

Vital Signs for the Cents in Water, Waste and Watts



Laura Shenkar
Principal



The BlueTech Innovation
Forum, June 8, 2010

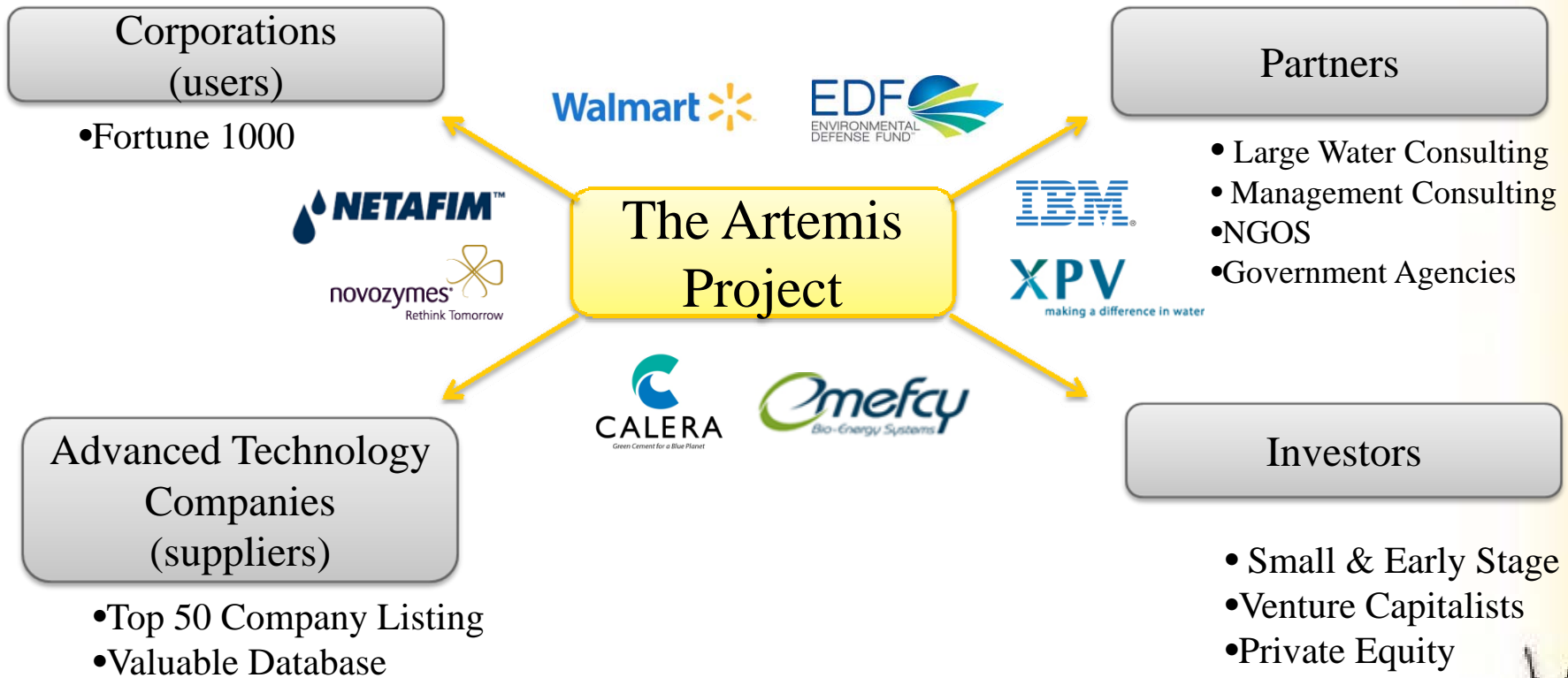




The Artemis Project: Strategic Consulting for a Water-Constrained World

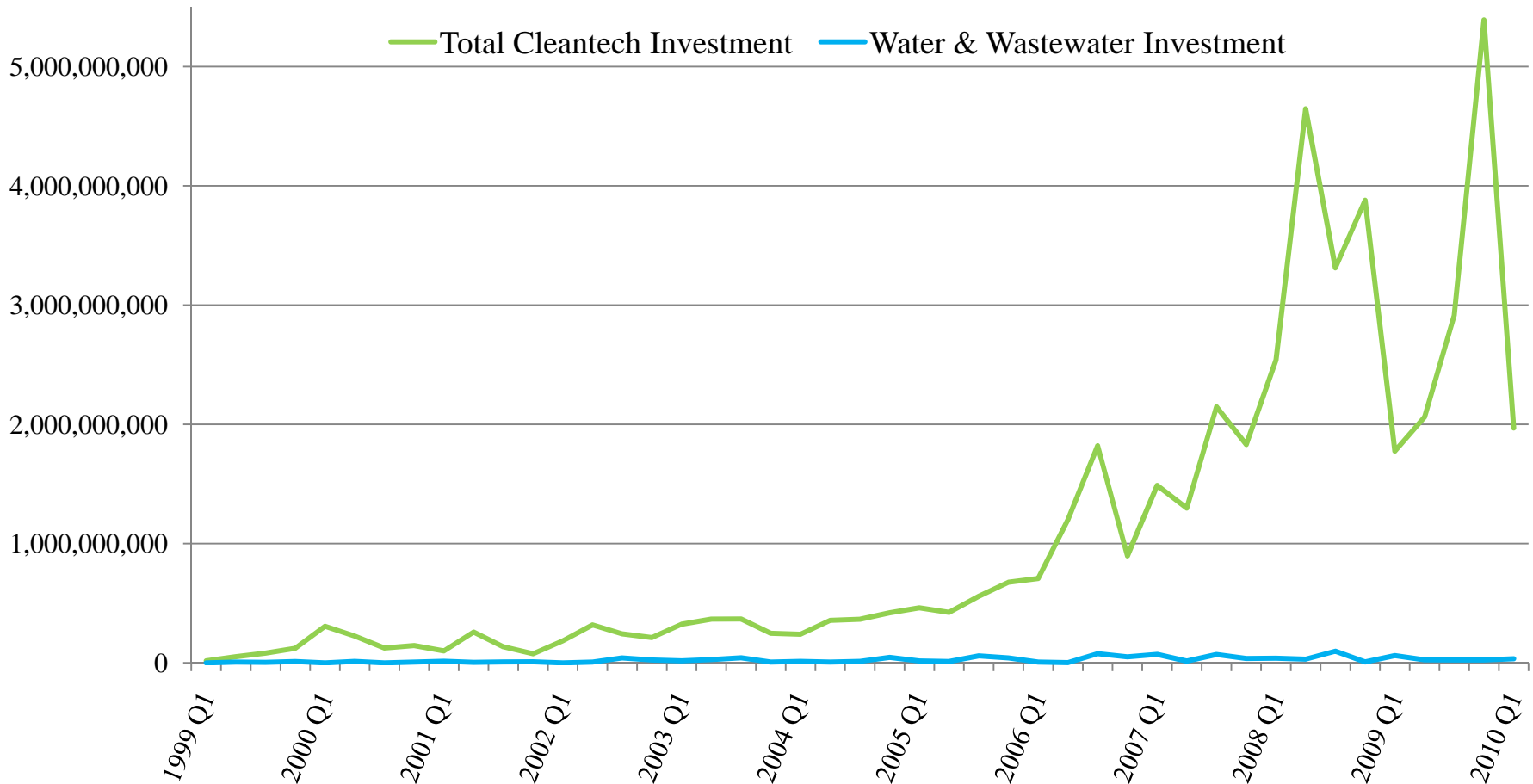
- **Helping business thrive in a world of increasing water challenge**
 - **Working with global corporations to achieve sustainable competitive advantage through operational excellence in water management**
- **Helping advanced tech water companies penetrate key markets**
- **Top 50 Competition, BlueTech Forum, Webinars, Task Forces**

The Artemis Project Ecosystem



Water has not Succeeded in Attracting Venture Investment

Dollars Invested in Cleantech



Source: The Cleantech Group Database

The Artemis Project-Proprietary

4 August 2010



The
Artemis
Project

Eco-System Breakdown



Trips by Top Leaders to Inspect All-Hands-on-Deck Response Total 28

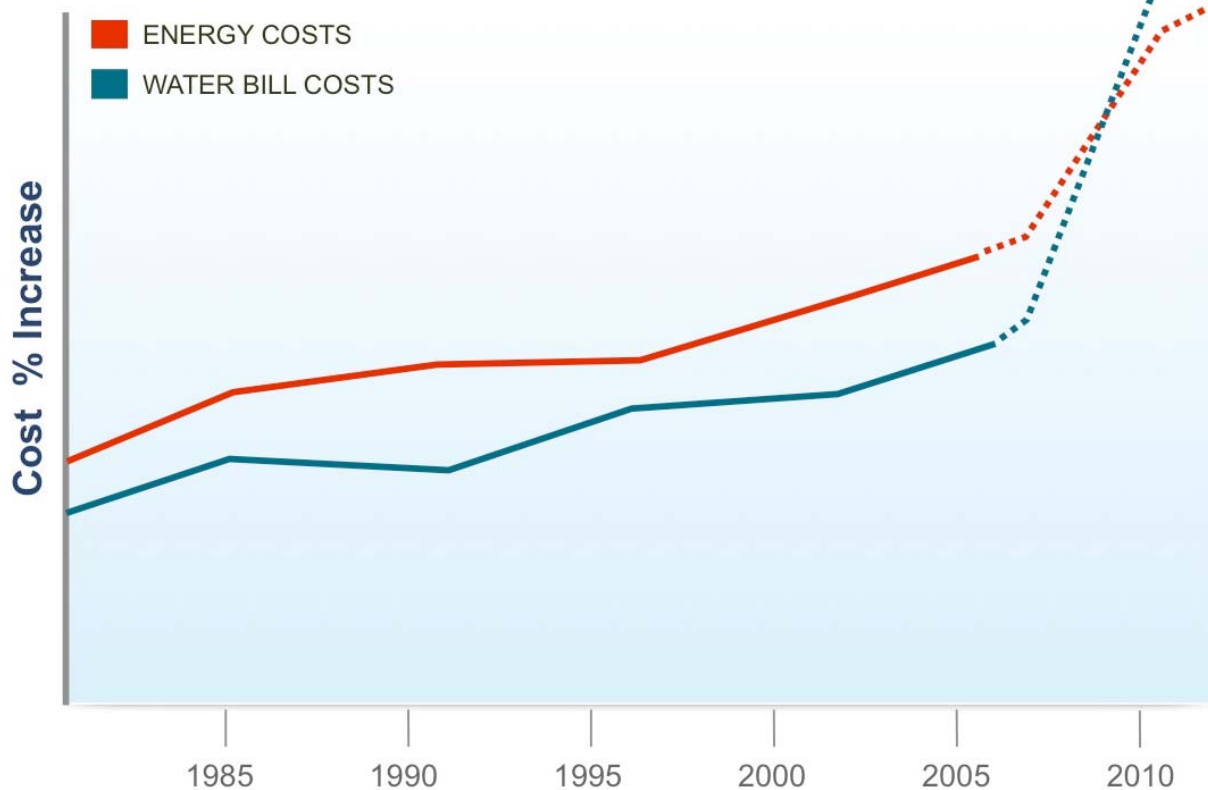




The
Artemis
Project

Pricing

Water Cost trend Is Similar to Energy



Sources: Dept of Energy & EPA



Scarcity

Blasting To Begin In Lake Mead Next Week, *May 2010*



"Lake Mead is shrinking, as an ever-thirsty nation sprawls across the desert and consumes the waters of the Colorado in an increasingly unsustainable way."

PROCLAMATION OF EXISTENCE OF A LOCAL EMERGENCY
AND REQUEST FOR THE GOVERNOR TO PROCLAIM A STATE OF EMERGENCY
AND REQUEST FOR A PRESIDENTIAL DECLARATION
AND REQUEST FOR STATE AND FEDERAL ASSISTANCE
BY THE BOARD OF SUPERVISORS
COUNTY OF FRESNO, STATE OF CALIFORNIA



The Artemis Project

Infrastructure Decay



"...left some 2 million people in the Boston area without clean water."

May 1, 2010, in Weston, Mass.

"I guess it depends on how much the public likes sink-holes, stand-pipes, and cryptosporidium in the 21st century."

Christoph Gasson, Global Water Intelligence



Climate Change



October 31, 2009 *..Earnings Could Suffer as Cool, Wet Weather Strands Crops in the Field, Exposing Them to Mold and Other Damage...* (Wall Street Journal)

January 13, 2010 “..The U.S. government stunned commodity markets by estimating record corn and soybean crops for 2009, sending prices tumbling and prompting analysts to reassess their forecasts for the rest of the year.”



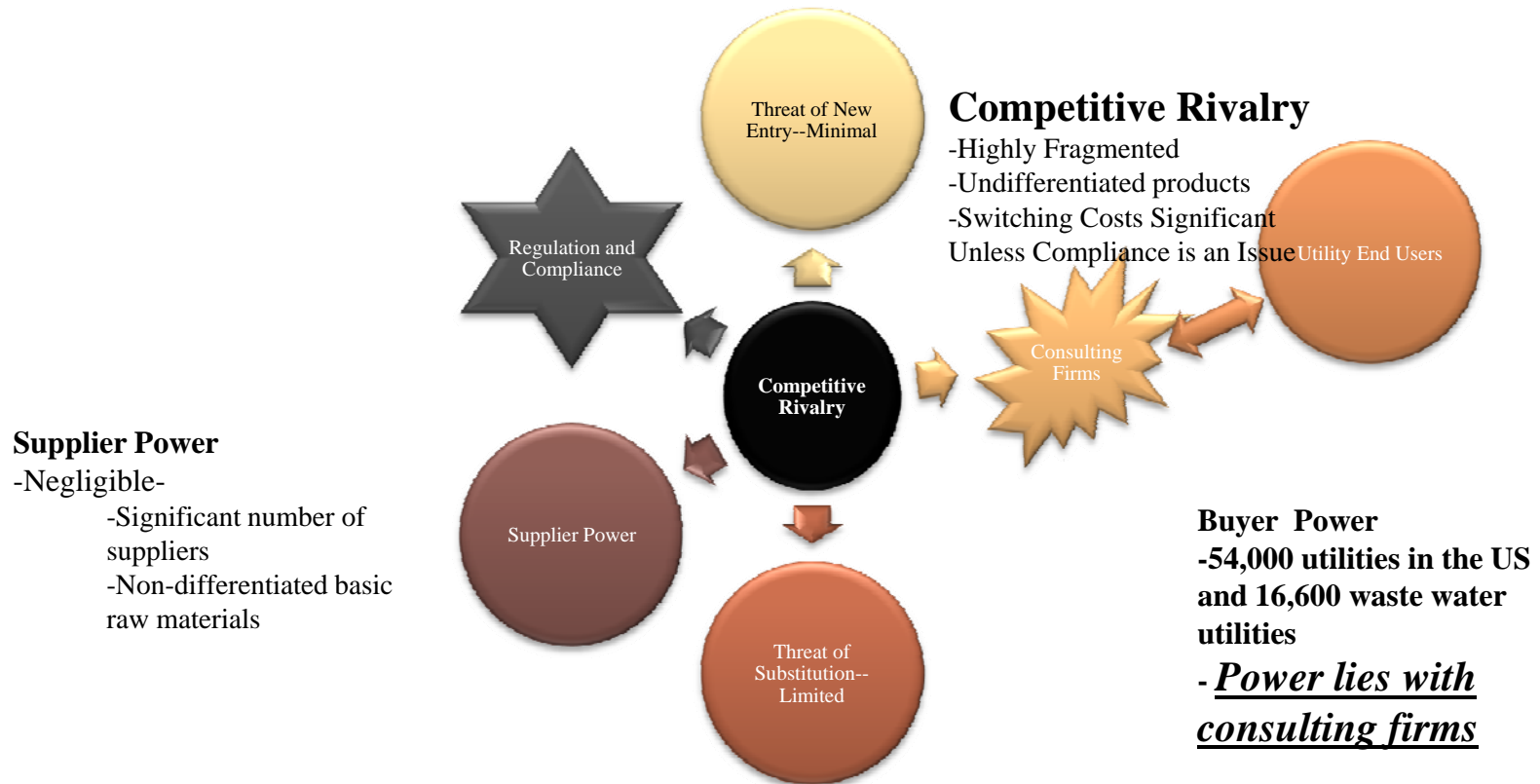
A Sixth Factor– The People in Water

“The most important sign that now is the time for advanced water tech is the quality of the leadership in the industry. Today, you see a sizable group of business people who are entrepreneurs with prior experience in earlier water success stories.”



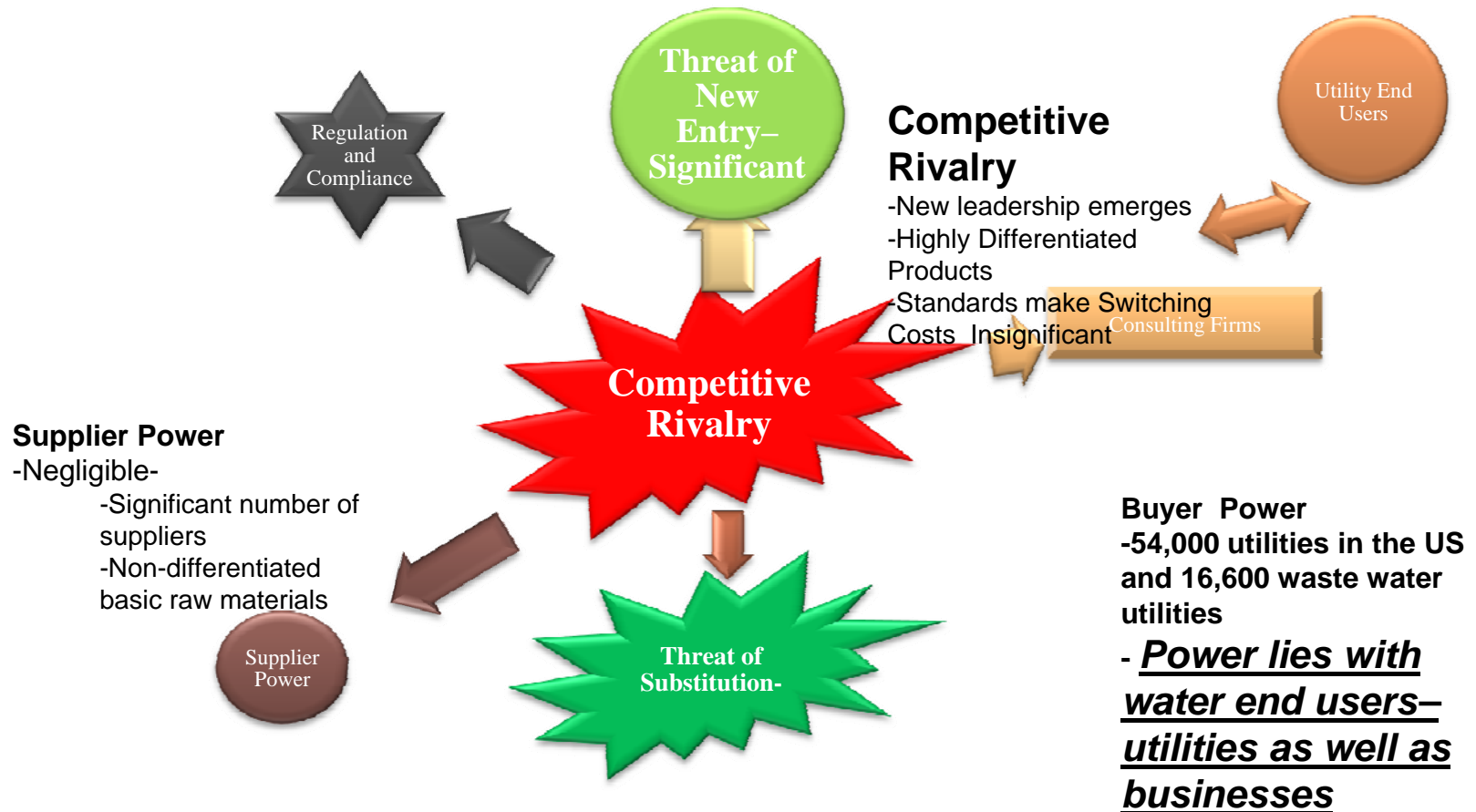
The Water Industry

Historic Competitive Dynamic



- Safety is paramount for water when supply of water as well as disposal is unlimited.
- Outside expert opinion is crucial for ensuring the safest solutions for water treatment and sewage disposal.
- Independent utilities each require a custom system for their needs, but also prefer proven approaches.

Industry Potential Given Demanding National Water Quality Standards



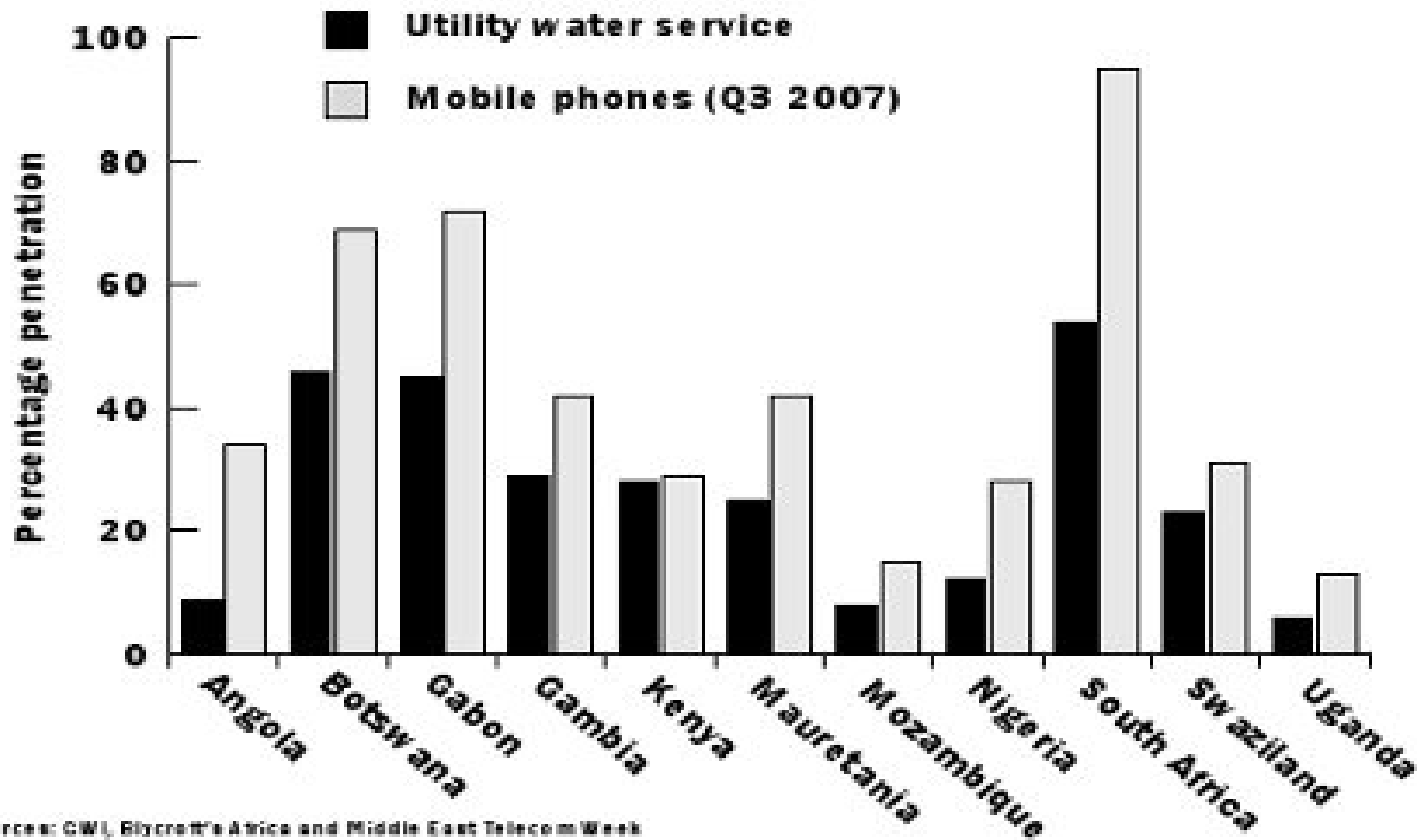
- **Resource management becomes critical for water supply and quality**
- **Expert opinion is incorporated into products rather than projects**
- **New mass markets emerge, justifying significant investment in advanced, user-friendly products**



An Efficient Market vs. An Inefficient Market: Cell Phones to Water Infrastructure

On Location Rugged Products Bring Telephony to Rural Areas Outside The Grid

Water services versus mobile phones in Africa



Sources: GWI, Blycroft's Africa and Middle East Telecom Week