THE WATER COUNCIL

Global Innovators Join The Water Council's BREW 2.0

10 Startups from 7 Countries Comprise 2022 Cohort

Milwaukee, WI, MARCH 29, 2022 – A portable device to monitor water quality, AI-powered analytics for water utilities and hardware that destroys PFAS chemicals are among the innovations that will be part of The Water Council's BREW 2.0 Post-Accelerator in 2022. The cohort includes companies from the U.S., Austria, United Kingdom, Canada, India, Sweden and France.

This is the second year for The Water Council's BREW 2.0, which focuses on late-stage water technology startups ready to enter the market or with early sales. The program includes multiple weeks of targeted virtual training and follow-up training throughout the year to help young companies build connections and grow capacity. The companies will present their innovations at a virtual pitch event for water industry professionals and investors Thursday, June 23.

BREW 2.0 is sponsored by Beckhoff Automation, based in Germany with U.S. headquarters in Minnesota, and Thales Water Advisors of Los Angeles. Thales will provide expertise and thought leadership for BREW 2.0 participants, particularly in the areas of go-to-market strategy and scaling up. This is the first full BREW cycle for both sponsors.

"As a company focused on leading-edge technologies, we are eager to support young and innovative companies focused on water sustainability and conservation," said Jesse Hill, Beckhoff process industry manager. "We're also hopeful that we can find partnerships with

these companies and support them with access to our network of customers and integrators to help accelerate their growth."

The Marquette University College of Business Administration, Milwaukee, is also joining the BREW programming team with sales training through its Center for Professional Selling.

The 10 companies in this year's cohort are:

- Aquagga Inc.: Destroying PFAS ("forever chemicals") through containerized hardware
- ColiMinder: Real-time, online microbiological measurements
- EVOVE: Precision membrane technology for filtration and separation
- Hydrant.AI: Artificial intelligence platform with holistic distribution system monitoring
- KenWave Solutions: Data-as-a-service model enabling non-invasive pipe condition assessment
- NanoAffix Science: Portable device for real-time detection of lead in tap water
- Pani Energy: Cloud-based analytics solution optimizes water treatment plants
- SmartTerra: Artificial intelligence-powered analytics software for water utilities
- Stockholm Water Technology: Software-defined water treatment unit for commercial and consumer markets
- WE CONNECT: Online system that detects pathogens and bacteria in treatment plants and sewers

"BREW 2.0 is one of several programs we offer to foster freshwater technology innovation to help solve global water challenges," said Karen Frost, The Water Council vice president of economic development and innovation. "We are proud of the variety of participants this year, both in the problems they're addressing and their geographical origins."

About The Water Council:

The Water Council (TWC) is a global hub dedicated to solving critical water challenges by driving innovation in freshwater technology and advancing water stewardship. Built on more than a century of innovation, TWC has coalesced one of the most concentrated and mature

water technology clusters in the world from its headquarters at the Global Water Center in Milwaukee, Wisconsin, USA. Recognizing the need for smarter and more sustainable use of water worldwide, TWC also promotes water stewardship as a natural complement to water innovation in the effort to preserve freshwater resources in the Midwest and around the world. Today, The Water Council has established itself as a global leader in the water industry and one of America's premier economic development clusters as recognized by government agencies, [Brookings](#) and the [Harvard Business School](#).