

UNITED STATES



CWA

# CLEVELAND WATER ALLIANCE

## **CHANGING HOW WE VALUE WATER.**

Leveraging technology to spark innovation around water  
in North America's Great Lakes region and beyond.  
Our future is now!

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2022

# WHO WE ARE

## CLEVELAND WATER ALLIANCE (CWA)

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**Cleveland Water Alliance (CWA)** is a leading water innovation cluster in the United States and the key facilitator of an interconnected freshwater economy comprised of industry leading companies, research institutions, utilities, and maritime interests, as well as federal, state, and local government agencies. Located on the shores of the most biodiverse of the Great Lakes, CWA is forging the most digitally connected freshwater body in the world.

**Leveraging one of the highest concentrations of water industry and policy expertise in North America, CWA is securing its spot as a worldwide water innovation hub in Internet-of-Things (IoT) and freshwater-focused market opportunities.**

CWA **helps organizations accelerate innovation-to-market** through world-class **Water Accelerator Testbeds** for IoT technologies, market-driven **Open Innovation challenges** such as lead pipe and point-of-use contaminant detection, and synergistic programs and resources that **support the innovation lifecycle** including research and funding opportunities.

Centrally located between New York City, Chicago, and Toronto, **CWA facilitates U.S. market entry and expansion for water industry organizations** seeking market access to a globally-recognized logistics infrastructure that reaches more than half of North America, with almost 50% of the U.S. population within 805 km of CWA headquarters. In addition to the region's skilled workforce, corporate-friendly tax structure, low cost of doing business, and exceptional quality of life, CWA offers water industry innovators and solutions-providers connection to manufacturing resources and an array of ancillary services and collaborative opportunities.

The CWA team is your dedicated partner for creating and commercializing breakthrough water industry solutions, expanding your reach within U.S. markets and accelerating your opportunities for global impact.  
**Join us at the leading edge.**







Changing how  
we value water  
since 2014

“

As we continue to evolve and develop new technologies that address specific needs in the marketplace, we're immensely grateful for our partnership with Cleveland Water Alliance. They've created an easy avenue not only for innovators to refine and demonstrate their technologies, but also for users to evaluate for themselves what's going to make a positive difference in their processes.”

— **ANDREW LUESSENHOP**  
*Regional Sales Manager*  
In-Situ Environmental

# KEY INNOVATION PROGRAMS

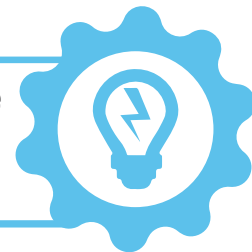
Participation in CWA's primary innovation programming - our Water Accelerator Testbeds and Open Innovation Challenges - is open to burgeoning and established companies alike. These programs are designed to elevate innovators by offering opportunities to gather feedback, test and trial technology, and connect with potential customers and end users.

## Water Accelerator Testbeds

Leverage a network of locations to **test, pilot, and demonstrate IoT solutions within a wide range of natural environments** - from open water, beaches, and rivers to inland creeks, lakes, and ponds



Access lead service line detection facilities to **test, pilot, and demonstrate lead-detection solutions** of urgent and high-value interest to utilities across the United States



Utilize **benchmarking equipment and processes** to validate technology performance against traditional methods and approaches



Gain **visibility with early adopters, potential buyers, and the broader market**





# Open Innovation Challenges



Provide long-term engagements for innovators to conceptualize, prototype, test, and validate solutions, and access prize dollars for top solutions



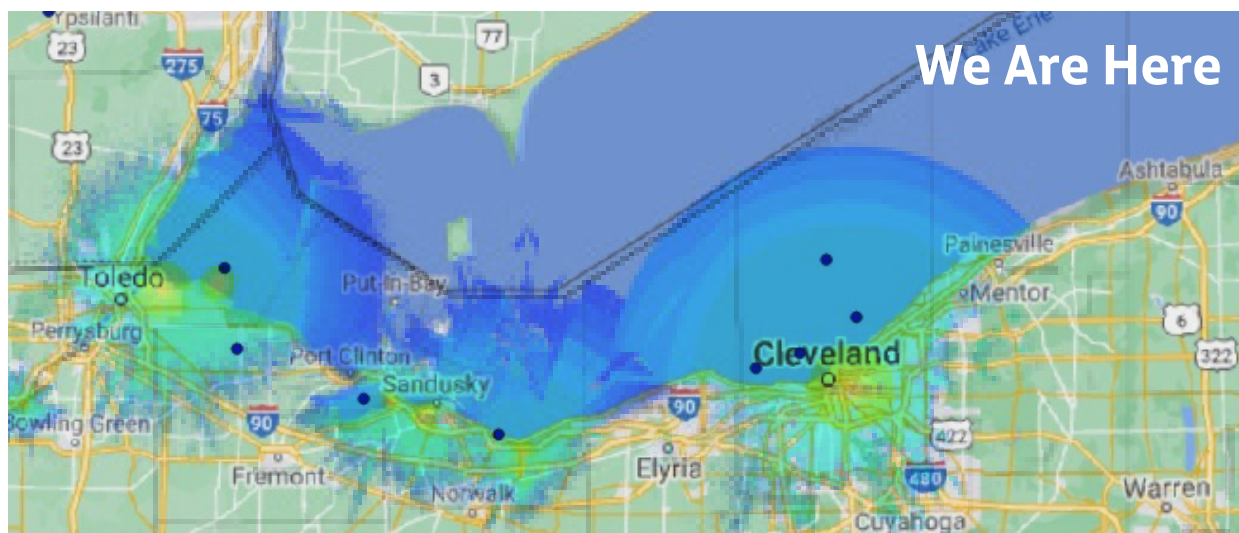
Work with global market leaders to define critical industry gaps that need innovative solutions



Receive market-based visibility for successful solutions and enable ongoing engagements with potential buyers



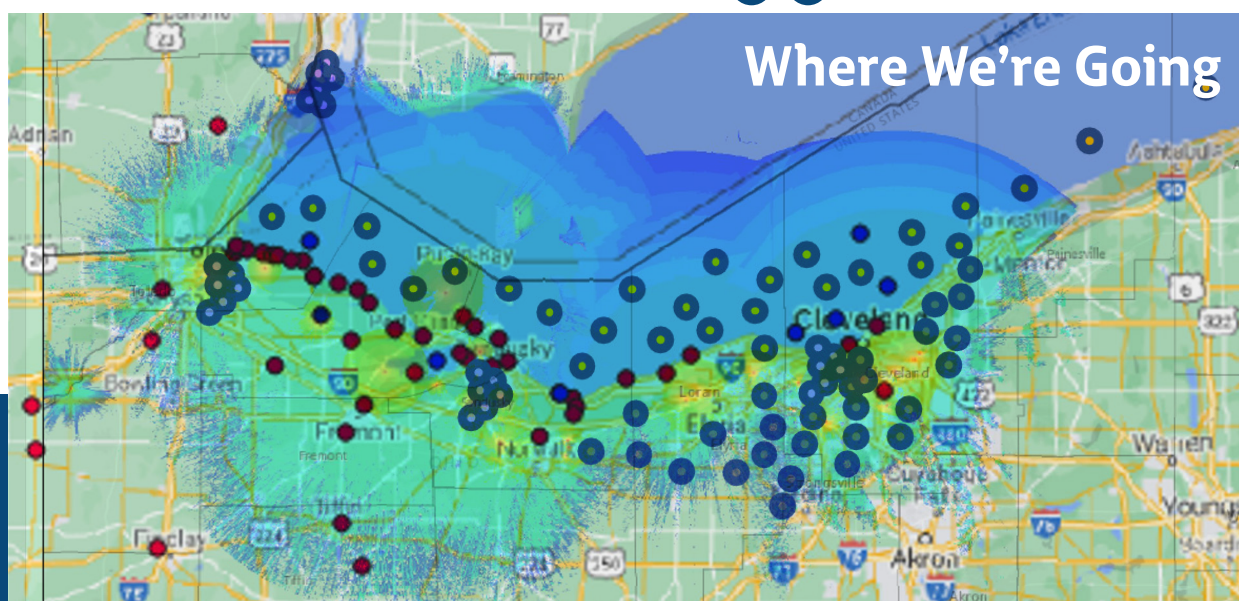
Support innovation financing and scaling, ultimately accelerating successful market entry



LoRaWAN



Smart Sensors



# Creating a Smart, Connected Sandbox for IoT Technologies

The **telecommunications infrastructure** that CWA is building out over the Lake Erie watershed is establishing this Great Lake as **the most digitally connected freshwater body in the world**. LoRaWAN technology enables low-power, low-cost, long-distance data transmission to support high volumes of IoT sensors and devices for our Smart Lake programs.

**200+ Smart Sensors** deployed across open water, beachfront, and river locations as well as inland ponds, creeks, and streams drive the technical infrastructure required to create a diverse and highly sophisticated data collection and decision support network. CWA's Smart Lake Erie Watershed programs enable early warning and real-time insights for industry, utility, agriculture, maritime, and recreational interests across the region.



# CWA centrally connects 100+ Water Industry Partners, 30+ Utility Partners and 23 Research Institutions

Our region benefits from an interconnected, robust and mutually supporting ecosystem of industries, including: Advanced Manufacturing, Chemicals, Polymers and Materials, Instruments, Controls and Electronics, Information Technology, World Class Healthcare and Medical Devices, Metal Production and Fabrication, Oil and Gas; Aerospace, Aviation and Automotive, Agriculture; and a robust legacy of Headquarters and Professional Services



LimnoTech

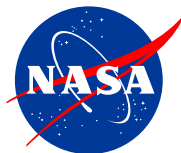


MOEN®

FREEBOARD  
TECHNOLOGY



Oatey®



KENT  
STATE  
UNIVERSITY

CASE  
WESTERN  
RESERVE  
UNIVERSITY  
think beyond the possible



THE OHIO STATE  
UNIVERSITY



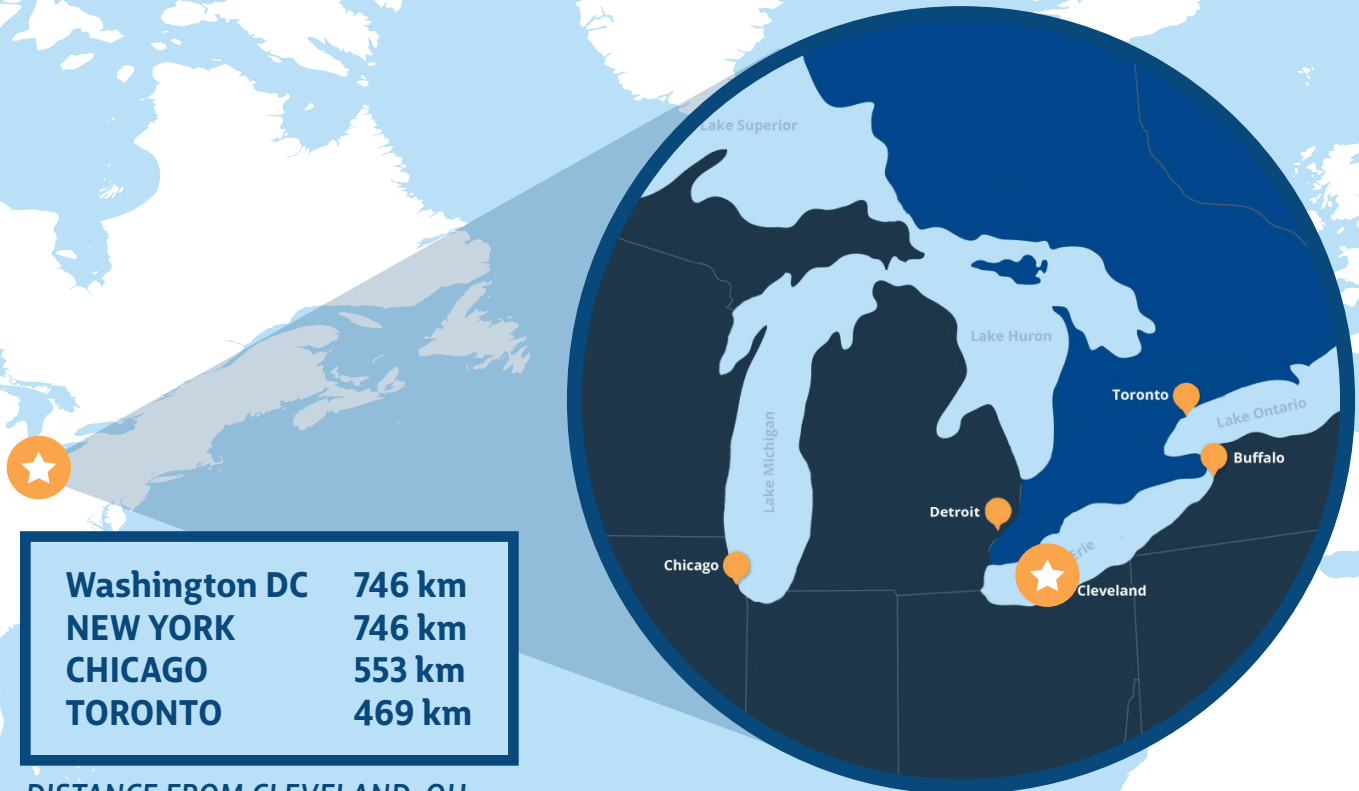
CLEVELAND  
STATE  
UNIVERSITY

EATON

Parker

xylem  
Let's Solve Water

# WHY GROW HERE



## \$500 m

~\$500 million annual utility infrastructure investment



CLEVELAND

## \$3.5 b

\$3.5 billion in annual economic activity are tied to the ~13 million tons of cargo that move through **Cleveland** Harbor annually

Primely located as the first U.S. port in the Great Lakes / St. Lawrence Seaway, the Port of **Cleveland** serves as a premier international multimodal trade hub in the critical connection between the U.S. and global economies







OHIO

~10% of the \$153 billion U.S. water economy market

**Ohio** is globally recognized for our skilled workforce, low cost of doing business, corporate-friendly tax structure, and robust logistics infrastructure

**\$15.3 Billion**



LAKE ERIE

Great Lakes make up 21% of the Earth's surface freshwater and 90% of the U.S. freshwater supply

As the shallowest and warmest of the Great Lakes, **Lake Erie** has the highest biodiversity and bioproductivity

**Lake Erie** is rapidly becoming the most digitally connected major freshwater body on the planet

**21%**

**50%**

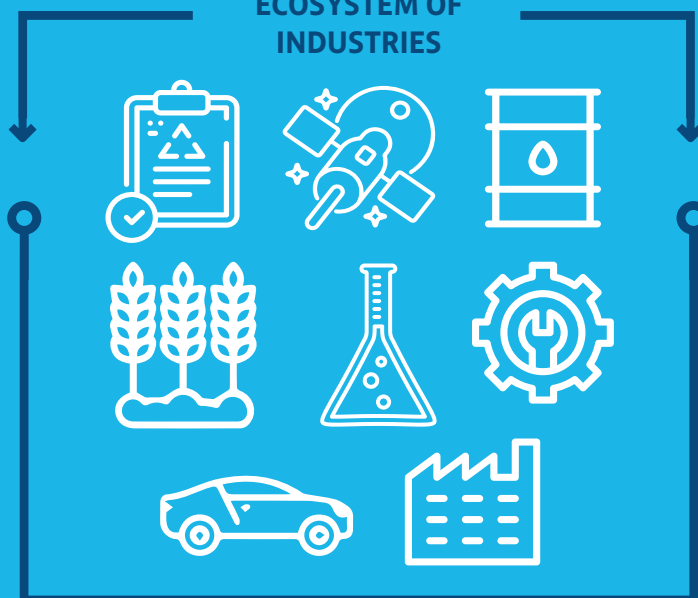


50% of the U.S. population is within 805 km of our region, allowing quick market access to more than half of North America



THE GREAT LAKES REGION

#### ECOSYSTEM OF INDUSTRIES



A stable climate that supports business resiliency and low risk for climate-related stressors and weather disasters



INVESTING





OUR CITY



# INVESTING IN OUR FUTURE

## CLEVELAND WATER ALLIANCE (CWA)

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### Coming Fall 2022

CWA headquarters will be located in a state-of-the-art accelerator and business hoteling space in partnership with MAGNET (Manufacturing Advocacy and Growth Network) for increased collaborative growth services, iteration, and workforce support as well as shared open offices for domestic and international companies.

### Recently Launched

CWA's Research Consortium provides opportunities for non-U.S. companies to access potential research partners, gain visibility among key industry stakeholders, and explore public and private funding options.

### Coming Soon

CWA's new \$5M Seed Fund will invest in water solutions to provide opportunities for innovators, a return for investors, and accelerated impact on water-related challenges around the world.



## GET INVOLVED

Schedule a meeting to learn more about engagement opportunities with CWA and becoming a member of North America's leading water innovation cluster.

**Contact us at [innovate@clewa.org](mailto:innovate@clewa.org).**

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