

The Water Hub 'Water Dragons' Heat 2019

9th October 2019

The Ogden Centre, Durham University

The Water Hub's 'Water Dragons' heat will take place on **Wednesday 9th October 2019**, at The Ogden Centre, Durham University, DH1 3LE.

We are looking for innovative ideas, products and services for the water and environment sector. We will consider all applications for shortlisting; however, we have a particular interest in products and services that will feed into upcoming work streams at the Future Water Association and The Water Hub.

Systems thinking in asset and catchment management

In November, the Future Water Association will be bringing new thinking from asset management, catchment management and adoption of systems thinking to the future of network management. The Association wants to see ideas that can be adapted to support pipeline system maintenance.

Water related services for agriculture

From November, The Water Hub will be sourcing products and services that provide water related services for agriculture in a joint project with Natural England. The Water Hub wants to see ideas that could service the agriculture sector.

Additional Training and Insight

We will be holding a Webinar in late September (date TBC) for the successful applicants. This will insight into what the Future Water Association and The Water Hub are looking for in a pitch and give an opportunity for questions.

Timeline

- Deadline:** The deadline for applications is **Friday 30th August 2019**.
- Notification:** Applicants will be notified of the outcome in the first week of Sept.
- Training:** A webinar will be held in late September (date TBC)
- Water Dragons:** **Wednesday 9th October 2019**.

Pitching Format

The Water Hub heat offers two pitching formats. The traditional 'Water Dragons' pitch will be suited to innovations that are close to or at market. The 'proof of concept' pitches offer an alternative for those looking to showcase an idea, secure business support or gain opportunities for products or services that are in development and are not yet at market.

Guidance from Future Water Association for prospective 'Water Dragons' pitches:

Innovative products, services or processes put before the Water Dragons must be able to demonstrate clear and distinct benefits and presenters will need to explain how their innovation can make or save money for their clients - the water companies.

In a 10 minute pitch, followed by questions from the Water Dragons, entrants must be able to:

- Identify the Market need - what challenges is the innovation addressing?
- Explain clearly and succinctly what makes your product, service or process innovative compared to alternatives
- Provide evidence on the potential savings and operational benefits your product or service could generate. The Dragons will be looking for forecasts based on sustainable assumptions.
- Provide evidence that you have thought how best to market your product or service to prospective clients
- Convince the Dragons that your product or service can fit into existing work practices and cultures

Guidance from The Water Hub for prospective 'Proof of Concept' pitches:

All good innovations start as an idea. Not everyone will have a product or service with a well-developed business plan, but that should not put you off entering. We are looking for ideas that are still in the seedling stage; a vision for how to disrupt the way we currently do things to provide clear and distinct benefits for an identified water or environment sector client. Our only criteria is that they are not yet at market.

In a 3-minute pitch, we are looking for entrants who can showcase their idea. They must be able to:

- Identify the Market need - what challenges is the innovation addressing?
- Explain clearly and succinctly what makes your product, service or process innovative compared to alternatives
- Estimate potential savings and operational benefits your product or service could generate.

There will be no direct questioning from the Water Dragons, but the 'Proof of Concept' session will be followed by a refreshment break and networking session, where questions can be answered informally rather than under the spotlight.

We are happy to answer any other questions you may have prior to submitting an application. To express an interest in applying or to find out more, contact us at:

innovate@thewaterhub.org.uk