

# Water Disruption 2024

## Reimagining Water Management with Technology

**CHALLENGE:** We are looking for entrepreneurs, startups, companies, or researchers residing in Latin America who are ready to revolutionize the processes of the main water operators in Mexico, either by improving access to clean water and sanitation or accelerating their digital transformation.

Do you have what it takes to lead change? If you have innovative and effective solutions as an entrepreneur in Latin America, this challenge is for you! **The Water Center of the Tecnológico de Monterrey and The Next Decade** invite you to participate. If you are among the finalists, you will be invited to a unique experience in Monterrey, where you will have the opportunity to present your project to key leaders in the water field.

We are especially interested in solutions that impact the following verticals:

### 1. Solutions that improve access to clean water and sanitation:

We are looking for innovative solutions that support the fulfillment of the UN Sustainable Development Goal #6, which seeks to guarantee the availability and sustainable management of water and sanitation for all.

For example, you could present solutions that optimize the operation of water infrastructure, such as the development of technologies to detect and repair water leaks more efficiently. In addition, we value proposals that promote the sustainable use of water in domestic and industrial environments, such as smart devices that monitor or regulate water consumption. We also seek initiatives that promote daily habits to save water, such as awareness and education programs on the responsible use of water resources in homes or the use of devices that reuse water. Likewise, solutions focused on the treatment of wastewater, such as efficient treatment systems that allow its reuse or adequate disposal, thus contributing to the preservation of the environment and public health, are requested.

### 2. Solutions that accelerate digital transformation processes:

We also invite you to propose disruptive ideas that drive digital transformation, as we recognize that the internal improvement of water operating organizations is essential to guarantee efficient operation in all work areas.

For example, we look for solutions that improve data analytics and management to optimize water resource allocation, such as artificial intelligence tools and big data analytics to predict water consumption and availability patterns. In addition, we value initiatives that facilitate data exchange and knowledge management among the institutions involved in water management. This could include collaborative platforms and geospatial information systems to share data and experiences among different actors in the water sector. Finally, we are also interested in innovative solutions that promote education and training in digital and security or maintenance skills for professionals in the water sector.

**Join us in this exciting challenge to transform the future of water. Together, we can create innovative solutions that make a real difference. Participate now and be part of the change our world needs!**



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## WHAT SHOULD THE SOLUTION HAVE?

- It must be at least a Minimum Viable Product (TRL4, TRL5).
- It must be on the market or ready to go on the market and be tested by users.
- It must be able to be piloted in real contexts.
- Technology-based project or one that uses technology to scale.

## WHAT WOULD SURPRISE US ABOUT THE SOLUTIONERS? (IT IS NOT RESTRICTIVE)

- That they already have clients generating income for the company.
- That they are already legally constituted in a country.
- That they have intellectual property rights to technology.
- That they have already done massive market tests.

## WHAT DON'T WE EXPECT FROM THE SOLUTION?

- To be just an idea.

## REQUIREMENTS TO PARTICIPATE:

- The startup or project team must be committed to improving society, economic reactivation, and the environment.
- Participants must be over 18 years old.
- The team must register the project on The Next Decade Platform ([thenextdecade.com](https://thenextdecade.com)).
- When registering the project, the full name of the project leader must be clearly identified, and they must be available to attend in person to the activities of the event The Next Decade in Monterrey on October 23 and 24, as well as present their pitch on October 24, 2024, at the closing of the event. **(as well as present their pitch on October 24, 2024, at the event's closing.)**
- The solution leader must be a resident in Latam.
- Participants from previous editions can apply in this edition, as long as they do so with new projects compared to previous versions of these challenges. Previous projects cannot be repeated.

**Note:** The participant, as the owner of the economic rights of the strategic innovation proposal presented within the framework of the Challenge, with the acceptance of the terms and conditions, DOES NOT assign, DOES NOT license, and DOES NOT transfer the economic rights of the products and services presented to the Tecnológico de Monterrey.

## BENEFITS OF THE CHALLENGE:

**The 10 selected solutions** by the evaluation committee will participate in the event The Next Decade: Water Disruption, **in person October 23 and 24, 2024\*, in the city of Monterrey, NL.**



In this event you will achieve:

- **Strategic connections with leading companies:** Connect with companies looking for innovative solutions. They will have the opportunity to engage in meaningful conversations and forge valuable relationships with key corporations, allies and investors in the verticals mentioned in the call.
- **Experience exclusive in Monterrey:** A person from the start-up or the selected project will be an exclusive participant in a unique experience in Monterrey. The experience includes travel and lodging expenses from the territory of Mexico.
- **Impact scenario on Demo Day:** Present the solution at the prestigious Demo Day, which will take place within the framework of Venture Café (<https://venturecafemonterrey.org/>). This is a unique opportunity to captivate potential investors, clients or potential allies and main actors in the ecosystem. Get ready to stand out and open new doors for your solution!
- **Integration to the innovation community:** Be part of the exclusive community of The Next Decade (TND), where you will have access to future innovation challenges and a network of experts specialized in various areas to strengthen start-ups or projects.

And you could also win:

- **Technical Support 1st, 2nd and 3rd place\*\*:**
  - 2 group online sessions of one hour for the 3 companies by Water Offsets.
  - 2 personalized online sessions per month of one hour for each company over a period of 3 months by Water Offsets.
  - 1 personalized online session of one hour for each company by Tapiwa Gavaza.
- **Technical Support 4th, 5th, 6th, 7th, 8th, 9th and 10th place\*\*:**
  - 1 group online session of one hour for the 7 companies by Water Offsets.
  - 2 personalized online sessions of one hour for each company by Water Offsets.
  - 1 personalized Q&A online session of one hour for each company by Tapiwa Gavaza.
- **UK Office and Consulting 1st, 2nd and 3rd place\*\*:**
  - One week of office in the United Kingdom at the Water Offsets facilities, within 1 year of the award for 1st, 2nd and 3rd place. Flight tickets and Travel expenses NOT included.
  - Meetings with the London region's innovation ecosystem (such as innovation centers, R&D centers, universities) led by Water Offsets.

\*\*These incentives will be delivered and managed directly by Water Offsets. Tecnológico de Monterrey or The Water Center are not responsible for these items.

## RESPONSIBILITY OF THE FINALISTS

- Sign the terms and conditions of the call on the stipulated days prior to the event.

- It must be previously established who will be making the trip and presenting the pitch. The expenses of one leader or representative of each project will be covered without exception to maintain equal conditions for all participating projects.
- If selected, the project leader must be available on October 23 and 24, 2024, to travel and be in the city of Monterrey.
- After confirming your attendance at The Next Decade event, you must send the requested information for the logistics of the event.
- All participating projects must have the possibility of implementing their solutions in Mexico and must be based on the current situation of the problem in the country, with the commitment to generate the environmental, economic, and social benefits of their developments for Mexican society.

## **DYNAMICS OF THE CHALLENGE AND STAGES OF THE CALL**

The challenge will be made up of three (3) stages:

1. Calling
2. Selection of finalists
3. "The Next Decade" event

**Stage 1:** In this stage, participants will register on The Next Decade platform and fill out the requested information about their project or the solution:

Proposals must meet the following specifications:

1. Register on the platform and download the registration template available in the annexes section.
2. Completely fill the template of inscription
3. Upload the registration template to the platform.

To participate in the challenge, it is an essential requirement to upload the complete inscription no later than September 3 2024\* until 11:59 pm, closing date for registration.

**Stage 2:** THE ORGANIZERS will carry out the analysis of the proposals sent and will select the participants with the highest scores according to compliance with the qualifying requirements and the quality of the proposal presented.

Participants selected as finalists will be notified no later than September 17, 2024\* by mail by THE ORGANIZERS about the results. They will have a maximum of three (3) business days to confirm their participation in the event, otherwise THE ORGANIZERS may select another team.

**Stage 3:** At the in-person event "The Next Decade" the October 23 and 24, 2024\* Participants will be able to attend the "Strategic Match" where they will connect with companies that are looking for solutions to the verticals raised in the challenge brief and will have the opportunity to present their solution to potential investors or allies within the framework of the Demo day.

## **EVALUATION CRITERIA:**

- **Level of novelty of the proposal:** This criterion evaluates whether the solution presented offers creative ideas or original and innovative solutions to solve the problem or any of the mentioned verticals.

- **Resolution of the challenge posed:** This criterion evaluates how the solution effectively and clearly resolves the problem or verticals mentioned and how it generates a positive impact on access to clean water and sanitation or on the digital transformation of water operators.
- **Solution/project maturity level:** This criterion analyzes whether the proposal is in a Minimum Viable Product stage at least. If it is ready to go on the market to be tested in its real context or if it is already operating in the market.
- **Technical and economic viability of the proposal:** This criterion analyzes whether the solution is realistic and has the possibility of being implemented in the short term. The existence of any of the following components is evaluated: execution time, equipment capacity and the resources necessary to carry it out.
- **Feasibility:** This criterion evaluates whether the solution is viable for the target market and whether it is likely to be sustainable over time. Additionally, it is analyzed whether the solution proposes or has a defined budget or an estimate of the resources necessary for its execution.
- **Scalability:** This criterion analyzes whether the solution has the capacity to expand to new markets or has the capacity to adapt to changing market demands. Among the elements to evaluate include components such as the existence of a business plan or a strategic plan for its implementation over a period of time.

\*These dates may be modified at the discretion of **ORGANIZERS**.