



Aqua Scientia Potentia Est
Water Knowledge is Power



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We help solve the world's water crisis with AI tools

The Problem



- **\$ 700 billion** sector facing 40% gap in supply by 2030
- **780 million** people without access to safe drinking water
- **30%** of the world's population has no basic sanitation
- **70%** of fresh water used for agriculture
- **45%** of water withdrawals for energy, 19% of total energy to clean and pump water

Our Solution

[TheWaterNetwork.com](https://www.thewaternetwork.com)

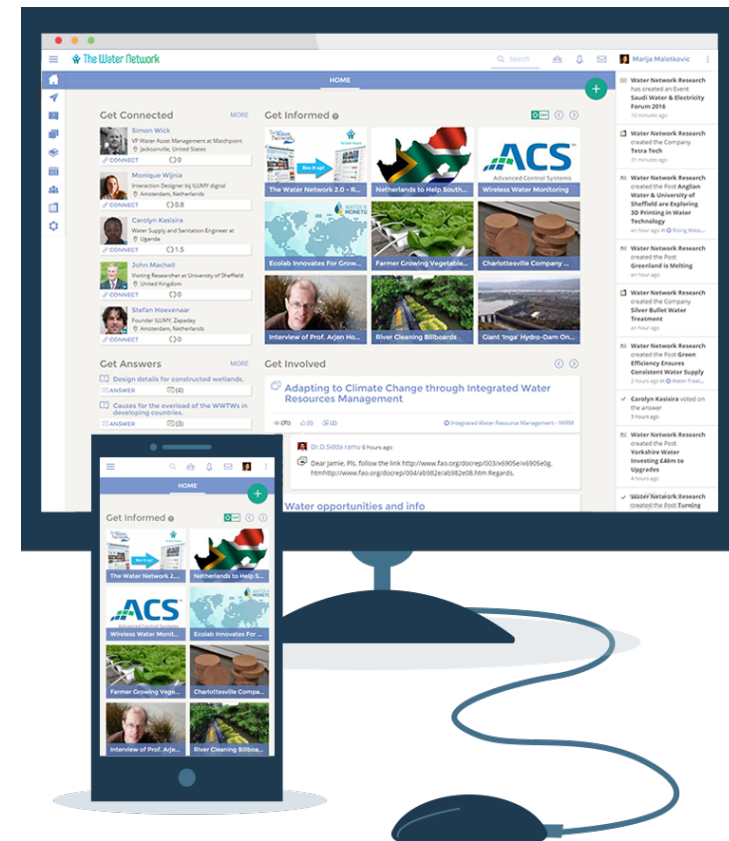


AI tool-based knowledge network that drives collaboration and innovation

The largest knowledge sharing platform & BtoB exchange for the global water sector



- > 111,000 members from 195 countries
 - 75% with advanced degrees
 - 50% in managerial roles
- 180 groups & communities
- 500 technology volunteers
- 10,000 organizations
- 350,000 subscribers
- 150,000 page views/month



World's only integrated ecosystem for water professionals.



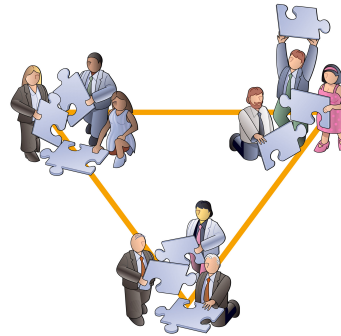
Business Exchange

>10,000 organizations.
Products, services, case studies,
bids database, job board



Q&A

700K views
> 12,000 answers



Experts Exchange

Communications & collaboration, thematic
groups, knowledge nuggets,
professional communities, events

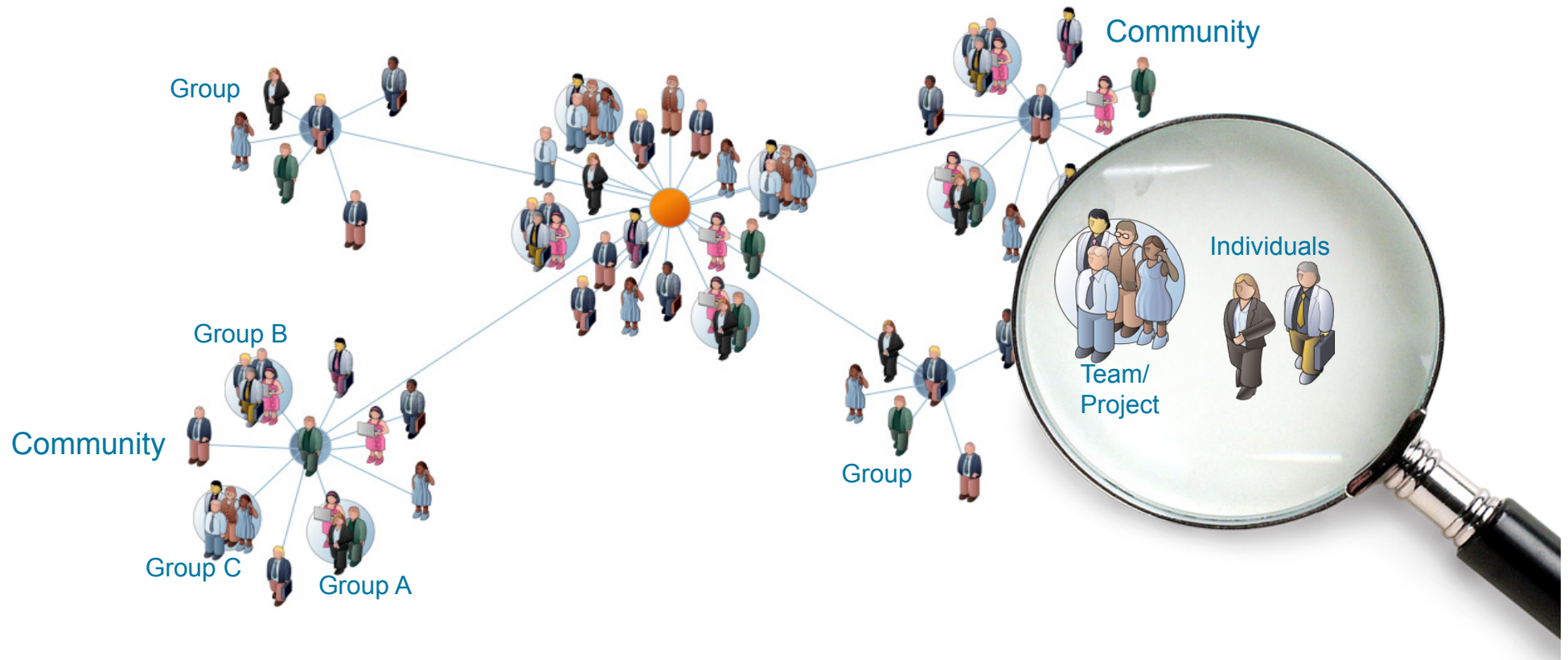


Library

>20,000 articles, data collections, blogs,
documents & courses

Powered by our award winning knowledge management platform

The Water Network



Communities provide an integrated digital solution for associations, regions, & NGOs

Client Communities

Benefits:

Best of class digital platform, out of the box,
fully integrated, secure, cost effective,
access to more than 111,000
water professionals.



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

AI tools drive engagement, discovery, & match needs with assets

SmartMatchPro™ highlights relevant people & content to each member



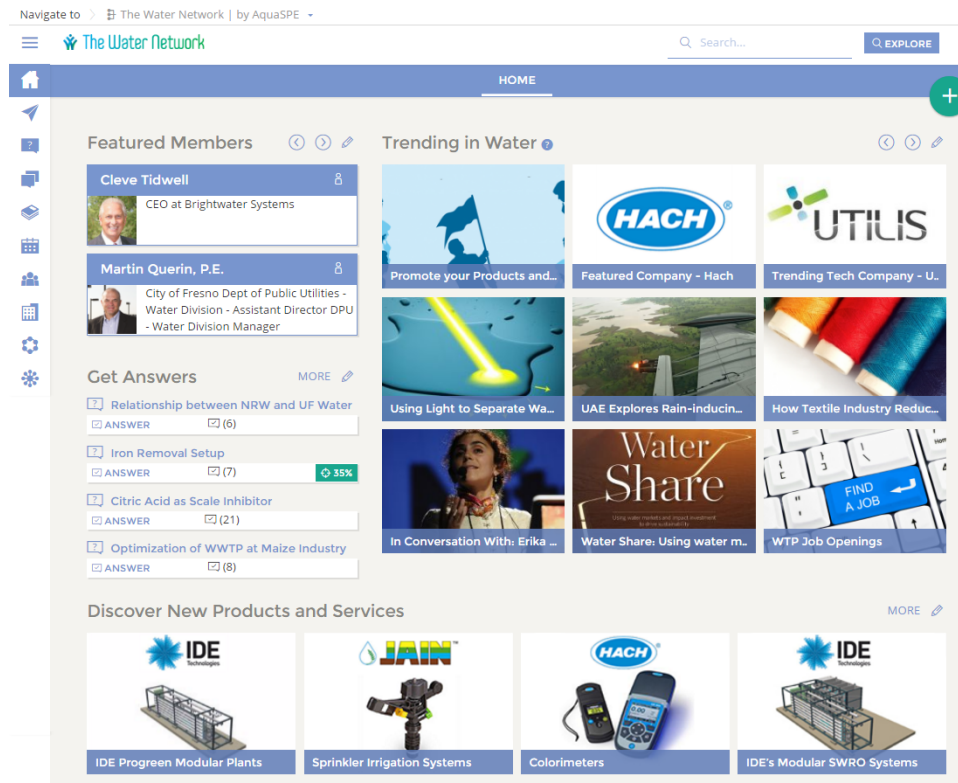
Related content & relevant experts automatically shown, encourages learning and engagement

The screenshot displays the SmartMatchPro™ interface with three main sections:

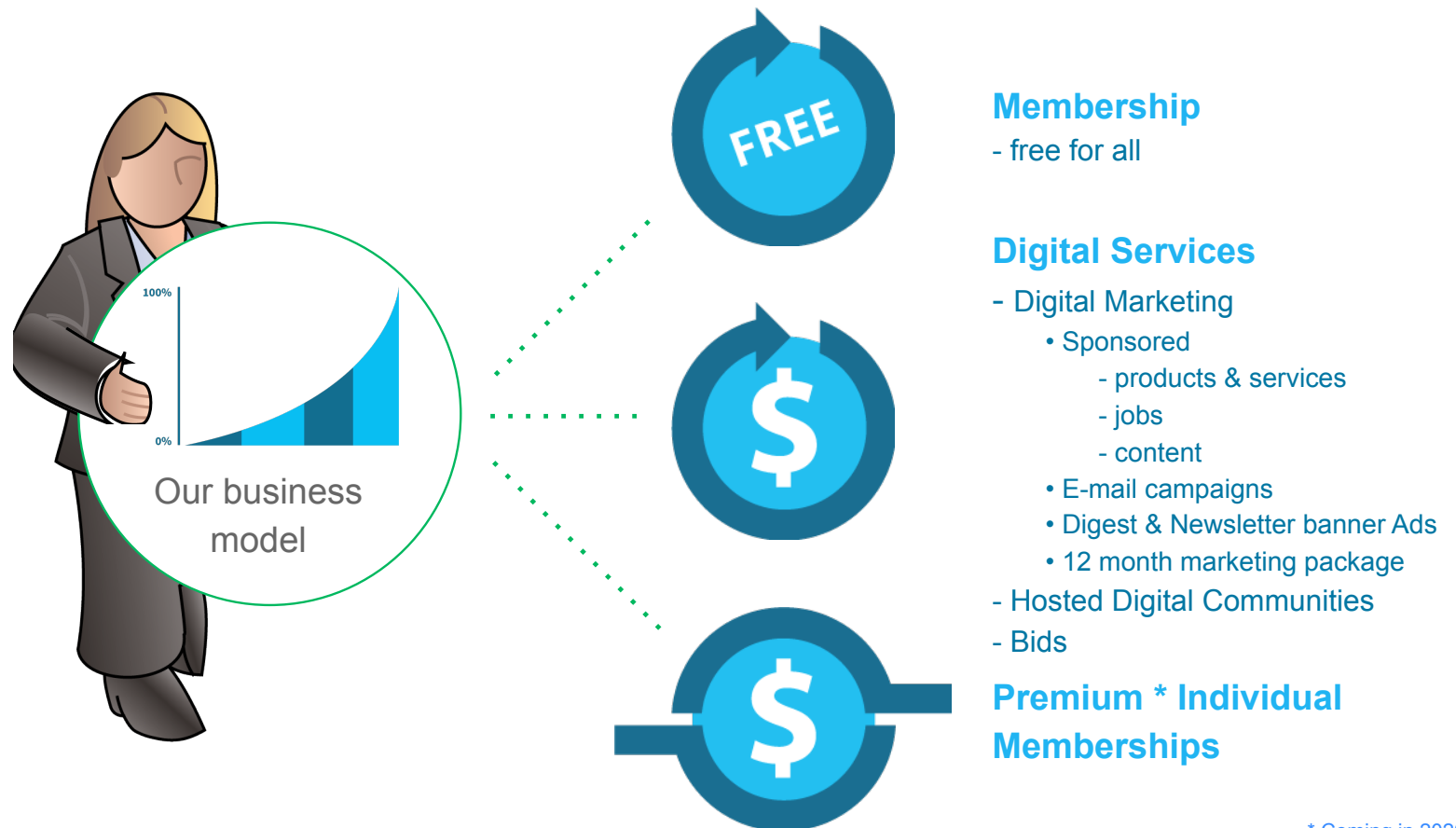
- Similar Questions:** A list of questions with 'ANSWER' buttons and counts. Examples include 'Nitrite Based Treatment for Closed Cooling Water Treatment' (5 answers), 'Thread partials in Der Washing Waste Water Plant' (8 answers), and 'Methods to reduce th & Grease content in tl Industrial Waste Water' (7 answers).
- Relevant experts:** A list of experts with 'REQUEST ANSWER' buttons. Examples include R. Trace Blackmore (Owner, Blackmore), Ferdi Hartzenberg (Technical Manager at South Africa), and Rashed Al-Sa'ed (Professor and IEWS, Birzeit).
- RELATED CONTENT:** A section showing related content, including a video titled 'The Smart Water Industry is No Longer a Choice... It's a Must!' (5 months ago) and an article titled 'Detect Water Contamination Via Your Smartphone' (3 years ago).

Excellent reputation & trust earned by consistency, relevance & quality

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



Business model










* Coming in 2020

AquaSPE provides best value digital marketing services for the global water sector



* Competitive data estimates from publically listed media kits of: WEF, Water Online, Waterworld, Water Briefing, WWT, WWI, Industrial Water World, Filtration separation.

Main digital marketing services, reach and pricing	AquaSPE	Competition*
Reach	500,000	200,000
Online Registered Members	> 111,000	Zero to 35,000
Subscribers/emails per month	360,000 650,000	104,000 208,000
Social Media reach	>70,000    	16,000 to 38,000   
Real- time leads report	YES	No
Targeted in-feed ads & notifications	YES continuous and targeted	NO
Customized 12 month package	YES	NO
Page views per month	150,000	22,000 to 170,000
Home page feature	Yes, Company, Product, Interview and Jobs	Rotating Banner Ad
Price to list product/month	FREE	\$ 40 -
Price per product Ad/month	\$ 120	\$47 – \$3,000
Package Price/month	\$ 820	\$ 1,160

*"we get the majority of our leads through AquaSPE digital marketing,
Results get presented to our management team every week"
anonymous happy client of two years.*

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AquaSPE

Lean team with army of volunteer editors



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

Branka Malenica , **Chief Editor**

Mirko Krstic, **Software Development Manager**

14 World Class Advisors

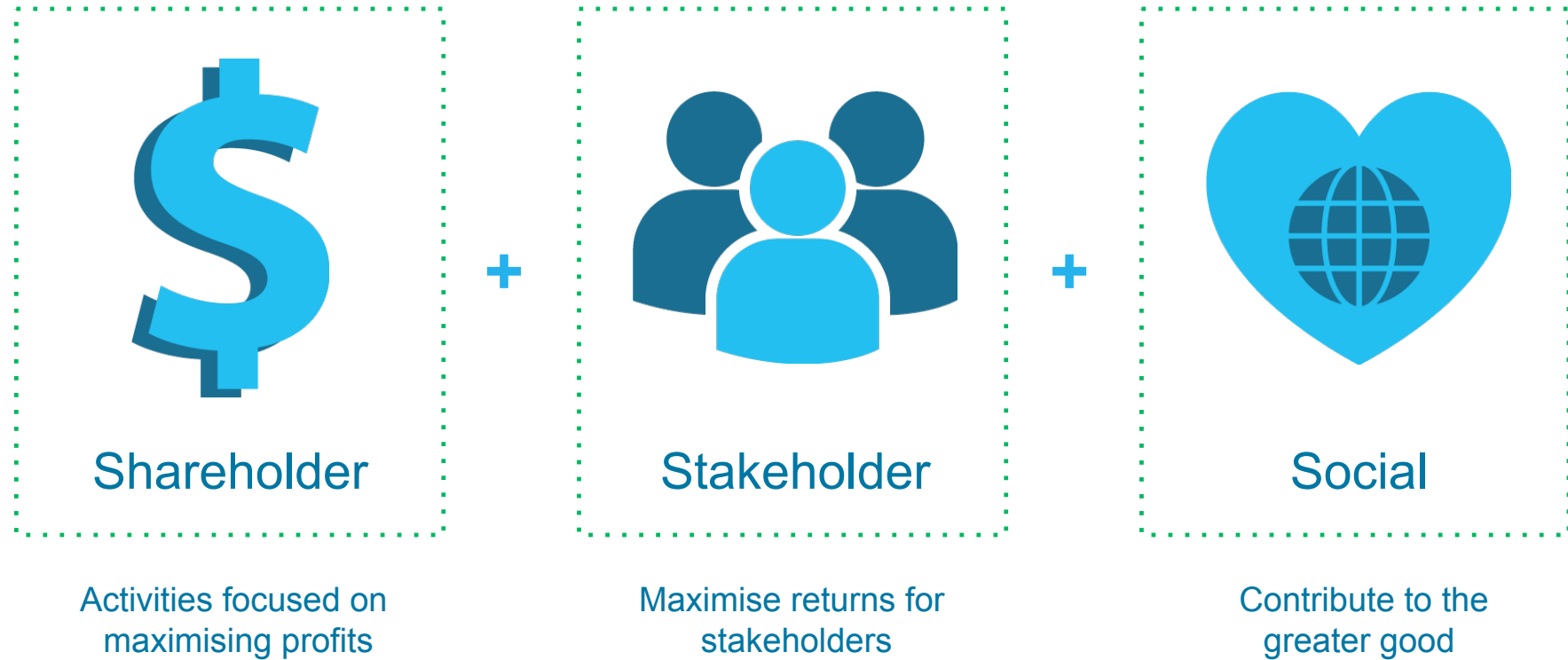
500 expert volunteers, in **18 functional disciplines**

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AquaSPE

Dedicated to sustainable value creation



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



The Water Network



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