

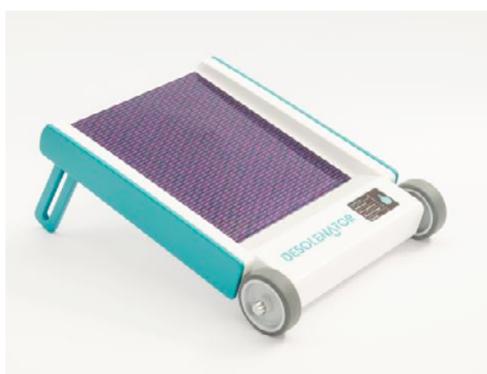
INNEON

Success Stories

Desolenator in a nutshell

Desolenator is a clean technology company that offers a practical solution to the impending global drinking water crisis. The venture is developing a first of a kind modular, household scale solar desalination and water purification technology that uses 100 % renewable power. It is a scalable device that uses only solar energy to purify dirty water – each module produces 15 litres per day, clean enough to drink – enough to meet the daily needs of a family. Their patented technology combines solar thermal and PV technologies with compact heat exchange and advanced water management.

Unlike other solutions on the market, Desolenator removes all contaminations, including: inorganics (Arsenic, Fluoride, etc.) heavy metals, bacteria, viruses and fungi (Cholera, Typhoid etc.). Desolenator has a lifespan of up to 20 years and requires very little maintenance; it uses no filters, no membranes, no pre-treatment chemicals and its control system means that fouling can be addressed effectively - this leads to negligible operating expenses and a minimal maintenance requirement. Over its lifespan Desolenator emerges as the cheapest per litre solution on the market at this scale.



Following extensive research the company is initially targeting developed markets such as Cyprus and Australia, working with existing distributors on a commission basis to reach customers living in coastal areas with non-potable municipal water.

Longer term the technology has huge potential for developing countries (Kenya, India, Chile) and for humanitarian first response support in disaster zones.

The origin of Desolenator

Desolenator was conceived in 2012 by William Janssen and was originally developed in the Netherlands where the IP is registered. However, over the last couple of years the company has been working closely with Imperial College in the UK to develop the technology. The intention is to establish a UK entity that is EIS/SEIS compliant. Their business plan presents a clear route to the establishment of a ground-breaking enterprise - with healthy cash flow and annually increasing revenue and profit, as well as exponential positive impact on people and planet.

ENTREPRENEUR

FULL NAME: *William Janssen*

EMAIL: *william@desolenator.com*

LOCATION: *Imperial College, London*

DESOLENATOR®

The INNEON effect

Most of INNEON's support to Desolenator was bespoke, and primarily focused on the rigorous reconstruction of their business model and prioritization of routes to market. The support focused on helping Desolenator to think through alternative go to market strategies, and associated financing needs, and reflecting these in a coherent proposition, financial forecasts, and investment memorandum. The company benefited from this coaching by being able to test ideas and options in a safe, but informed environment, before presenting its proposition to potential investors and partners.

Once completed, INNEON made introductions to a number of investors from its network in both the UK and across the EU, one of which progressed to detailed face to face discussions. Feedback from the investors was useful in refining the business plan and key messaging, and led on to introductions to further potential investors.

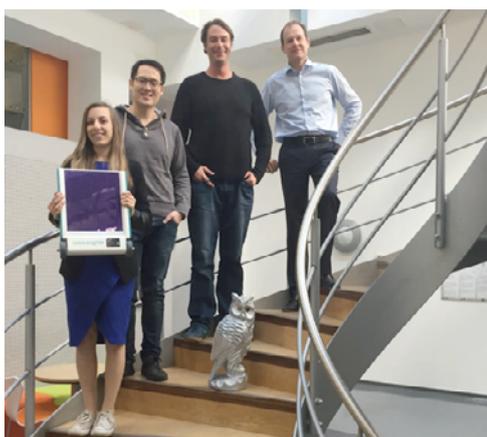
INNEON provided Desolenator with the opportunity to pitch at a number of high profile investor events including CleanEquity Monaco in March 2016 (see below), and the Watertech Fest in the Netherlands in May 2016, which enabled the company to further raise their profile and contact with further potential investors. Finally, INNEON was able to make an introduction to its Cypriot partner who is in a position to support Desolenator in undertaking further market due diligence in the region, and identify potential distributors.

Desolenator has expressed its gratitude for the support we have received from INNEON, which greatly facilitated its subsequent success in investor engagement.

Already awarded

Desolenator was awarded for excellence in the category 'Environmental Technology Development' at CleanEquity Monaco 2016, followed by a further award at the Global Entrepreneurship Conference 2016 in the USA.

In April, the company was presented with an award at the ceremony of the Millennium Alliance organized by the India Chambers of Commerce and sponsored & audited by USAid & DFID, providing funding for field testing, validation and market development in India.



May saw the publication of an article promoting Desolenator in The Guardian, one of the most important progressive English language newspapers:
<http://gu.com/p/4tn49/stw>.

They have so far succeeded in securing 60 % of their current fundraising ask of £600k and are confident of imminently closing the round.

**More info about the company:
WWW.DESOLENATOR.COM**