



FREQUENTLY ASKED QUESTIONS

What is BREW 2.0?

BREW 2.0 is targeted at late-stage startup companies who are market ready or have early sales and are poised for growth. Companies with various freshwater technologies or solutions are well suited for BREW 2.0, including AI, sensors or materials, hydropower, nutrient capture/reuse, treatment technologies or systems and *more*.

Who is The Water Council?

You can learn more about us [here](#).

Is BREW 2.0 a new program from The Water Council?

No, [BREW 2.0](#) builds on the format and success of the former BREW (Business, Research and Entrepreneurship in Water) program, launched in 2013. Now in its 7th year, we've redesigned the program to provide greater value to late-stage startups in the water technology market.

Who is eligible to apply?

Startups who have already participated in one/more accelerator programs, are late stage and have early sales are great candidates for the BREW 2.0 program. Startups located anywhere globally are eligible but must be available during the scheduled 'program hours.'

How do I apply? What is needed?

An online application can be found at www.watertechhub.com. You simply need to register as a user and complete the online application. Please be ready to upload a brief 'pitch' video (3 minutes or less) with your submission so we can get to know your technology/team.

What are the benefits for participants?

Selected participants receive specialized coaching, training and a pitch opportunity, combined with facilitated customer meetings. Subsequent training opportunities after the two-week virtual session are extended to participants. Participants invited to participate in BREW will also receive a one-year complimentary Water Council membership.

Is there a cost to participate?

No. The two-week BREW 2.0 event provides no cost sales/scale training, connections and a pitch event for invited participants. Subsequent training offerings may have a fee. We do not take any equity.

Who will I be connected with?

The Wisconsin Water Technology cluster includes nearly 240 companies in the water tech industry including distributors, manufacturers, engineering firms, design-build firms and OEM's. See the complete list via our [Global Directory](#). Our network also includes relationships with utilities, academic partners and industrial water users.

Will I receive an investment?

Participation does not ensure an investment although the pitch opportunity will bring you visibility to our expansive network of companies, investors, and potential partners and customers.

What does the training include for BREW 2.0?

Training elements during the two-week February program include sales and scale training, team dynamics, marketing/branding, pitch practice, pitch coaching and a pitch event as well as connections to BREW alumni, Wisconsin water tech network key leaders/contacts and targeted B2B meetings.

When is BREW 2.0?

BREW 2.0 will be hosted virtually in February 2021. Application deadline is Nov. 29. The formal program will occur the first and last weeks of February with supplemental/individual coaching and pitch practice select times the other weeks. Chosen participants must be available and participate in all program meetings/activities.

What happens after the February program?

The Water Council will continue to connect you with opportunities and connections through our state, national and global network. We will invite you to participate in other Water Council meetings, events and opportunities as aligned. Subsequent training opportunities will be offered (some may be fee-based).

Who runs the program?

Water Council staff run BREW 2.0, supplemented by various subject matter expert coaches and an experienced startup mentor. The Water Council's point of contact for the program is Karen Frost, Vice President Economic Development. The BREW is also supported by an array of industry experts who serve as program judges and participate in the BREW Advisory Team.

Who are the key sponsors of BREW 2.0?

[American Family Institute for Corporate and Social responsibility](#) is the premiere sponsor for BREW 2.0. We would welcome the opportunity to discuss additional potential sponsors. Interested? Contact Karen Frost at mkfrost@thewatercouncil.com.

What is the timeline for BREW 2.0?

- Application Open – October 15
- Application Close – November 29th
- Judging and finalist interviews – December 1-16
- Participants invited – by year end 2020

Applications open on October 15 and close at midnight on November 29. Judging and online interviews with finalists will take place in early-mid December with the cohort being chosen by end of 2020.

For invited startups, the program will take place virtually over two weeks in February; the 1-5 and 22-26, with select coaching sessions in between. The online Demo Day will take place on February 23.

Following the two weeks of programming in February, additional training and coaching opportunities will be offered to participants on a bi-monthly or quarterly basis.