



BLUE PRINTS

The Waterpreneur Newsletter

Issue 01

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Waterpreneur Studio - ICCW

Issue 01

BLUEPRINTS

THE WATERPRENEUR NEWSLETTER

Message from our Directors



Prof. Thalappil Pradeep

Director

Waterpreneur Studio, ICCW

At Waterpreneur Studio, we are committed to empowering entrepreneurs to lead the way towards a sustainable water future. Founded by the International Centre for Clean Water (ICCW), Waterpreneur Studio aims to foster the next generation of water entrepreneurs, equipping them with scalable, repeatable business models to develop impactful water solutions. In a world facing growing water challenges, our studio offers a unique platform for visionary entrepreneurs to transform their ideas into impactful enterprises by identifying gaps at various stages of entrepreneurship and providing programs tailored to address those gaps. Join us as we create, innovate, and inspire entrepreneurs to build a cleaner, more resilient world.

One of ICCW's mandates was to establish an Incubation Hub, as there were no dedicated incubators for water-focused startups. The water sector, fraught with challenges, it was not considered a lucrative enough for startups, and so we decided to wait for the sector to evolve. However, two fortunate developments accelerated our plans: (1) The Gopalkrishnan-Deshpande Centre for Innovation & Entrepreneurship (GDC) at IITM, which focuses on transforming ideas into market-ready solutions, (2) a Flagship Accelerator Programme in the Water Sector launched by Akamai Technologies CSR Trust.

As a trained Instructor and Mentor at GDC, I was eager to take on the opportunity when Sattva Consulting introduced us to Akamai's initiative. Since 2020, ICCW has utilized the Lean Startup Methodology to accelerate 13 startups across 5 cohorts, focusing on building repeatable, scalable business models with measurable social impact and preparing them for investment. The Waterpreneur Studio is a natural progression of the above, designed as a continuum to support startups from idea stage to scaled-up enterprises. Through the Aqua Connexio programme, startups can choose to stay engaged with the Studio, leveraging synergies within the broader ecosystem.



Mr Nandakumar E

Director

Waterpreneur Studio, ICCW

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Introduction

Our Story so Far

Waterpreneur Studio, initially a vertical within the International Centre for Clean Water (ICCW), has evolved into a Section 8 not-for-profit company, driving water-based innovation. Over four years, it has become a critical platform for nurturing startups in water conservation and sustainable management. In partnership with Akamai Technologies, the Akamai Acceleration Program launched in 2020, providing 15 startups with funding, mentorship, and resources to transform MVPs into market-ready solutions, multiplying impact and fostering sustainable social impact. In 2023, the Akamai Incubation Program was introduced to support early-stage startups by helping them develop prototypes into MVPs. Within its first year, the Incubation Program has already supported four startups, bridging crucial gaps and strengthening the ecosystem for water-focused entrepreneurship. Together, these initiatives empower entrepreneurs to drive meaningful & sustainable change in the water sector.



Waterpreneur Studio Inauguration Launch Event

Waterpreneur Studio was officially launched on September 10, 2024 and it was a huge success. The event brought together amazing speakers, water industry experts and plenty of enthusiastic people ready to make a difference in water technology.

We shared our vision for supporting startups focused on solving water challenges and had lively discussions about what the future holds for water sustainability. It was a great start and we're excited to see where this journey takes us!



WATERPRENEUR STUDIO IS OFFICIALLY LAUNCHED!

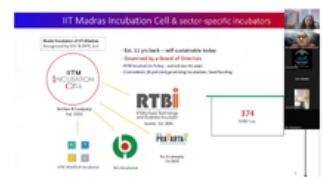
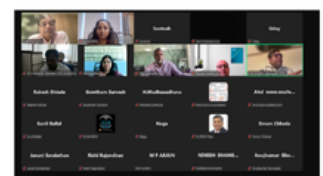
A big THANK YOU to all our incredible partners, startups, mentors and attendees who joined us in this exciting journey towards building a ecosystem for water innovators.



iccw.world/waterpreneur-studio-2/



AN INITIATIVE BY



Launch Event

Speakers



Prof. Thalappil Pradeep
IIT Madras



Mr. Gouri Shankar Gudla
Akamai Technologies



Mr. Harkesh Kumar Mittal
Former Chairman - DPIIT



Mr. Himanshu Joshi
Atal Innovation Mission



Dr. Manoj P. Samuel
CWRDM



Mr. Nandakumar E
ICCW



Ms. Jayalakshmi Umadikar
IITM Incubation Cell



Ms. D Thara. IAS
Ministry of Housing & Urban Affairs (AMRUT)



Prof. Prabhu Rajagopal
IIT Madras



Mr. Narain Madhavan
Xylem



Mr. M S Srikanth
IOCL



Mr Nat Malupillai
IIT M Research Park



Dr.. Rashmi Chansarkar
Aquaworks



Mr. Gowtham Sarversh
Keiretsu

How We Help Startups Grow !!

Potential Programs



Benefits of our Programs:



Incorporation
Support



Administration
Facilities



IPR Filing
Support



Mentor Connect
Programme



Webinars &
Workshops



Grant in Aid
Support



Promoting Industry
Collaborations



Connection with the
Network



Co-working
Space



Lab & Technical
Support



Capital Raising
Support



Marketing &
Promotions

How We Help Startups Grow !!

Potential Programs

1 Aqua Nest - Pre Incubation

Aims to support and empower ambitious and innovative entrepreneurs by enabling them to transform their proof of concept to a working prototype

Aim : PoC to Prototype

Duration : 15 months

Ideal for : Students & Entrepreneurs

2 Aqua Spur - Incubation

Crafted to elevate your prototype to the next level, with the backing of a robust network of experts and resources dedicated to ensuring your success.

Aim : PoC to MVP

Duration : 15 months

Ideal for : Startups $\leq$ 5 year

3 Aqua Launchpad - Acceleration

Designed for innovative and impactful startups with a Minimum Viable Product, offering essential support to scale their solution to market

Aim : MVP to Market Ready

Duration : 8 - 15 months

Ideal for : Startup with MVP

4 Aqua Connexio - Networking

Bridges the gap between accelerated and scale-up ventures by offering tailored solutions to startups and MSMEs across the globe

Aim : Market to Scale-Up

Duration : No Fixed Duration

Ideal for : Graduated Startups & MSME



Sustainable CSR initiatives

Akamai Impact

To address the raising global challenge of Water scarcity, Akamai's India CSR Trust is stepping up into channeling 2% of its revenue for sustainable solutions of India's water crisis, through its flagship initiative, the Akamai Accelerator Program. The trust supports innovators using scalable, tech-driven solutions to address water issues.



Neha Jain ✓

Co-Chair of Akamai India CSR Trust

Akamai's vision through this flagship program has been to identify early-stage innovators and be catalytic in integrating smart, technology-based solutions for water conservation

Startups Benefitted

 FISHYFARMERS

 AgroMorph™

 EARTH
FOKUS

 VERTEX ECOSOLUTIONS

 CLEAN
WATER

 TM
TECHNOMORPH
INNOVATIONS

 EyeNetAqua

 EKATVAM
Innovations Pvt. Ltd.

 WATSAN
Makers of Natural Water Purifiers
& Ready to Fit Toilets

 Banilolabs

 VAYUJAL
WATER FROM AIR - ANYTIME, ANYWHERE.

 smarterra

 Digital
Paani

 Jaljeevika

 SOLINAS

 ASHOKA TRUST FOR RESEARCH IN
ECOLOGY & THE ENVIRONMENT

Partnering with the ICCW at IIT Madras, the program offers early-stage startups funding, mentorship & resources to develop market-ready solutions.

Cohort 2 : Selected Startups

 LAMBERT
Serve to Conserve

 KYRO
SONICS

 Scrapify
Ecotech

 AQRITY

 THALES
CLEANTECH

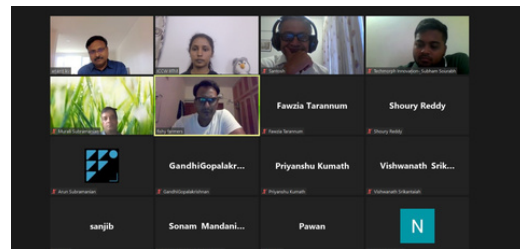
 TERRACLIME™

 ENWINOVE SOCIAL
SOLUTIONS

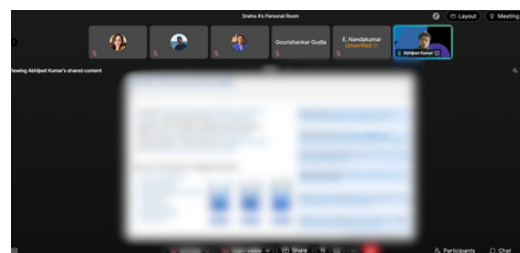
Timeline

Aug 2024

Cohort 1 : Incubation &
Cohort 6 : Acceleration
Mentor Mentee Meet



Cohort 6 : Akamai Board
meeting & **Cohort 2** :
Assessment Centre
Initial Screening



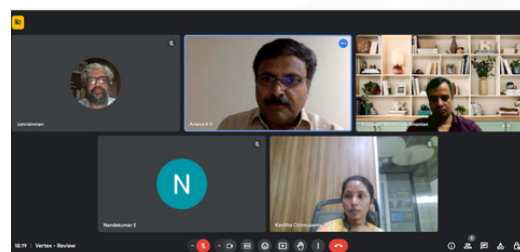
Sept 2024

Akamai funded startup :
**Fishy Farmer's Review
Visit**



Oct 2024

Cohort 1: Incubation
Program **Half Yearly
Review Meeting**



Cohort 6 : Acceleration Program

32

Applications

Total Application
Received

11

Selected

1st Level of
Screening

5

Selected

2nd Level of
Screening

Cohort 2 : Incubation Program

33

Applications

Total Application
Received

12

Selected

1st Level of
Screening

8

Selected

2nd Level of
Screening

Say Hi to Our New Innovators!

New Onboard



Initiative Engineering

Initiative Engineering is developing an innovative electronic PCB-controlled, solenoid-driven dosing pumps, featuring a single moving component and no lubrication needs, these pumps deliver precise, reliable dosing with a simplified design.



Kyro Sonics

KyroSonics is transforming the way urban water purification systems operate by addressing the significant loss of essential minerals—up to 90%—and the staggering 200-300% water wastage that occurs with traditional purification methods.



Aero Nero

AeroNero has been working on producing new green technology solution - atmospheric water generators - for generating and providing access to clean, safe, and affordable high-quality safe water particularly for regions facing water scarcity



Vertex Ecosolutions

India's rural sanitation relies on single-pit toilets, leading to health hazards from improper waste management. "Eco Drain" by Vertex Ecosolution, an eco-friendly product from 16 herbs, breaks down waste into water, reducing maintenance costs & supporting environment.



Fishy Farmers

Fishy Farmers tackles the scarcity of water with innovative Water Reclamation Systems. Using Bead Filtration Technology, they combine aquaculture and hydroponics to recycle water efficiently, conserve energy, and streamline fish farming, ensuring sustainable protein sources.

Exclusive Monthly Meet-Up

Coffee with Studio

Coffee with Studio ☕ is a unique, monthly virtual networking event hosted by Waterpreneur Studio. It's a space where entrepreneurs can connect, share experiences, and gain valuable insights from industry leaders. Each month, we invite a special guest to share their insights, strategies and experiences to help startups navigate the ups and downs of their entrepreneurial journeys.

Hosting - **Dr. T.N.V.V Rao**

- With over 30 years of global experience in the drinking water sector, Dr. Rao brings a wealth of knowledge to the table.
- His expertise spans water treatment technologies, product development, business development & regulatory research.
- Dr. Rao is also an active member of technical committees in the water sector.



Dr TNVV Rao

*Project Advisor
International Centre for Clean
Water - IITM*

Hosting - **Mr. Gokul**

- Mr. Gokul, an Industrial Designer and Professor of Practice with 25+ years of experience combines his design acumen with entrepreneurial spirit, holding an M.Des from IIT Delhi
- His background in both industry and academia makes him a valuable resource for entrepreneurs looking to innovate in design and product development.
- Mr. Gokul is currently serving as the Founder and Director of Camo Mobility



Mr. Gokul R

*Industrial Designer
Professor of Practise 25+ year of
Industrial experience*

Building Connections & Collaborations

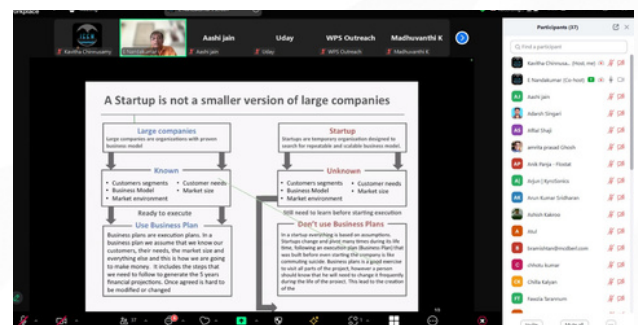
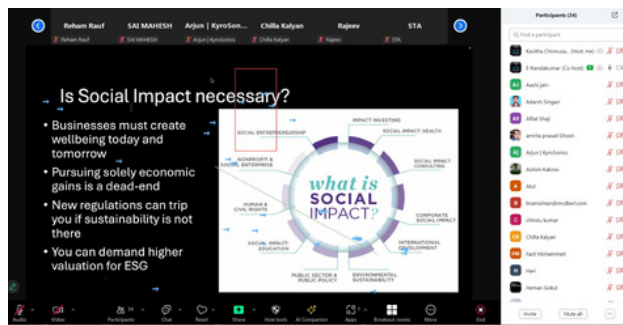
Founder's Playbook

S1 - Building & Scaling Water Tech Startups

- The Founder's Playbook Webinar Series kicked off with an engaging session led by Nandakumar E, CEO of ICCW, focusing on the vital topic of "Building & Scaling Water Tech Startups."
- With 39 enthusiastic participants in attendance, the event was a fantastic opportunity for entrepreneurs and innovators in the water tech space to gain insights into the startup journey.
- The session was lively, with participants actively engaging and sharing their experiences. The feedback collected post-event has been overwhelmingly positive, highlighting the value of the insights shared and the practical tips offered by Nandakumar.



Mr Nandakumar E
CEO - ICCW



Uday Shankar Prasad

Incredibly informative and provided a lot of actionable insights for scaling startups



5.0



Sunitha A

Precise and clear. Highly informative and full of actionable insights.



5.0

Founder's Playbook

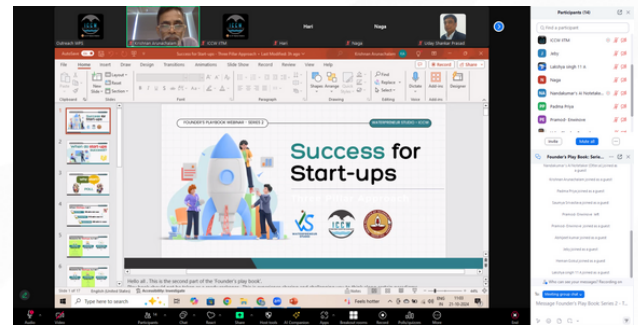
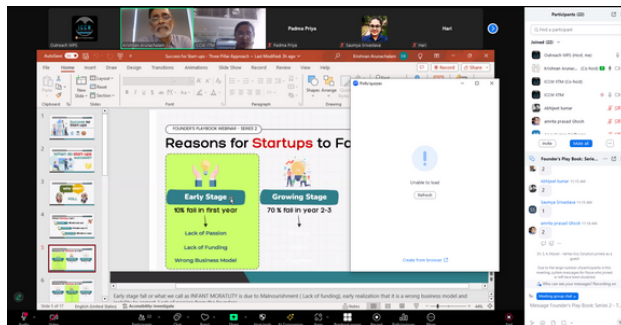
S2 - Triple Pillar Approach for Startups

- The second webinar, led by independent consultant Mr. Krishnan Arunachalam, brought valuable strategies for effective startup management to the table. Focusing on his Triple Pillar Approach, Mr. Arunachalam discussed structuring operations for growth, building financial resilience to weather economic challenges, and fostering social impact as a core business value.



Mr Krishnan Arunachalam
Independent Consultant
HR Advisor

- 30 participants joined in this session, learning how to balance these pillars through case studies & real-world scenarios. They appreciated the accessible guidance on scaling sustainably, finding the insights both relevant and immediately actionable.



Mula Padma Priya

So well-structured and relevant. The insights will benefit both early-stage and scaling startups

5.0



Mathi Alagan

It was insightful but easy to follow. Great session, Helped me a lot!

5.0



Building Connections & Collaborations

Official Visits

ICRISAT - Hyderabad

International Crops Research Institute for the Semi-Arid Tropics

Mr. Nandakumar E, Director of Waterpreneur Studio and Ms. Kavitha, COO of Waterpreneur Studio visited ICRISAT to connect with startups and initiatives that are working on reducing water usage in agriculture and promoting sustainable solutions. With farming being one of the largest consumers of water, this partnership aims to support innovations that drive efficiency in water use, benefiting both farmers and the environment. This visit is a step towards fostering stronger collaborations to address water sustainability challenges.



Become a Waterpreneur.

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STUDIO**

