



Wastewater market intelligence platform

AquaReg Introduction Deck
November 2022



Thanks for having me!



Søren Schou
CEO & founder

Meet Suzan from the marketing & sales team at WasteWaterCo

Client challenge example



WasteWaterCo has recently tested a new solution that is superior at handling dairy wastewater



Susan is the marketing and sales lead at WasteWaterCo



Susan and her team now need to identify and reach out to relevant dairy plants...



... and have to spend many hours manually identifying relevant plants and assessing their relevance

Industrial wastewater data is often publicly available, but very fragmented

Problem



Information about industrial wastewater is often publicly available...



... But data is scattered across many different websites and platforms...



... Which means that companies must spend a lot of time mapping their customers

AquaReg provides market intelligence to wastewater solution providers

Mission



AquaReg maps wastewater data for 120,000+ industrial sites and uses this to provide market intelligence to wastewater solution providers

Our clients produce wastewater solutions

Client examples



Producers of
treatment systems

ULTRAQUA
UV DISINFECTION SYSTEMS

LIQTECH
improving our future

NORDICWATER
A Sulzer Brand

Danfoss

LYRAS
Reinventing pasteurization

*ALFA
LAVAT*

VEOLIA

arvia

AquaGreen



Producers of
components (pumps,
filters, sensors etc.)

AVR

SulfiLogger

AQUAPORIN

cembrane
clean water for life

Dryp.

Landita

ALUMICHEM

STJERNHOLM

GRUNDFOS



Engineering
companies

GEA

COWI

NIRAS

LJM
Lind Jensen

RAMBOLL



Other providers

NISSEN

kamstrup

**BIO
GASCLEAN**

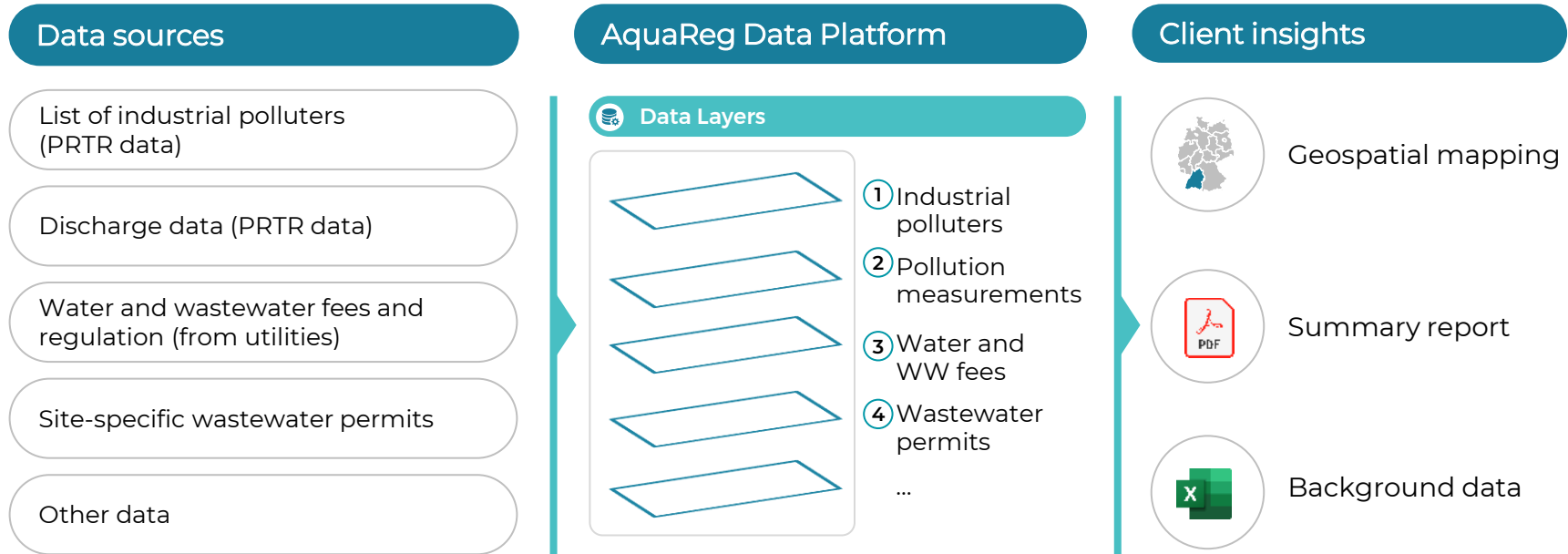
Circlia
NORDIC

Aguardio

APX10

We compile data from different sources on a wastewater market intelligence platform

Solution



We supply many different data points on each industrial site

Example of wastewater data

	Company info	Location	Website	Industry	Water fees	Site-specific permit	Compounds discharged	CSR report link	Water reuse goals	Water scarcity info																		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	
	company_name	company_name	facility_id	facility_name	id	Related	Salt	Description	Industry	main_activit	postal_code	city	region	country	coord_lat	coord_long	year	company_w4	permit_url1	permit_url2	dirty_water	clean_water	country_avg	country_avg	dirty_water	clean_water	prices_link	
1	DOW	Dow Agrosici	TI.CAED/2405	Dow Agrosciences	Italia srl - Stabilm	Now	Corteva	Agrochemical	24050	SS 111, km1	MOZZANICA			Italy	45.49	9.7067	2019	https://www.http://www.	0.56	1.14	1.7	1.2	0.54	1.1	1.1	https://www		
3	Industrias O	INDUSTRIAS	003425000	INDUSTRIAS	OMICRON	Not in SF -	TI.LAINCO, S.A.	Agro and Pharma	43897			Tortosa	Cataluña	Spain	40.765	0.54914	2020	No Website	http://dtes.http://dtes.g	0.2	0.87	0.89	0.52			https://aca		
4	Lainco	Lainco, S.A. (Portugal)		LAINCO	N/A	Not in SF -	TI.LAINCO, S.A.	Agro and Pharma						Portugal														
5	Lainco	LAINCO, S.A.	000352000	LAINCO	N/A	Not in SF -	TI.LAINCO, S.A.	Agro and Pharma	6191			Rubi	Cataluña	Spain	41.473	2.02326	2020	https://www.http://dtes.g	0.24	1.31	0.89	0.52				https://aca		
6	Arxada	Arxada		Arxada AG	N/A	Not in SF -	Develop croj	Agrochemical				Mapleton	United States															
7	Arysta Lifesc	SOCIÉTÉ		ARYSTA LIFE	N/A	Not in SF -	Arysta Life s	Agrochemicals	64150			Prague	Czech Republic															
8	Arysta Lifesc	SOCIÉTÉ	FR.CAED/874	ARYSTA LIFE	N/A	Not in SF -	Arysta Life s	Agrochemical	64150			Route d'Arti	NOGUES	France	43.3687	4.5984	2020	www.upi-ltd	https://www.https://www.	2.81	3.06	2.2	2.15	2.79	3	https://www		
9	Basf	BASF AGR	FR.CAED/413	BASF AGR	N/A	BASF pharm	BASF France	Agrochemical	76410			52, Rue de V	ST AUBIN LES ELBEUF	France	49.3079	4.00322	2020	https://www.https://www.https://www.	1.73	2.04	2.2	2.15	1.69	2	https://www			
10	Basf	BASF Agricul	https://regis	BASF Agricul	N/A	BASF pharm	etc	Agrochemical	65926			Industrie	epaf Frankfurt am Main, St.	Germany	50.0956	8.52777	2020	https://agric.https://rp-di	https://rp-darmstadt	1.97	1.89	2.29				https://www		
11	Basf	BASF Agricul	https://regis	BASF Agricul	N/A	BASF pharm	etc	Agrochemical	50354			Industrie	epaf Hürth	Germany	50.8616	8.86562	2020	https://www.https://www.https://www.	2.37	1.55	1.89	2.29				https://www		
12	Basf	BASF AGR	FR.CAED/109	BASF AGR	N/A	BASF pharm	BASF France	Agrochemical	59820			Port 7502, 75	GRAVELINES	France	50.9813	2.14785	2020	https://www.basf.com/fr		3.18	1.86	2.2	2.15	3.13	1.86	https://www		
13	Basf	BASF ESPAÑA	000297000	BASF ESPAÑA	N/A	BASF pharm	4 plants her	Agrochemical	43110			Canonja, La	Cataluña	Spain	41.1061	1.18382	2020	https://www.http://dtes.g	http://dtes.gencat.cat/appdmah_Fron	0.89	0.52					https://aca		
14	Bayer	Bayer AG	https://regis	Bayer AG, Di	0018d000005	Bayer Crop S	About 800 s	Agrochemical	65926			Industrie	epaf Frankfurt am Main, St.	Germany	50.0885	8.54506	2020	https://kari	https://rp-di	https://rp-darmstadt	1.97	1.89	2.29				https://www	
15	Bayer	Bayer AG c/ct	https://regis	Bayer AG Crc	0018d000005	Bayer Crop S	Dormagen s	Agrochemical	61538			CHEMPARK	Dormagen	Germany	51.0703	8.83401	2020	https://kari	https://www.https://www.	1.89	1.23	1.89	2.29				https://www	
16	Bayer	Bayer AG Crc	https://regis	Bayer AG Crc	0018d000005	Bayer Crop S	At the Knaps	Agrochemical	50354			Industrie	epaf Hürth	Germany	50.8597	8.86533	2020	https://kari	https://www.https://www.	2.37	1.55	1.89	2.29				https://www	
17	Bayer	Bayer SAS	FR.CAED/134	BAYER SAS	N/A	Not got this	Crop protect	Agrochemical	69400			1, Avenue E	LIMAS	France	45.9772	4.71887	2020	www.bayer.com		2.69	2.3	2.2	2.15	2.67	2.56	https://www		
18	Chemina	Chemina S.p.A	IT.CAED/44A	Chemina S.p.A	N/A	Chemina S.p.A	Agrochemical	Agrochemical	64947			Via Stabile	SANT'AGOSTINO	Italy	44.7653	11.3356	2019	https://www.http://ppc-e	http://ppc-e	0.9	0.68	1.7	1.2	0.88	0.67	http://www		
19	Chemimova	FR.CAED/965	CHEMINOVA	N/A	FMC (France	Now called	I	Agrochemical	69700			23 rue de la	UFFHOLTZ	France	47.8135	7.20419	2020	www.fmc.com		2.08	2.38	2.2	2.15			https://www		
20	Chemische F	Wülfel	https://regis	Chemische F	N/A	N/A	Production c	Agrochemical	50519			Hilshesheim	Hannover	Germany	52.334	9.77318	2020	https://www.https://www.https://www.	2.56	2.56	1.89	2.29				https://www		
21	Compagnie I	COMPAGNIE	FR.CAED/870	COMPAGNIE	N/A	Manufacture	Agrochemical	Agrochemical	95310			9, rue Louis	ST OUEM LAUMONE	France	49.0321	2.0706	2020	https://sojam.fr		1.14	1.99	2.2	2.15	1.14	1.79	https://www		
22	Corteva	CORTEVA - D	003566000	CORTEVA - C	0018d000005	Corteva Agri	Crop protect	Agrochemical	53469			Carreño	Asturias (Pri)	Spain	43.5365	-5.8343	2020	www.corteva	https://www.https://www.	0.89	0.52						https://www	
23	Corteva	CORTEVA AG	FR.CAED/942	CORTEVA AG	0018d000005	Corteva Agri	Crop protect	Agrochemical	67410			8, route de	H RUSSENHEIM	France	48.7556	7.94827	2020	www.corteva	https://www.https://www.	2.01	2.31	2.2	2.15	2.01	2.31	https://www		
24	Deisa Ebanc	Deisa Ebanc	TI.CAED/401	Deisa Ebanc	N/A	N/A	Insecticides	Agrochemical	40138			via collamar	BOLOGNA	Italy	44.4973	11.3977	2019	www.ebano.com		1.71	3.22	1.7	1.2	0.73	3.1	https://www		
25	Detia Freybe	Detia Freybe	https://regis	Detia Freybe	N/A	N/A	This is the H	Agrochemical	69514			Dr. Werner-F	Laudenbach	Germany	49.6214	8.634	2020	https://dcti	https://rp.bi	https://rp.bi	1.96	1.72	1.89	2.29			https://www	
26	Endura	Endura S.p.A	IT.CAED/481	Endura S.p.A	N/A	We are an I	Agrochemical	Agrochemical	48123			VIA BAIONA	RAVENNA	Italy	44.4333	12.2375	2019	www.endura	http://www.https://ppc-e	0.71	0.44	1.7	1.2	0.69	0.44	http://www		
27	EXCLUSIVAS S	EXCLUSIVAS	008422000	EXCLUSIVAS	N/A	N/A	Crop protect	Agrochemical	25110			Alipicci	Cataluña	Spain	41.6568	6.56208	2020	https://sars	http://dtes.g	0.13	0.48	0.89	0.52			https://aca		
28	FAESAL	FORMULAD	008273000	FORMULAD	N/A	N/A	They make c	Agrochemical	61710			Albuera, La	Extremadura	Spain	38.5941	-6.7958	2020	https://www.faesal.com										
29	Fincimica	FORMULAD	IT.CAED/250	FINCIMICA	N/A	N/A	Crop protect	Agrochemical	25025			LAZIO	MANNERIO	Italy	45.3769	10.165	2019	fincimica.it	https://www.https://www.	1.12	2.26	1.7	1.2	1.12	2.21	https://www		
30	Gowan Crop	ISAGRO S.P.A	IT.CAED/650	ISAGRO - ST	N/A	N/A	crop protect	Agrochemical	65022			PIAZZALE ELE	PESCARA	Italy	42.2199	13.8836	2019	www.isagro	https://www.https://www.	0.65	2.39	1.7	1.2			https://www		
31	Gowan Crop	ISAGRO SPA	IT.CAED/450	STABILIMENTI	N/A	N/A	crop protect	Agrochemical	45011			LOCALITÀ	Col ADRIA	Italy	45.0456	12.1442	2019	www.isagro	https://mvp	1	1.9	1.7	1.2	1	1.9	https://www		
32	Industrial Q	INDUSTRIAL	001274000	INDUSTRIAL	N/A	N/A	crop protect	Agrochemical	25300			Tàrrega	Cataluña	Spain	41.6565	1.15639	2020	http://www	http://dtes.g	0.18	0.95	0.89	0.52			https://aca		
33	Kollant	KOLLANT SRL	IT.CAED/3308	KOLLANT SRL	N/A	N/A	not in sI	Crop protect	Agrochemical	53085		VIA PONTE G	PORDENONE	Italy	46.1443	12.7209	2019	www.adame	http://www	0.18	0.36	1.7	1.2			https://www		
34	Kollant	KOLLANT SRL	IT.CAED/3003	KOLLANT SRL	N/A	N/A	not in sI	Rat killer (g)	Agrochemical	50030		VIA C.COLOM	VIGONOVO	Italy	45.3909	12.0113	2019	www.adame.com		1.59	0.82	1.7	1.2	1.44	0.8	https://www		
35	Laboratori	LABORATORI	003026000	LABORATORI	N/A	Not in SF -	Tc	Laboratori	Agrochemical	6292		Esparrguer	Cataluña	Spain	41.5269	1.87709	2020	https://www.http://dtes.g	http://dtes.g	0.95	0.96	0.89	0.52			https://aig		
36	Neudorff	W. Neudorff	https://regis	W. Neudorff	N/A	N/A	Neudorff a	Agrochemical	51860			Langes Feld	Emmenthal	Germany	52.0402	8.39407	2020	www.neudo	https://www.https://www.	1.94	1.89	2.29				https://www		
37	Nufarm	NUFARM	FR.CAED/384	NUFARM SAS	N/A	Multiple ac	We develop	Agrochemical	27500			Route de	NO GAILLON	France	49.1664	6.3871	2020	https://mufa	https://www.https://www.	1.77	1.67	2.2	2.15	1.71	1.66	https://www		
38	Phyteurop	PHYTEUROP	FR.CAED/667	PHYTEUROP	N/A	1 account in	PHYTEUROP	Agrochemical	49260			21 Grande C	MONTREUIL BELLAY	France	47.1216	-0.1357	2020	https://www.phyteurop.com		2.89	2.24	2.2	2.15	2.92	2.29	https://www		

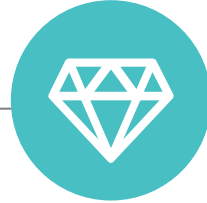
Industrial sites

We do the messy data work so our clients can focus on sales

Value proposition



Our clients don't need to **spend time** identifying potential clients (we draw on data of most large industrial sites in EU+NA)



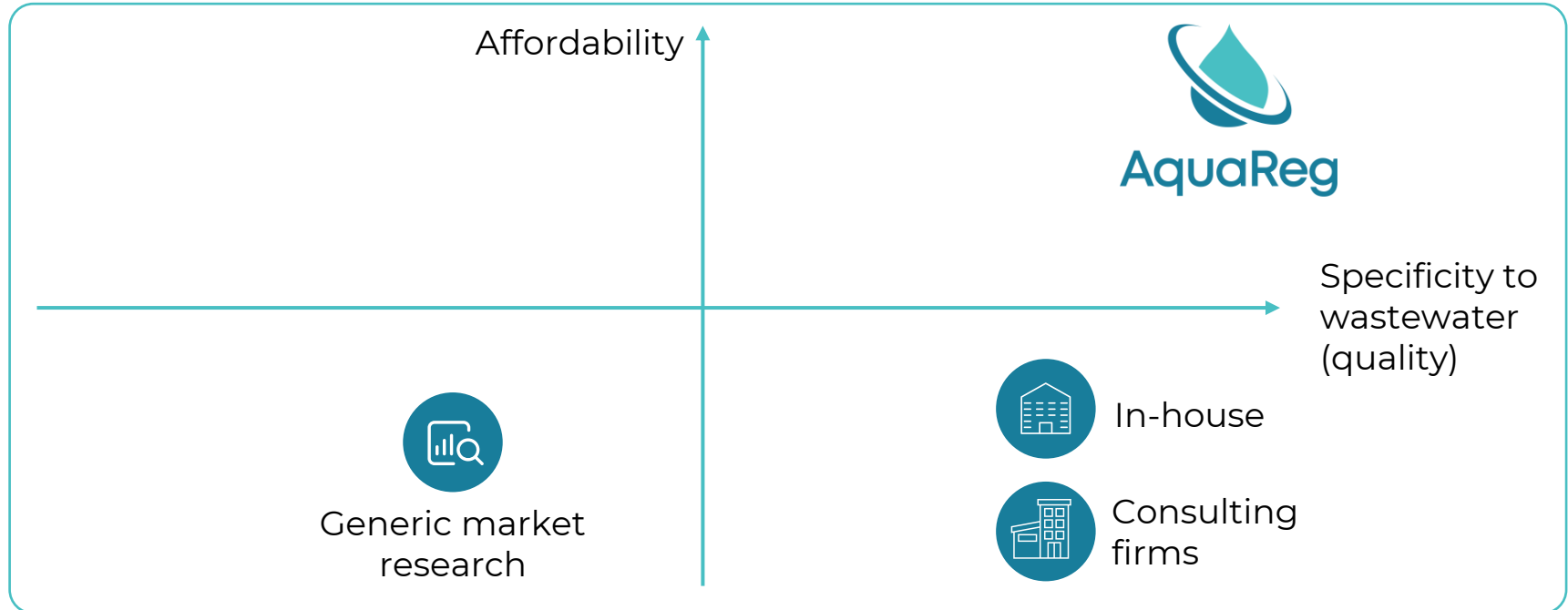
We can help identify the **most relevant customers** because we have data on their wastewater



Our data on permits and prices enables clients to catch **customers with a need to act**

AquaReg beats competing ways of obtaining wastewater market intelligence

Competition



Data availability is exploding and water challenges are increasingly salient

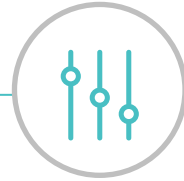
Why now



Amount of environmental data is exploding



Water stress is an increasing problem



Ever-tightening water regulation



More companies are serious about sustainability

At AquaReg, a strong core team is supported by experts

Team and capabilities

Core team



Søren Schou

CEO

Ex-Accenture Strategy
Ex-Monitor-Deloitte



Matheus Valentim

Data scientist

Experts



Jacob Gudbjerg

Developer & data
scientist



**Isha Choudhury &
Govind Sinai**

Legal researchers



Injamamul Kabir

Market researcher

Advisory board



Kjær Andreasen

Water & wastewater

Former COO, Silkeborg
Forsyning



Erik Madsen

Data & BD


Former CTO, ConWX &
MD, Informetics

AquaReg is proud to work with our partners

Partners



NIRAS



Wastewater & data
engineers



eesa

**business
incubation
centre**



Satellite data
specialists




Microsoft
for Startups



Cloud services

Beyond Beta



Water sector
network



Let's talk!



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