

Guidance for collaboration between company focused on household water purification technology and company specialized in wastewater treatment plants

Recommendation to create a clear and easy-to-understand guide for start-up companies on how to gain a strong well-established business partner that can help with opening new markets in both EU and the third countries.

Keywords: water purification, wastewater treatment plant, start-up, eco-technology, eco-solution

Aims of this recommendation

The aim of this package is to create a clear and easy-to-understand guide for start-up companies on how to gain a strong well-established business partner that can help with opening new markets in both EU and the third countries.

Target group of this recommendation package

- Small and medium sized enterprises (SMEs)
- Research and development (R&D) institutions
- Start-ups

Background to this recommendation package

General objective of the Ecolnn Danube project is to enhance cooperation of innovation actors in the field of eco-innovations with special emphasis on development and application of ecotechnologies in the Danube Region. The project will focus mainly on field of renewable energy and energy savings (efficiency).

A recommendation is “a suggestion or proposal as to the best course of action, especially one put forward by an authoritative body”.

Quick read

Recommendation for SMEs, R&D and start-ups how to create a clear and easy-to-understand guide for start-up companies on how to gain a strong well-established business partner that can help with opening new markets in both EU and the third countries.

Recommendations in the context of the EcoInn Danube project are useful suggestions and proposals on how to bring an eco-solution into commercial value, particularly through forms of knowledge transfer. Each recommendation relates to one or more of the following: a) specific eco-solutions, b) specific problems or issues, c) specific areas within technology transfer, d) specific target groups.

A recommendation package is a set of detailed proposals and suggestions to the target audience. The packages include the recommendation document itself, detailing the scenario and the actual recommendations that are given. The packages will also include templates, documents, books and topics that will be necessary to its realization and help the parties during their cooperation with other stakeholders in the eco-innovation environment.

The recommendation packages will be aimed at reinforcement of R&I results generation and their transfer into economy in a transnational context. The documented project result for the EcoInn Danube project will therefore be the improved conditions for cooperation among eco-innovation actors (SME, R&D institutions, universities, large technology companies). Thus, the recommendation packages will support formation and development of ecotechnologies based on environmental needs.

In total, the 65 recommendation packages developed in the EcoInn Danube project (5 recommendation packages per partner) will help to develop new connections and strengthen the existing interaction networks among representatives of the eco-innovation environment. More specifically, the recommendation package will promote the transfer of knowledge between actors by providing information and frameworks.

Summary description

Czech start-up AquaQube develops and manufactures innovative home water purification equipment. It creates naturally clean drinking water and enables its customers to take control of the quality of drinking water in their home. It

is a unique eco-technology that greatly improves the health of its users while being environmentally friendly.

AquaQube is looking for a way how to get a strong business partner which should be a medium or large company operating in a similar market segment which thanks to future bilateral cooperation will open new markets in EU states and as well as third countries.

Summary of eco-knowledge, eco-solution or eco-technology featured in recommendation package

Purpose

Czech start-up AquaQube develops and manufactures innovative home water purification equipment. It creates naturally clean drinking water and enables its customers to take control of the quality of drinking water in their home. It is a unique eco-technology that greatly improves the health of its users while being environmentally friendly. AquaQube is the most efficient water treatment on the market. No installation is required. By purifying your own water, you are cleaning the environment around you and on the planet. Additional lower consumption of bottled water is also helping to reduce the overall environmental impact, while its recognized design qualities will elevate any interior.

Product description

AquaQube technology is currently patent pending. Generally, the aim of AquaQube is to give people the opportunity to have life with as little chemical influence as possible. Due to our modern lifestyle, the amount of chemicals used in everyday life is already high with little opportunities to change it. AquaQube is an innovative device that increases the quality of life of its users via 2 modes – Drinking water and Active water. In the Drinking water mode, the water is purified by Advanced Oxidation Process (AOP) where the bacteria, viruses, parasites, chlorine or other chemicals are eliminated. In the Active water mode, water with dissolved active oxygen is created. This active oxygen works as an ecological disinfectant as it



About the EcoInn Danube project

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reacts with any impurities it encounters. Active water has a high variety of applications, but few are worth to be highlighted: prolonging freshness of fruit, vegetables or meat by up to 300%, removing chemicals or pesticides from the surface of fruits/vegetables, ecological disinfection of surfaces at home – replacing the chemicals, using Active water instead of a mouthwash. To sum up the advantages AquaQube - offers extremely high purification efficiency, very economical solution, decreases water waste, ActiveWater mode can replace many chemicals at home, no installation is required – just needs to be plugged into a socket, low energy consumption, intuitive and user-friendly with attractive design. Product is suitable for both households and offices.

Sector

water purification device (for households)

Achieved results

AquaQube is an innovative water purification device for homes. It creates naturally pure drinking water and allows people to eventually take control over the quality of their drinking water. AquaQube is the most efficient water treatment on the market. No installation is required.

Summary of status of knowledge transfer or the needs

During the project event ECOInnovative Forum Krtiny that took place at the end of 2017 in Czech Republic the Czech start-up AquaQube recognized its needs for a strong business partner for the future growth.

Options and scenarios

a) National cooperation

First way how to gain new strong business partner that can open for AquaQube new markets and help with new

potential business contracts is national cooperation. In this case the best way is to become a member of Czech Chamber of Commerce. Large chamber's company database and services offered by chamber's specialists is right combination to what can lead to a quick start of long-term partnership with strong Czech company from similar segment. The Chamber has more than 15,000 members organized in 62 regional chambers and 110 branch associations. The Czech Chamber of Commerce is organized based on the regional and professional segments of the Chamber. Chamber prepares business meetings, thematic networking events, innovative conferences, B2B matchmaking events – a large number of opportunities tailored made to find a new business partner.

b) International cooperation

Second way how to gain strong partner is to cooperate with Enterprise Europe Network and use their services. It brings together thousands of business, technology and research cooperation requests and offers from companies and research and development institutions. You can subscribe to receive alerts on new requests and offers. They will: a) get in touch with the right experts in more than 60 countries, b) exploit the Network's online database of business opportunities. The Network sets up fast and effective business matchmaking events at international conferences and trade fairs. It also organises international trade missions which lead to many successful partnerships thanks to thorough preparation and local knowledge.

c) Searching business partner by market survey

Third way how to gain new strong business partner is by market survey. For this is necessary to set business criteria. For start-up AquaQube are suitable the following filters: a) company size, b) company focus, c) company history, d) company orders, e) company turnover.

About EcoInn Danube recommendation packages

Recommendations in the context of the EcoInn Danube project are useful suggestions and proposals on how to bring eco-solutions into commercial value, particularly through forms of knowledge transfer.

Recommendation packages relate to specific eco-solutions, specific problems or specific areas within technology transfer.

Partnership guidance recommendations aim to aid successful interaction between 2 or more specific demand and supply side stakeholders.

Pitch recommendations aim to aid successful knowledge transfer and/or commercialisation for a type of stakeholder.

Events, consultations and interactions recommendations aim to aid successful eco-knowledge transfer by focusing on a given issue, area or topic related to knowledge transfer.

Summary of recommendation(s)

For gaining new strong business partner that can open new markets for a start-up company there are 3 viable options:

- National cooperation: with Czech Chamber of Commerce
- International cooperation: with Enterprise Europe Network
- Searching business partner by market survey: by using business criteria

In-depth details / explanations of recommendations with links

Example of suitable potential partner by market survey

We realized a market survey according to criteria mentioned above. We evaluated Czech company ASIO, spol. s r.o. as a suitable potential partner. This company is focused on: a) Wastewater Treatment Plants for Family Houses - Small-scale wastewater treatment unit for households are intended for mechanical-biological treatment of municipal wastewater. The biological treatment unit can replace a septic tank or cesspool and therefore it is used for treatment of soil water from family houses, lodging-houses or cottages. AS-VARIOcomp K household treatment unit is the most suitable unit for family houses, because of the quick return on the invested funds and low operating costs are their major advantages; b) Wastewater Treatment Plants for Cities and Towns - Apart from small-scale wastewater treatment unit for households, we can also offer municipal wastewater treatment plants suitable for municipalities, city districts and small towns. Wastewater treatment plants are used for treatment of soil water from municipalities and towns in the range from 30 to 5,000 PE (population equivalent). Large wastewater treatment plants are typical for their stable and high-efficient cleaning processes with minimum operating costs. AS-VARIOcomp D (400 - 5000 EO) is recommended for municipalities and towns over 400 PE; c) Wastewater Treatment Plants for industry - At present,

cleaning of industrial wastewater is an absolute necessity. Wastewater outgoing from industrial facilities can influence a great deal the quality of underground water and water streams. Therefore, an increasing number of institutions and industrial companies with responsible attitudes to the environment pay proper attention to this problem. In our offer you can find specialised wastewater treatment plants intended for thorough cleaning of industrial wastewater or prevention wastewater contamination. This kind of technology is specialized for Automotive Industry, Woodworking Industry, Furniture Industry, Paper-making Industry, Food-processing Industry, Construction Industry, Engineering Industry, Printing Industry and Textile Industry.

We recommend AquaQube to contact ASIO spol. s r.o. and try to negotiate long-term cooperation that will open new markets from EU as well as other countries.

Conclusions of recommendations

If the start-up AquaQube needs to find new strong business partner as fast as possible we can recommend contact directly company ASIO spol. s r.o. If the start-up has more requirements to potential partner that we know it is better to go by way a) or b) or make own market survey.

Useful links

- <https://www.komora.cz/en/>
- <https://een.ec.europa.eu/>
- <https://www.czechinvest.org/en>
- <https://www.czechtrade.cz/>
- <https://aquaqube.com/en/>
- <https://www.asio.cz/en/>

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