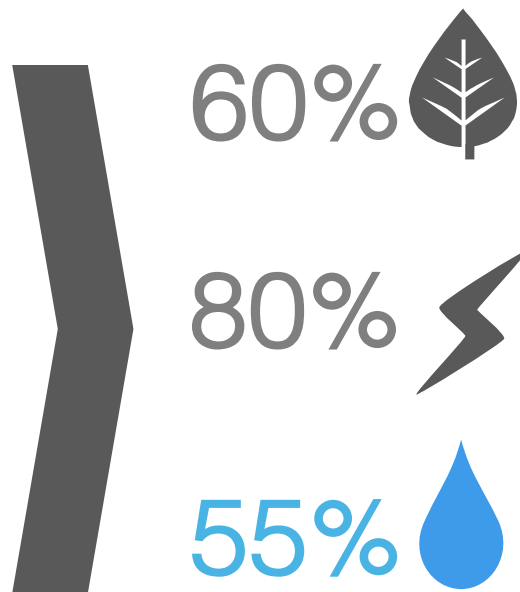


# ABUNDANCE



# WHY WATER?

2050



# WHY WORRY?







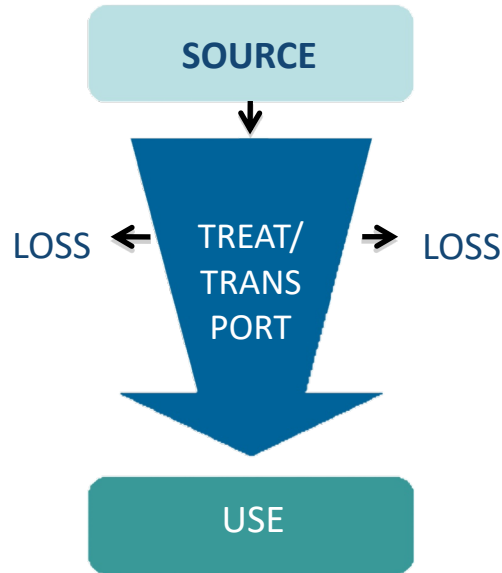


A large, white, dome-shaped water tower stands against a cloudy sky. The words "FLINT WATER PLANT" are printed in bold, dark blue capital letters across the middle of the dome. The tower is supported by a series of white columns and a network of cables. At the very top of the dome, there are some small, dark mechanical components.

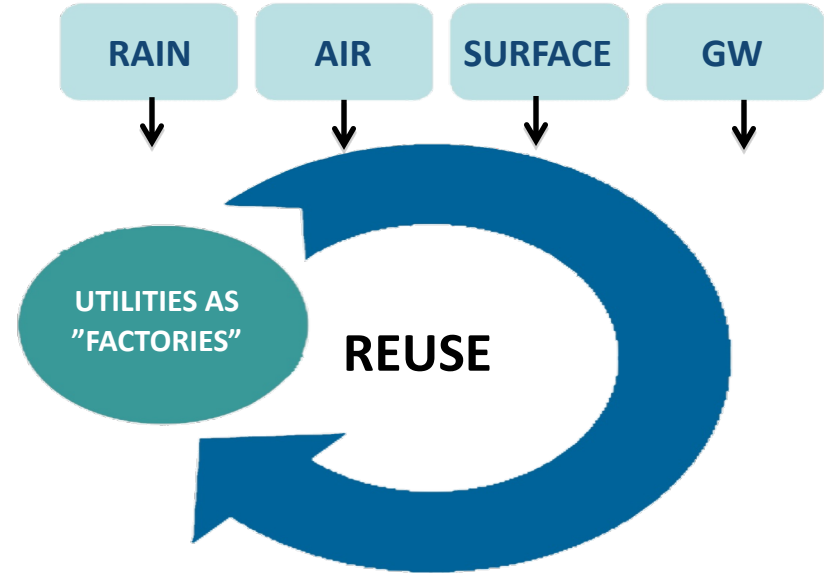
**FLINT WATER PLANT**

# WHAT HAS TO CHANGE?

## CURRENT

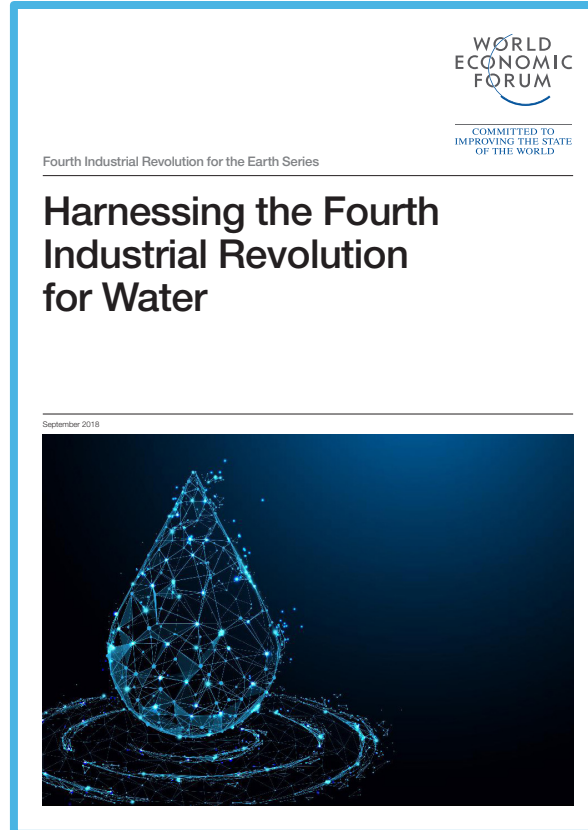


## 21<sup>st</sup> CENTURY ROADMAP



# TECHNOLOGY INNOVATION

## DIGITAL



**CropMetrics™**  
Yield Optimization Technology

 **WEETSense Inc.**

**pluto**shift



# TECHNOLOGY INNOVATION

## NEW SOURCES AND LOCALIZED TREATMENT



HOMES



SCHOOLS



OFFICES



**SOURCE™**

 **ZERO MASS water™**



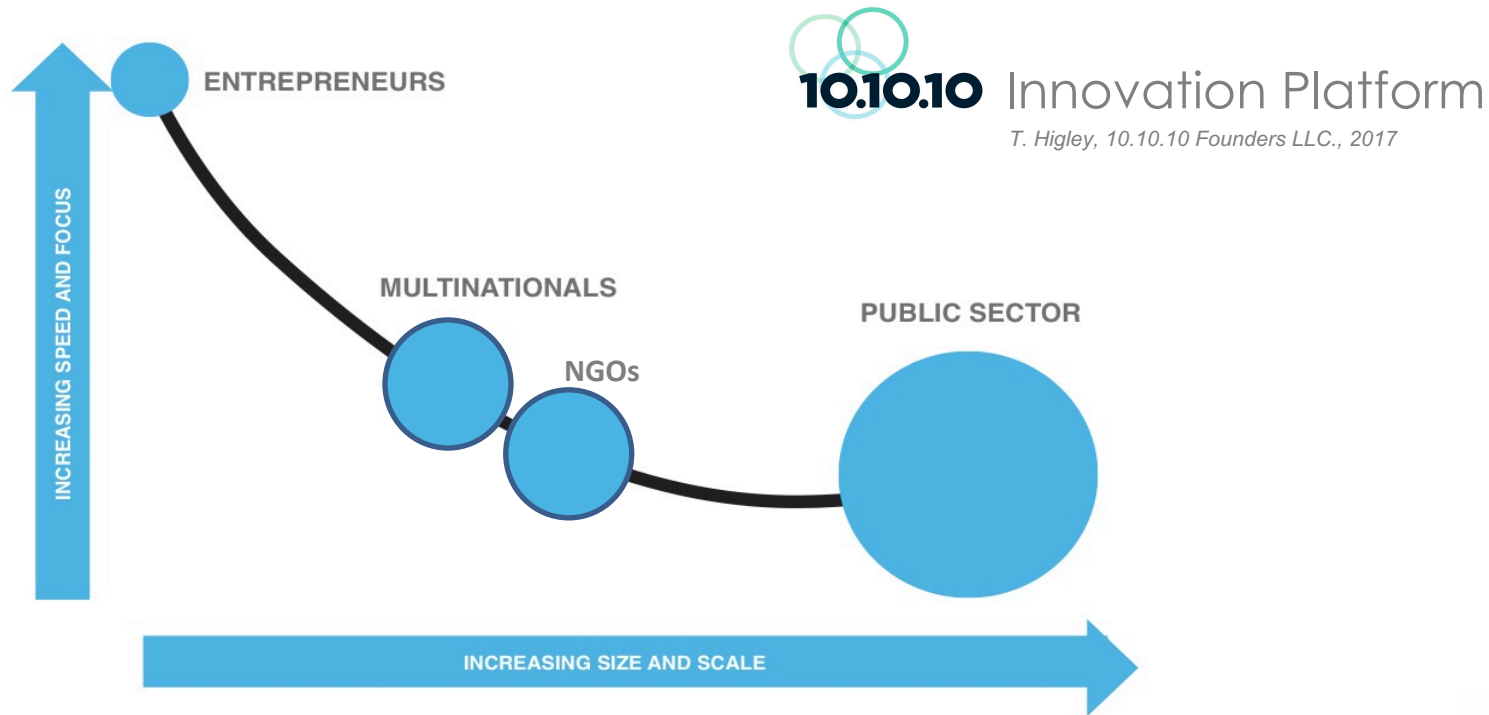
# A WICKED PROBLEM

A pair of hands, one light-skinned and one dark-skinned, are shown holding a small, realistic globe of the Earth. The globe is centered on the Americas, showing North and South America in green and yellow, surrounded by blue oceans and white clouds. The hands are positioned at the bottom and sides of the globe, with fingers gently gripping it. The background is solid black, making the hands and the globe stand out prominently.

*A wicked problem involves many stakeholders*

# WICKED PROBLEMS AND STAKEHOLDERS

## ECOSYSTEM INNOVATION PLATFORM





# ABINBEV AND ZX VENTURES

## INNOVATION ACCELERATOR



The **100+ Sustainability Accelerator** will aim to solve 100+ challenges by 2025. Powered by ZX VENTURES, the 100+ Sustainability Accelerator will run annual boot camps in 9 markets followed by a 10-week program for select entrepreneurs to test and scale solutions.

*"Through the 100+ program, we will leverage our global reach and resources to accelerate progress toward the SDGs and our 2025 Sustainability Goals. And we are excited to work with all these innovating partners."* **Carlos Brito**

**spout**

**MAJIK WATER**

**DESOLENATOR®**

# TNC AND TECHSTARS

## INNOVATION ACCELERATOR



Over the next three years, **the techstars Sustainability Accelerator** expects to attract thousands of potential applicant companies, of which 30 high-potential companies will be selected for the program.



# URBAN WATER CHALLENGE

## PRIZE COMPETITION

IMAGINE |  | H<sub>2</sub>O



**spout**

**SMARTTERRA**







“The future has arrived — it’s  
just not

evenly distributed yet.”

William Gibson  
Author, Neuromancer

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