



Information from Global Water Intelligence Report, October, 2007

In Crisis Lies Opportunity

Drinking water quality is worsening worldwide. As the most immediate indication, water-borne disease is taking a dramatic toll on the developing world. Across these countries, 50% of all deaths and hospital bed occupants are caused by contaminated water: An alarming two to three million children die each year (about 1 child every 15 seconds) from water-related illness, and in Mexico alone over 10 million cases of water-borne disease are recorded annually.

In response to these staggering statistics, we've witnessed the failure of impractical or insufficient solutions. Large-

scale projects involving long approval and completion timeframes often result in leakage and re-contamination, spurring heavy reliance on bottled water by those who can least afford it.

Thanks to The Water Initiative, for the first time in history, an enterprise capable of effectively addressing this critical need has been assembled. Catalyzed by a growing international group of technologists, academics, entrepreneurs and businessmen, The Water Initiative is dedicated to co-creating customized water solutions with the very communities that need them most.