



Forward Water Technologies

The Challenge:

- Conduct research to understand the factors influencing the growth of Forward Water Technologies in North America for the commercial scale forward osmosis technology positioned to alleviate the intense resource demands required for effective wastewater treatment, management and disposal.

Project Objectives:

- Provide short-term alignment that could lead to long-term market establishment in North America.
- Validate recommendations for Forward Water's short-term and long-term milestone development.

Our Approach and Work:

- Completed one-on-one primary research interviews with industry trade associations, industrial end users, engineering firms, technology providers, technology aggregators, market research firms, trade publications, and innovative technology hubs in the U.S. and Canada.
- Conducted a secondary research review to understand high-level insights for North American industrial end user vertical market channels for adoption with industry partnerships to be explored.

Outcome and Business Impact:

- Assessment of Forward Water's potential by identification of universal needs and challenges.
- Preliminary evaluation of viable channel markets, end-users, and segments to pursue.
- Development of a strategic roadmap for market entry and partnership opportunities.

Benefits of the Project:

- Market drivers and restraints were identified to influence the direction of the North American market entry strategy and identification of key partnerships to pursue. A database of relevant industry participants was developed and a strategic roadmap with key milestones for Forward Water to pursue related to the effective commercialization of their system and overall regional industry growth.

Recommendations:

- Leverage core competencies to pursue adjacent growth.
- Establish symbiotic relationships.
- Develop pilots for trade association access.
- Follow vertical industry growth.

