New Technology to Relieve Water Scarcity Among the World’s Rural Poor

Background

- Oasys (Osmotic Application Systems) is a privately held Boston, MA based company developing a suite of proprietary energy and resource recovery products to address the growing, global water crisis.
- Engineered Osmosis™ (EO™) is a platform for reducing cost in the production of clean water, power and energy through more efficient and sustainable utilization of resources.
- The technology enables purification of brackish groundwater and saltwater using less energy than traditional Reverse Osmosis (RO).
- In the U.S., Oasys technology has been developed for industrial purification; however, it asked the S-lab team to evaluate applications in the developing world.

Project Overview

Market Analysis (3 weeks)
- Global survey of water scarce regions
- Identification of brackish water resources
- Competitive technology analysis

Business Case (3 weeks)
- Identification of target regions
- Deep dive in selected regions
- Contact local players
- Develop business case

Key Actions

Strategy development
- Identification of target regions
- Deep dive in selected regions
- Contact local players
- Develop business case

Findings and Recommendations

- Many states of India have severe water scarcity combined with brackish groundwater
- There is an established market for Reverse Osmosis in South Asia, indicating a potential entrance opportunity
- Develop relationships with local players in the water sector to ensure access to distribution channels, ongoing education initiatives, and cultural relevance