MEMBER MEETING

March 28, 2019



HOST WELCOME



Rob Grim



INTRODUCING BREW 6

Steve Glynn, Director of Innovation





Don Heilman Digested Organics





Kelvin Okamoto Gen3Bio





Paige Peters Rapid Radicals





Jim Groose Watersurplus





Carl Cacciatore Latitude Power





Connected & Sustainable Infrastructure

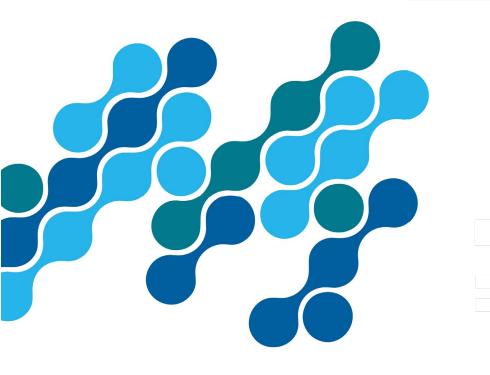
Joe Diekfuss P4 Infrastructure



TWC STRATEGIC PLAN – FRAMEWORK FOR CONTINUED SUCCESS

Dean Amhaus, President & CEO





ASPIRATION

Be the global center for advancing water technologies and stewardship to secure freshwater resources for the world.

WHO WEARE

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. LEADERSHIP IN WATER **TECHNOLOGY AND STEWARDSHIP SECURITY STEWARDSHIP ADVANCEMENT**

Be the global center for advancing water technologies and stewardship to secure freshwater resources for the world.

STRATEGIC OBJECTIVES

GROWTH

Expand Cluster & Global Influence

Advance Innovation

Lead Stewardship Excellence

STRATEGIC PRIORITIES

• Implement Alliance

Offer Stewardship

• Execute Strategic

Communications

Organize Summit

Advisory Services

for Water Stewardship

• Cultivate and Engage Key Partners

- Industry, Academia, Government

• Grow Diverse, Sustainable Revenue Base

Secure and Support Staff

- Execute Economic Development
- Manage Startup Programs
- Deploy Pilots
- Conduct Challenges
- Build Talent Engagement

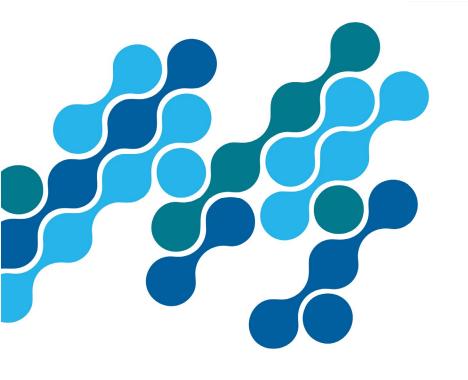
ENABLING CAPABILITIES

- Attract and Engage Strong Board of Directors
- Fully Leverage Global Water Center
- Expand, Engage and Serve Members

Our aspiration will occur by advancing member opportunities, water innovation and stewardship.

> By convening, connecting and showcasing an integrated program of initiatives we will accelerate our strategic priorities.

> > We will achieve sustainability and growth by meeting and leveraging our foundational assets.



STRATEGIC OBJECTIVE 1: EXPAND CLUSTER & GLOBAL INFLUENCE

Demonstrating its global leadership, The Water Council will attract businesses and organizations to the Milwaukee region, connect members with innovative small businesses, create talent connections and showcase the Wisconsin Water Technology Cluster's assets.

STRATEGIC FUTURE MILESTONES

2019

Exceed 275 members

2020

"Best in Show Award" from an international organization

Occupancy waiting list for Global Water Center

Form partnership with World Bank

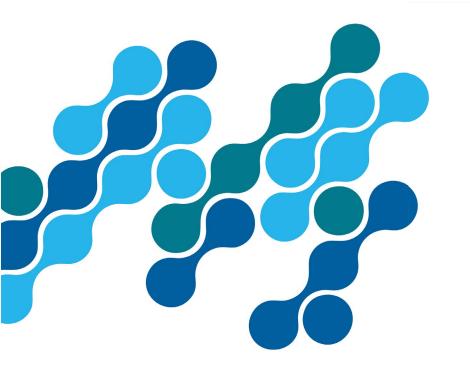
Members create shared lab and R&D space

Create Freshwater University Federal Center of Excellence in Milwaukee announced

2021

New water business makes \$25M investment in Milwaukee

Conduct "Davos of Water" Summit



STRATEGIC OBJECTIVE 2: ADVANCE INNOVATION

As a connector, The Water Council will advance water technology innovation by private and public entities by strengthening small businesses, piloting new technologies and linking innovators with members.

STRATEGIC FUTURE MILESTONES

2019

BREW company is purchased or receives major funding

Two Tech Challenge discoveries

BREW achieves gold ranking from Seed Accelerator Rankings Project

2020

Tech Challenge sponsors double

Form BREW acclaimed international advisor network

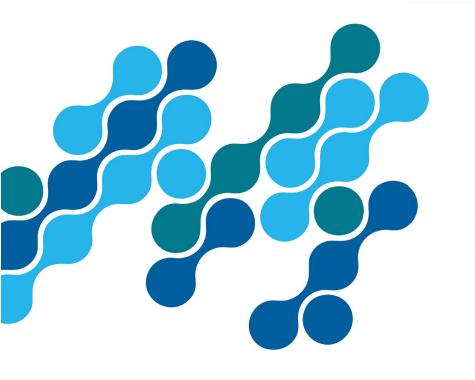
Pilot program creates second global hub

2021

One Tech Challenge discovery commercialized

Form partnership with Techstars® to expand global non-water advisor network

U.S. Environmental Protection Agency creates funding program for private pilots of new technologies



STRATEGIC OBJECTIVE 3: LEAD STEWARDSHIP EXCELLENCE

The Water Council will lead the Alliance for Water Stewardship (AWS) North America's strategic efforts to advocate for excellence in water stewardship in all sectors of the economy.

STRATEGIC FUTURE MILESTONES

2019

Three international corporations begin use of on-product claims

2020

Companies from 3 distinct industries begin use of on-product claims

The Sustainability Consortium requires water stewardship practices from suppliers 2021

Open offices in Canada and Mexico

Consumer awareness of Alliance for Water Stewardship on par with LEED, USDA Food Labeling

Alliance for Water Stewardship North America is revenue driver for The Water Council



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BE THE DIFFERENCE.





2019 MEDIA PATNERS









MemberDR0PS



ONE MORE THING...



THANK YOU TO OUR HOST



