

Top Water Industry Entrepreneurs Emerge in Wetsus Event

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Introduction

Cork, (7th April 2015): Three new water industry technology concepts have been picked as winners in the Water Campus Business Challenge 2015. Described as a 'bootcamp for water entrepreneurs', the week-long event was organised for the sixth time by the Wetsus European Centre of Excellence for Sustainable Water Technologies in Leeuwarden, The Netherlands.

The Challenge was created for aspiring entrepreneurs, with or without knowledge of the water sector; successful managers of water companies; and specialists in intellectual property, marketing and finance. They are tasked with developing a business plan or idea, starting a new business venture, developing a commercialisation plan or expanding their knowledge about water technology commercialisation.

During the week, participants have access to organisations and business experts in the fields of water technology, business development, sustainability and strategic planning.

BlueTech Research's chief executive Paul O'Callaghan, who served as one of the event judges said, "This year there were 15 participants presenting across a very wide range of areas from e-learning tools for water to creating useful bio-products from humic acids removed from drinking water. The range and standard was very impressive and I wish all the winners success in their future ventures."

Presenters included high-calibre seasoned water innovators such as Menno Holterman, chief executive of Nijhuis Water Technologies.

BlueTech Research water technology market analyst Stefan Urioc addressed the 15 competing participants on water technology

commercialisation theory and case studies. The event, which took place 2-6 March 2015, was sponsored by BlueTech Research's parent company O2 Environmental along with Water Alliance and Deloitte.

The eventual winners, all from The Netherlands, were:

Hans-Henk wolters, metal membranes

Water technology start-up Metal Membranes has developed a method of producing ceramic membranes using plasma-arc technology to oxidise wafer-thin sheets of aluminium oxide or titanium. Metal Membranes' chief executive Hans-Henk Wolters explained how the technology has discovered multiple markets, including use as a heating element in E-cigarettes, as a filter to concentrate bacteria in sensors and as a water filtration technology. The company has recently received investment from ICOS Capital.

Jos van Dalfsen, wafilin systems

Wafilin system presented a business case on the market potential for using reverse-osmosis membranes to concentrate milk at farm production sites. The concept involves integrating the concentration system with milking robots, which allows for continual use of the membrane system throughout the day. Jos van Dalfsen explained how the approach has numerous advantages, including saving cooling energy and transportation costs.

Petra Ross, Arcadis

Arcadis presented a technology that can help prevent saline intrusion into freshwater aquifers. The size of the addressable market opportunity globally and the clear vision for project execution were key aspects of the presentation by consultant Petra Ross.

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