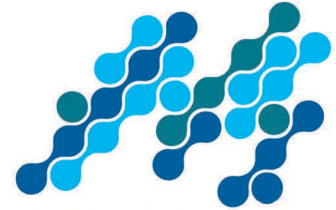
Along with connections to an unparalleled network of luminaries in the global water industry, membership also offers tangible benefits including access to member meetings and annual social;



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discounted registration for the Water Leaders Summit, workshops and networking events; connections to talent, up-and-coming innovations and business-to-business matchmaking; invitations to global trade missions and visiting delegations; visibility through TWC's social media channels and a customized profile in the online global directory; and, access to the Global Water Center's facilities and amenities.

Customer Testimonials

"The Water Council gives form, function and alignment to its members like a riverbank: ever growing and changing, uniting smaller and larger, giving rise to a confluence of mighty ideas. Our membership has been and will continue to be essential to our company's growth. We have participated in the Water Leaders Summit, exporting learning sessions, and have taken advantage of market research and consulting opportunities. These services are liberally punctuated by one-of-a-kind networking and cross-marketing opportunities that come about because the staff knows how to 'connect the dots' between organizations that can and will benefit from knowing each other."

–Marianna DeMyer, CEO, Roving Blue

"We really are a close community [in Milwaukee] and are supportive of one another. The Water Council has been very helpful in our brand development efforts."

–John Tillotson, CEO, Microbe Detectives, a BREW Graduate

"The Water Council has been the ultimate dot connector. Whether we are at WEFTEC or any conference around the U.S. we get introduced to somebody of influence in the water sector."

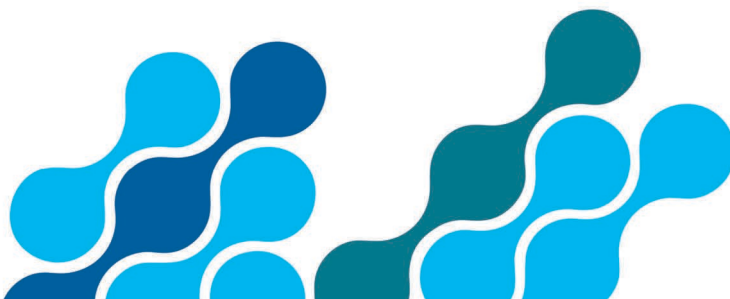
–Doug Buch, CEO PaveDrain®

Water Leaders Summit

The Water Council's Water Leaders Summit is an annual water industry conference that brings together water business leaders, governmental entities, academics, entrepreneurs and futurists from around the world for curated conversations about vital current global water challenges and the future of water innovation.

The Water Leaders Summit is the preeminent North American water industry event for water professionals from water technology organizations and water-intensive industries who are seeking to hear from global experts in an intimate and "unscripted" program. This annual conference brings business leaders, governmental entities, academics, entrepreneurs and futurists from around the world together for curated conversations about vital current global water challenges and the future of water innovation. This key industry event is hosted by The Water Council and attracts water experts, influencers and practitioners looking for emerging technologies, top talent and new business opportunities.

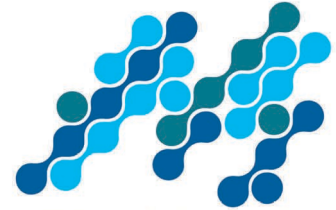
Established in 2007, the Summit has created a unique and engaging annual forum for connecting an international network of water leaders to exchange ideas, share experiences, advance water-



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related goals, connect with emerging solutions and shape the future of water technology. Participants have included thought leaders from Campbell Soup Company, Ford Motors, DOW Chemical, Ecolab, United Nations, NASA, UC Berkeley, San Diego County Water Authority, Merck, General Mills, U.S. Environmental Protection Agency, U.S. Small Business Administration, Walmart, IBM and MillerCoors.

Customer Testimonials

“As a new member of the A.O. Smith team, and having been in the Water Quality Association for 30+ yrs., I found this conference very enlightening!”

–David Duren, National Sales Manager, Aquasana

“I thought the panel discussions were great, absolutely inspiring and interesting. Some of the time, I did not want you to take questions from the audience because the conversation amongst the panelists was so interesting.”

–Jason Fues, Senior Operations Manager, Nalco Water

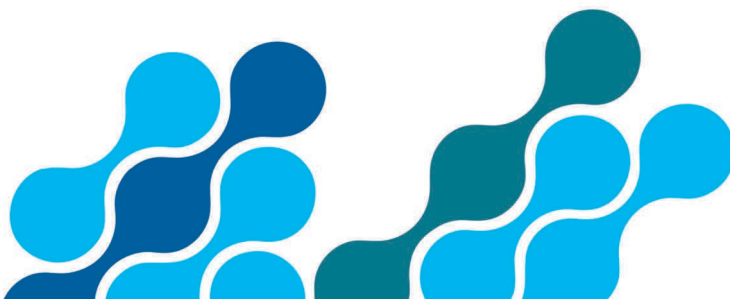
“I go to a lot of water conferences. I took more notes in a day in a half at this one than I have in 20 years at the other ones. It was very helpful, as I'm responsible for business development for our company for industrial clients in the Great Lakes states. So, it could not have been more tailor made for me.”

–Guy Carpenter, Vice President, Carollo Engineers, Inc.

Alliance for Water Stewardship North America

The Alliance for Water Stewardship is a global organization promoting the responsible and sustainable use of freshwater through the International Water Stewardship Standard, a universally applicable strategic framework to help organizations understand their water use and impacts, minimize water-related risks and create value from water-related opportunities and assets.

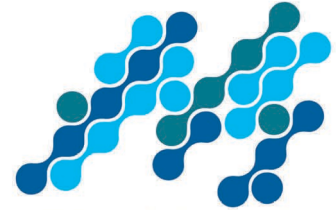
The Alliance for Water Stewardship (AWS) is an international membership-based collaboration that unites private businesses, non-governmental organizations (NGOs) and public organizations behind the mission to lead a worldwide network that promotes the responsible use of freshwater. It was created by business and environmental leaders in response to globally endemic water stresses such as drought, flood and pollution. The International Water Stewardship Standard developed by the AWS provides a universally-applicable framework and management system to help major water users understand their water use and impacts, mitigate water-related risks and create value from water-related opportunities and assets. The AWS Standard is the world's only comprehensive water use standard that can be used by industrial, agricultural and commercial sites. It offers companies a blueprint for better understanding the economic, social and environmental value of water and then provides a strategic framework for companies to identify and mitigate all their water-related costs and revenues. The Water Council is the official North American regional partner of the AWS.



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Customer Testimonials

“AWS North America has been a valuable partner as P&G implements elements of the Standard at some of our facilities. We appreciate the opportunity to learn from and collaborate with fellow AWS members to achieve our Ambition 2030 water goals and work together to address shared water challenges in our priority basins.”

–Kate Brown, Product Supply Water Sustainability, Proctor and Gamble

“As a founding member of the Alliance for Water Stewardship, General Mills is supportive of the Standard and are actively applying it in key locations in our priority watersheds.”

–Jeff Hanratty, Applied Sustainability Manager, General Mills

“Protecting and caring for our shared water resources is fundamental to our business. AWS has given us a clear blueprint for shaping our water stewardship practices, and a common language for us to better engage our stakeholders in the communities where we operate.”

–Valeria Orozco, Director, Sustainability, Nestlé Waters North America

BREW Accelerator

The Water Council’s BREW is the world’s foremost freshwater business accelerator; connecting startups with resources, stimulating water-related innovation and bringing new, game-changing technologies to market in pursuit of real-world solutions to global freshwater challenges.

The Water Council’s BREW (Business - Research - Entrepreneurship - in Water) is the world’s leading freshwater business seed accelerator. Designed to advance the commercialization of innovation-driven startups in the global water industry, the BREW connects early stage technology ventures with the resources they need to fast track the creation and deployment of real-world solutions to freshwater challenges. The BREW is a three and a half month program focused on startups with technological concepts that address a specific area such as nutrient runoff and other novel solutions. The curriculum uses customer discovery to lead participants through the process of refining their value proposition and understanding their future customers.

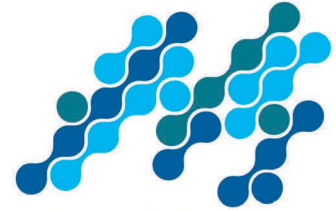
Those selected for participation are connected to funding, office and research space in the Global Water Center in Milwaukee, executive level mentors, corporate R&D resources and business training through The Water Council (TWC). At the end of each program, BREW participants pitch their ideas to investors, universities, government entities and corporations for potential partnerships, acquisition or funding. Upon completion of the program, participating companies can continue to collaborate with others in the industry through ongoing engagement with the BREW Alumni Network. As with all TWC competitions, potential BREW participants can submit their applications through WaterTechHub.com.



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Customer Testimonials

“The concentration of resources available for my small business to maximize growth was key in my decision to relocate from Chicago to Milwaukee’s Global Water Center.”

–Jose Ramirez, CEO of Mikroflot Technologies & OptikTechnik, a BREW Graduate

“Our participation in the BREW was critical to developing our understanding of the North American water technology market.”

–Wayne Byrne, Managing Director of Oxymem in Ireland

BREW Corporate Accelerator

BREW Corporate connects freshwater technology startups with committed funding from corporations looking to fast track innovative solutions to their water-related challenges.

BREW Corporate is an expansion of the BREW Accelerator program developed by The Water Council (TWC). BREW Corporate offers participants the same framework, funding and access to resources as the BREW but with pre-existing interest and committed funding from a corporate partner. BREW Corporate is designed to solicit viable technical solutions for specific real-world challenges that have been identified and outlined by the funding corporation. The funding corporation, along with coaches and technical advisors, will help optimize each winners’ business model, speed up its technology’s commercialization and directly support the startup’s entry into the marketplace. As with all TWC competitions, potential BREW Corporate participants can submit their applications through WaterTechHub.com.

Customer Testimonials

“We would not have found this specific technology company without the help of The Water Council.”

–Bob Heideman, SVP Corporate Technology, A.O. Smith

“BREW Corporate enabled Veolia to make a difference by contributing to global improvements in how we manage water while helping entrepreneurs and innovators who embrace the same vision that we do.”

–Brennon Garthwait, Senior Analyst, Veolia North America

Oasis Coworking Community

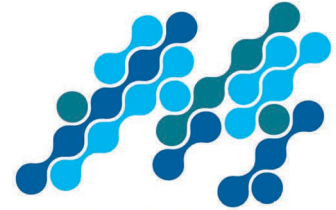
Housed in the Global Water Center, the Oasis is a flexible, affordable and collaborative coworking community with access to all the resources of Milwaukee’s world class water technology ecosystem.



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The Oasis is a flexible, collaborative coworking community located in the epicenter of Milwaukee's water technology ecosystem. Housed in the Global Water Center, the Oasis links its community with access to business resources including technical assistance, potential research partnerships and networking opportunities as well as Global Water Center physical resources such as the auditorium, flow lab, meeting rooms and locked storage. This comfortable, affordable workspace is open 24 hours a day, seven days a week and offers reserved or shared desks, high-speed internet, shared printer and brand signage. This shared workspace is ideal for foreign or domestic water companies and researchers seeking to tap into the synergies created by the convergence of the more than 200 water-centric businesses, start-ups and academic and research organizations that comprise Milwaukee's water technology hub.

Customer Testimonials

Recently, two employees of Massachusetts-based GEI Consultants rented space in the Oasis while they searched for a Milwaukee-area home for the company, and was able to successfully sign a lease and move into its new space, with a total of four full-time employees and one part-time so far in Wisconsin. Here's what they had to say:

"The Milwaukee market has been a target of GEI since we opened a Midwest regional operation in 2010. Our engineering, environmental, water resource and construction services fit well with the growing needs of southeast Wisconsin. In addition to the flexibility of maintaining a presence in the Milwaukee area while evaluating alternatives for permanent office space, we benefited from the Flow Lab and other research facilities in the Global Water Center, as well as networking with other companies and researchers in the building."

—Ben Sawa, Vice President of Marketing, GEI Consultants

Pilot Program

The Pilot Program facilitates in-field testing for water technologies at real-world demonstration sites to accelerate the progression of new products from lab to practical application to commercialization.

The Water Council's Pilot Program offers water technology innovators the opportunity to conduct in-field proof-of-concept testing at real-world demonstration sites. Field testing is a critical phase in the progression of new water solutions from the lab to practical application to commercialization. Through the funding support of Wells Fargo, Milwaukee Metropolitan Sewerage District (MMSD), Fund for Lake Michigan and the Israel Innovation Authority, the Pilot Program provides services, potential sites and funding to help validate new, cutting-edge products and move them from prototype to production and manufacturing.

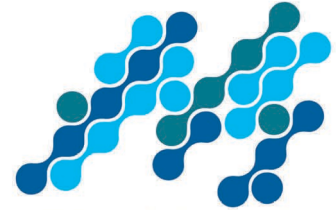
Selected projects must address specific challenges identified by the funding entities while maintaining a cost-efficient, scalable and deployable model. An independent third party establishes and monitors test benchmarks and milestones to ensure accurate measures of success. The Pilot Program is open to all members of The Water Council (TWC), from small to



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large, established businesses. Since 2015, the program has awarded \$608,000 to nine companies to help pilot their technologies in Wisconsin. In 2019, the first Wisconsin Pilot demonstration of an Israeli water technology through the Israel Innovation Authority and MMSD will occur. As with all TWC competitions, potential Pilot Program participants can submit their applications through WaterTechHub.com.

Customer Testimonials

“The Water Council’s Pilot Program has given my small business the opportunity to implement its biogas purification technology in the real world and prove that it works.”

–Bryan Johnson, Principal, Energy Tech Innovations LLC

“Because of Pilot Program, we better understand the potential market for our ‘Habitat Hotels’, and we’ve been able to build relationships with new partners, helping us view our product and business from new perspectives.”

–Lindsay Frost, Project Manager, Harbor District Inc.

Small Business Development

The Water Council’s small business development initiative is a national and international network that links small and medium water technology businesses to critical resources.

As an economic development organization, support for small business is an important function of The Water Council (TWC). The Council’s small business development initiative connects small and medium sized businesses to critical resources such as capital, training, networks, supply chains and technical assistance. Participating in a menu of services through TWC enables small water technology businesses to shift from working in isolation to connectivity with the larger water technology industry and provides the opportunity to significantly enhance credibility and grow networks. Originally established through a U.S. Small Business Administration Regional Innovation Cluster award, TWC’s Small Business Development initiatives promote the growth and development of small and medium businesses operating in the water technology sector in the Great Lakes region, across the United States and around the world.

TWC leverages a broad network of international relationships through their 18 global partners and European representative. The focus is on connecting foreign-owned companies with services and soft landing options in Wisconsin, as well as connecting companies in the Wisconsin water technology hub to international business development opportunities, export training and connections to foreign markets through the partner network. In addition, through hosting various global delegations each year, TWC offers regular opportunities for members and cluster companies to explore new business relationships and showcase their products, services and expertise.

Customer Testimonials

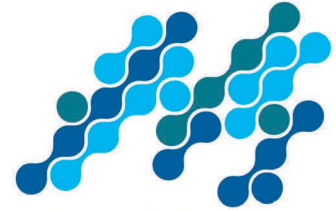
“To successfully scale up in business, you need to look for ways to value add, leverage and network. And that’s what the water hub in Milwaukee has delivered to us. We’re plugging into an



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influential and well established industry network, helping us to make better informed decisions as we grow our client base in the U.S.”

–Paul Hatten, CEO, BioGill, based in Australia

“The business network and education opportunities available through The Water Council was essential to our company’s understanding of business and subsequent growth. By participating, we benefited from cutting off years of growing time and launched our technology smoothly.”

–Doug Hwang, CEO, CornCob

Talent Connections

The Water Council’s talent initiative is designed to connect emerging talent to the water industry by raising awareness of and interest in the wide array of career opportunities within the professional water sector.

As a driver of business development, The Water Council (TWC) is keenly aware of its members’ and partners’ challenges attracting and retaining top talent. TWC launched its Talent efforts to introduce university-level students to career opportunities within the professional water sector and raise awareness of the wide variety of exciting and meaningful career paths available within the industry. Through outreach to local institutions of higher education such as University of Wisconsin-Milwaukee, University of Wisconsin-Whitewater, Marquette University and the Milwaukee School of Engineering, several student chapters of TWC have been established.

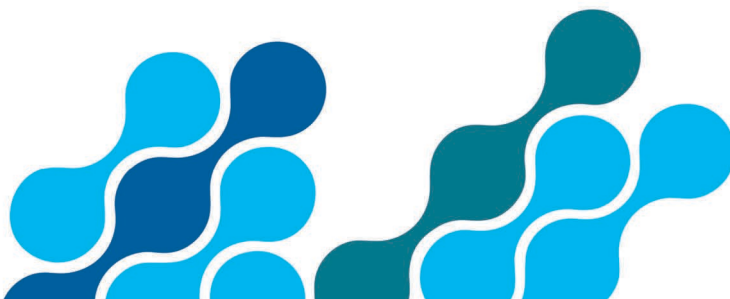
Student chapter members are offered tours of the Global Water Center, Milwaukee Metropolitan Sewerage District, Badger Meter and other member companies. They are welcome to attend member meetings and networking events and have access to TWC advice, resources and marketing assets. The more involved and active the chapter is, the greater access they have and the more plugged in they will be with internship and employment opportunities. TWC places an emphasis on increasing diversity of talent within the industry and is actively seeking ways to connect more women and people of color with internships and mentoring.

In 2018, TWC matched five African American engineering students with internships within the water industry and will be working with Historically Black Colleges and Universities to continue that initiative. TWC is the official industry partner for the National Science Foundation’s Sys-STEM program and part of the Milwaukee7 Talent Campaign. TWC encourages its members to create internships and talent development programs and to sponsor a student chapter.

Customer Testimonials

“I am very happy to be located in the water capital of the world. When I am outside Milwaukee and talk to other cities and organizations about what I do and where I’m from, they talk about all the excitement in Milwaukee and how forward-thinking we are, and that is very fulfilling.”

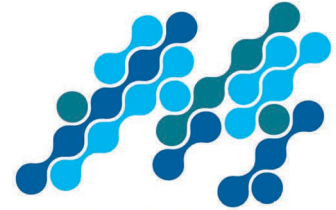
–Lisa Sasso, Project Manager, Milwaukee Metropolitan Sewerage District



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“Through quarterly meetings with The Water Council and other significant water-focused organizations in the state, I made a lot of great contacts. The Water Council arranged multiple networking opportunities, providing me with the opportunity to make important connections that led me to where I am today.”

—Melissa Marra, *Environmental Technician, OBG*

Tech Challenge

The Water Council’s Tech Challenge is an even playing field for anyone with a smart, new freshwater technology idea to vet their concept with expert industry professionals from leading corporations and compete for a cash prize as well as an opportunity to work directly with a sponsoring corporation to turn that idea into a viable commercial product.

Spearheaded by The Water Council (TWC), the Tech Challenge is a new global competition designed to identify cutting-edge freshwater technologies and ideas with high potential for commercialization or implementation. A series of Tech Challenges will run throughout the year, and each Challenge is designed around specific topics identified by corporate sponsors. Every Tech Challenge is open to anyone with a good idea and candidates can apply to as many of the Challenges as they like. Solutions can come from entrepreneurs, university students or researchers, professionals already working in water-dependent industries, private sector and government labs or just inventive individuals. Challenge finalists will present in-person to the sponsoring companies to compete for prize money, access to corporate R&D resources and the opportunity to partner on the development, marketing, licensing or sale of the winning technology or idea. As with all TWC competitions, potential Tech Challenge participants can submit their applications through WaterTechHub.com.

Customer Testimonials

“The Water Council has created a really unique platform to accelerate water technology commercialization.”

—Dr. Junhong Chen, *Program Director Engineering Research Centers Program, U.S. National Science Foundation*

Water Centric City

The Water Centric City initiative spearheaded by the City of Milwaukee connects communities around the world and showcases cities who are global leaders in managing water resources in a sustainable and resilient way.

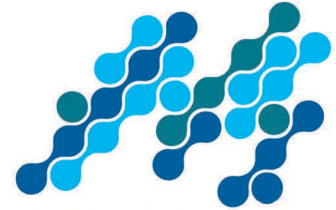
The City of Milwaukee’s Water Centric City (WCC) initiative promotes and connects communities around the world that demonstrate leadership in managing natural water resource assets in a sustainable and resilient way. The initiative provides a network for cities to share best practices and guidance, and a framework of outcomes and metrics for the following areas: integrated water resource management, water supply and treatment, innovation and technology, water related



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industry, water education, culture and recreation and water stewardship. The WCC initiative is a program of the City of Milwaukee's Environmental Collaboration Office in partnership with The Water Council, University of Wisconsin-Milwaukee, Harbor District and many others. Cities anywhere in the world can begin the Water Centric City journey by taking the pledge, completing the framework and publishing a signed commitment to water stewardship from the mayor. Participating cities will be integrated into the WCC network and provided with the official Water Centric City logo to display proudly across their community.

Customer Testimonials

"Midwest's coolest, most underrated city"

–Vogue

"1 of 3 Best Start-up Alternatives to Silicon Valley"

–Realtor.com

"We have had about 4 years in a row where the U.S. Triathlon comes to compete in Milwaukee. They have told us that it's the cleanest urban water environment that they compete in. We have people coming to Milwaukee for the clean environment that we created."

–Kevin Shafer, Executive Director of Milwaukee Metropolitan Sewerage District



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