Welcome

Economic Development, Engagement and Education

PART 1

Water & WHO?

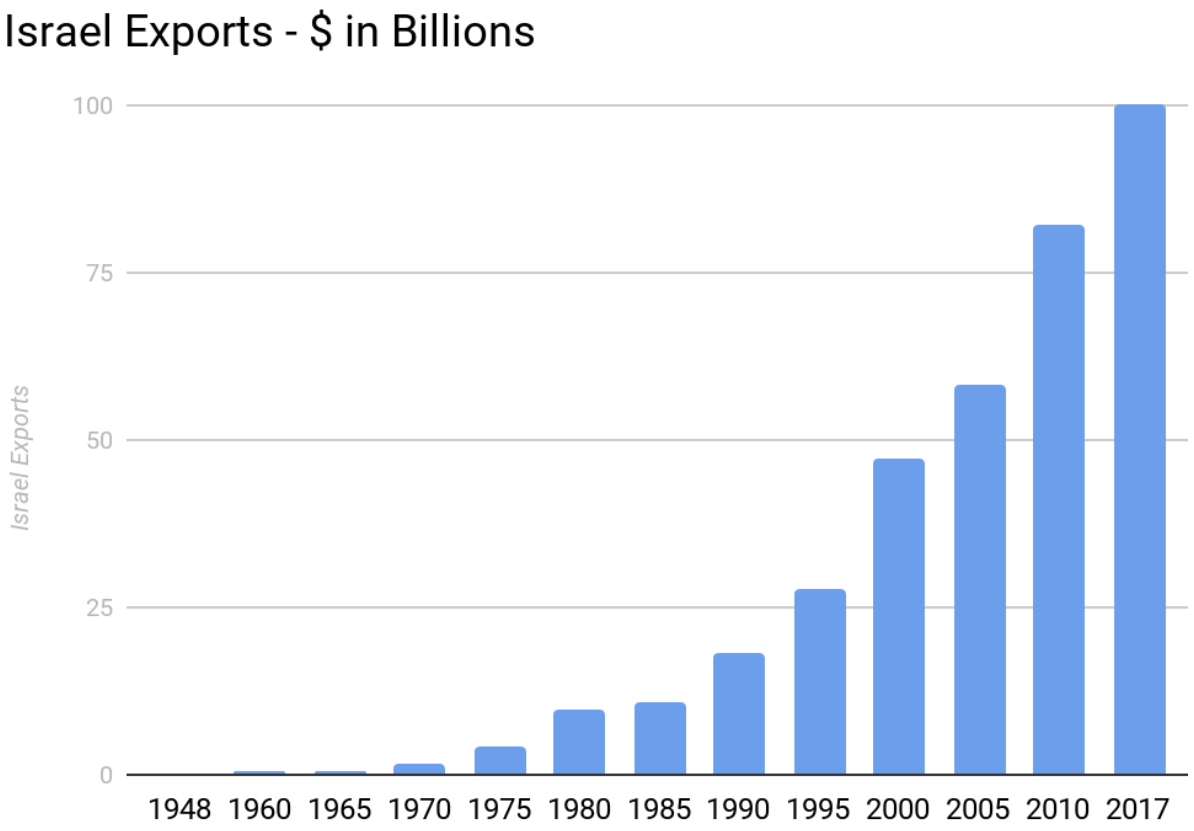
Jayhawks

Go Wildcats

Baruch Who?

Israel Who?

Israel Is....



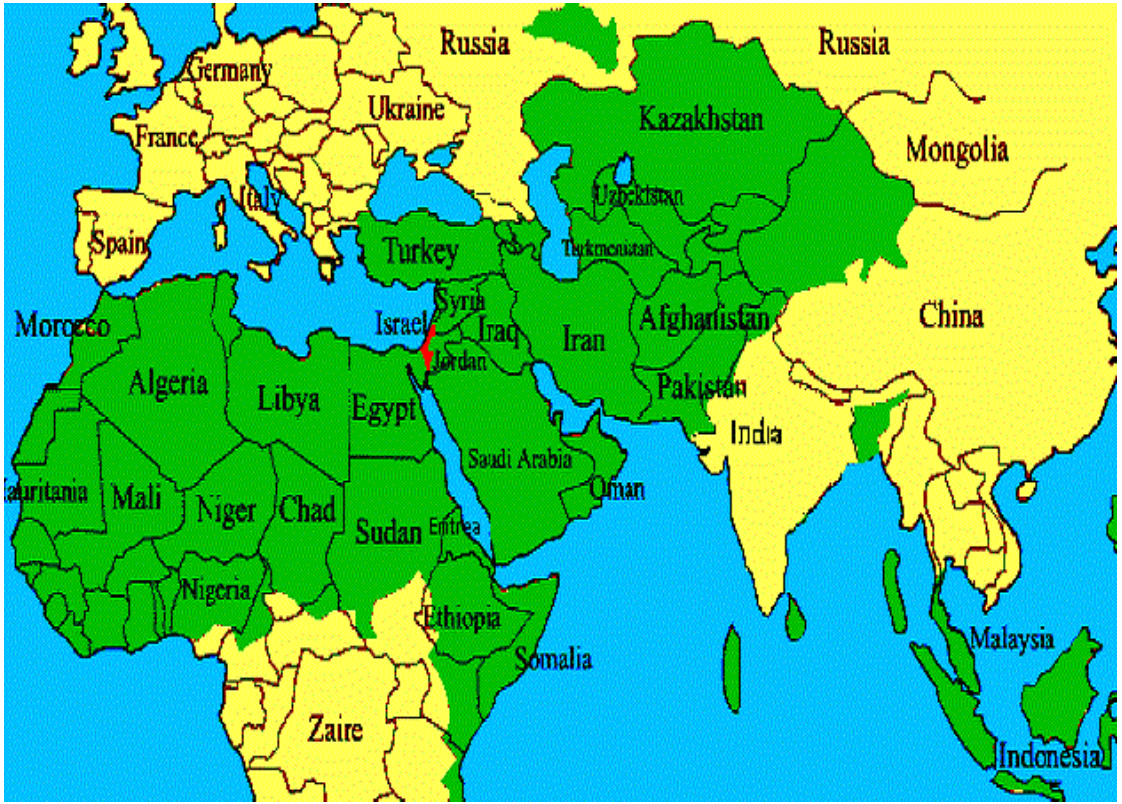
Israel ranked as the eighth most powerful country in the world.

-US News & World Report, 2018

Israel Is….

Israel Is….

A TINY NATION



MADE
IN
ISRAEL
WATER CONSERVATION

PART 2

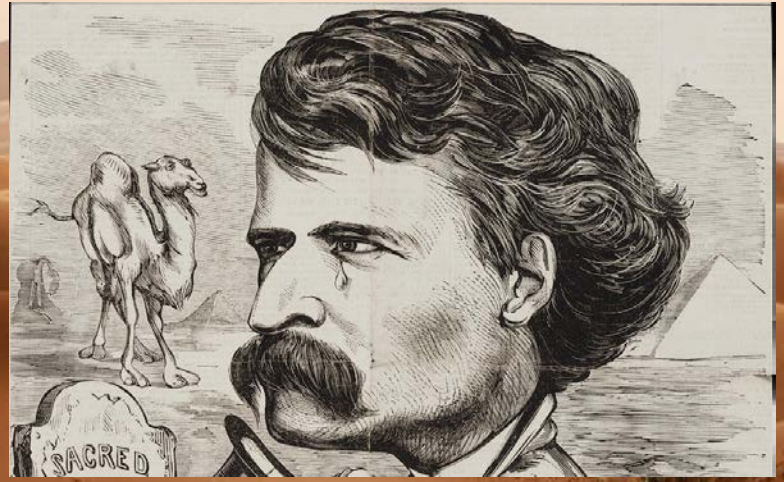
Water & Wow

Ancient Israel: From Then To WOW

But the people were thirsty for water there, and they grumbled against Moses. They said, "Why did you bring us up out of Egypt to make us and our children and livestock die of thirst?" Exodus 17:3

Not So Ancient Israel

We traversed some miles of desolate country...a silent, mournful expanse…..



Mark Twain, 1899
“Innocents Abroad”

“Milk & Honey”
(but no water)

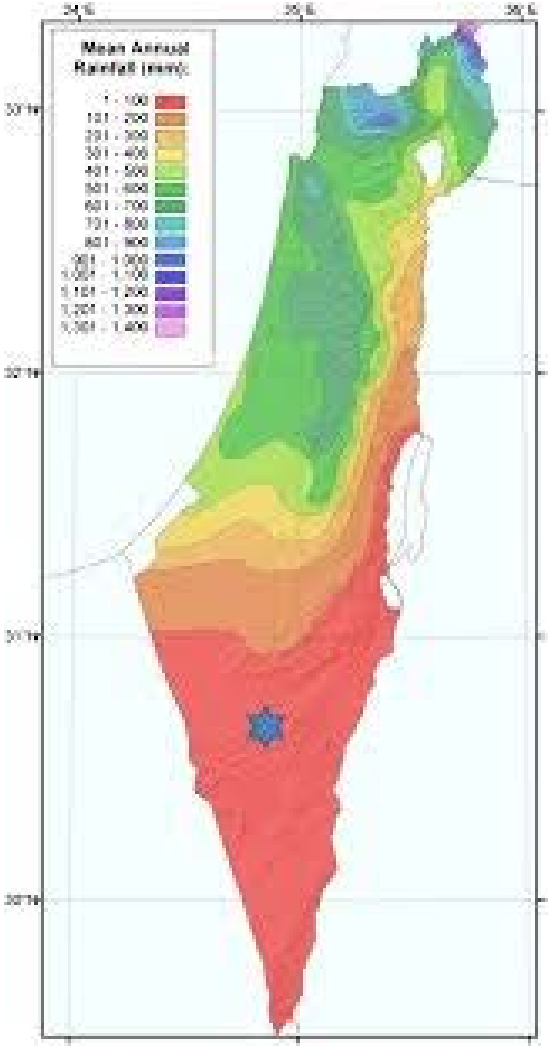
Jordan “River”

Dead “Sea”

“Sea” of Galilee

Red Line

Israel’s Climate



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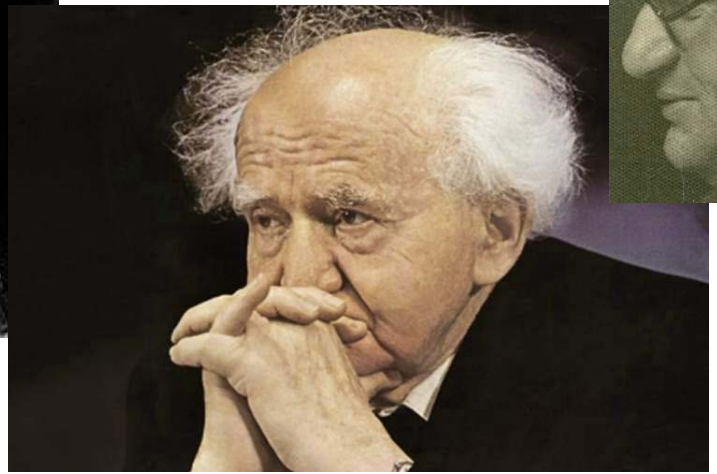
Israel
"The Aqua Nation"
a water superpower

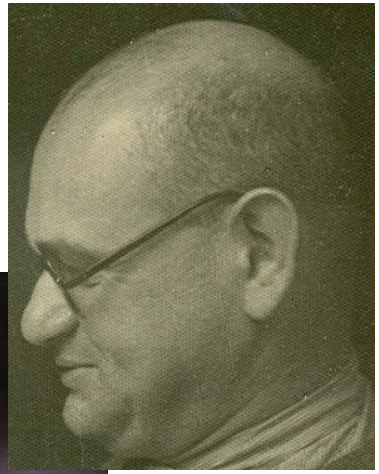
PART 3

From Wow To How

1.Vision

“Today’s water engineers are tomorrow’s heroes….” -Herzl





“It is in the Negev (desert) that the creativity and pioneer vigor of Israel shall be tested.” -- David Ben-Gurion

2. Planning & Infrastructure

1939

The Fantasy Plan

The National Water Carrier

Nationwide Waste Water System

#1 Use The Water You Have

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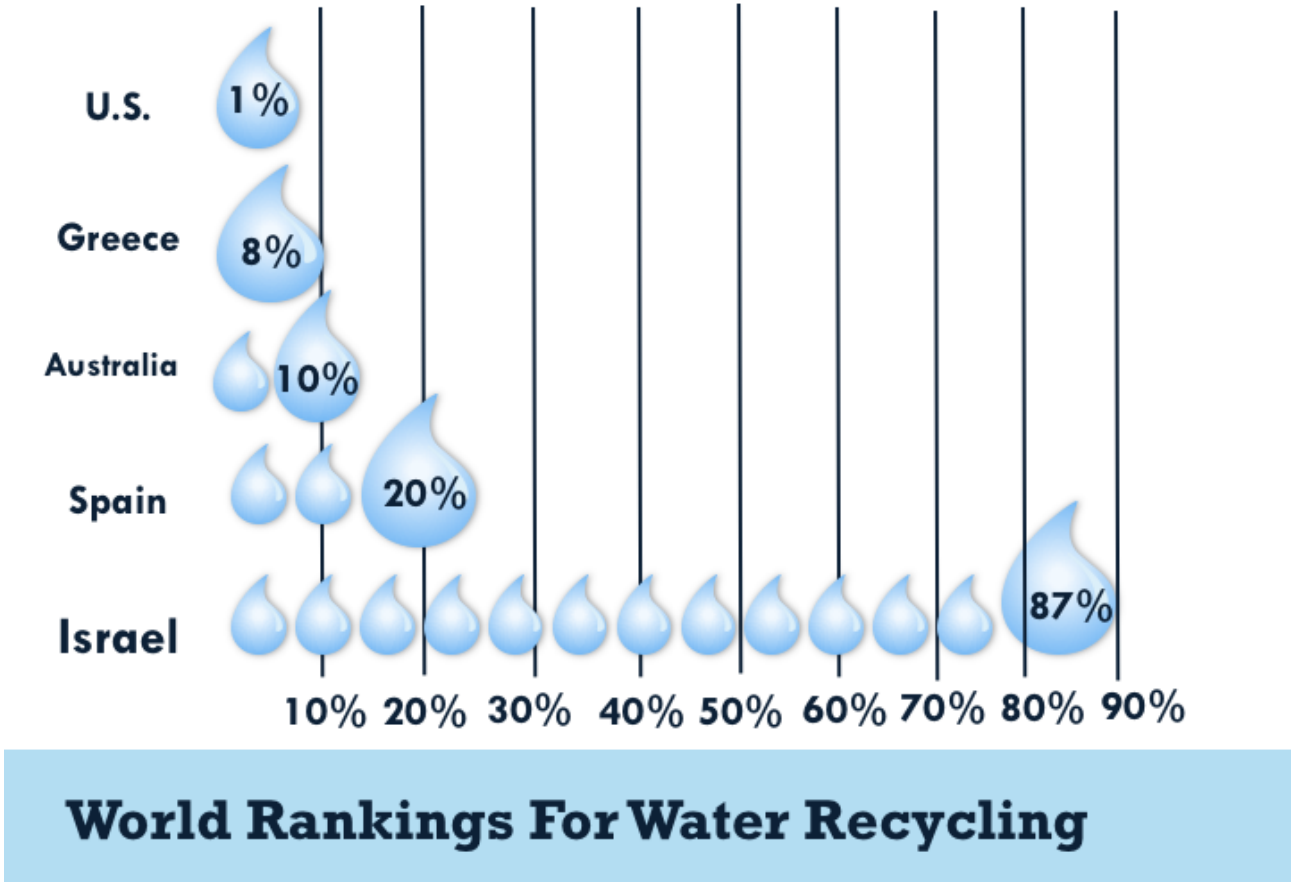
Recycle, Reclaim, Reuse



The Desai Nation

Desalnation

- “Birthplace” of Reverse Osmosis
- 5 Desal Plants Built Between 2005 - 2013
- World’s largest & most efficient non-thermal desal plant
- 60% of Israel’s water, 94% of drinking water

- 30+ brackish H20 desal plants
- World leader in locating, extracting, using brackish H20

3. Culture & Education

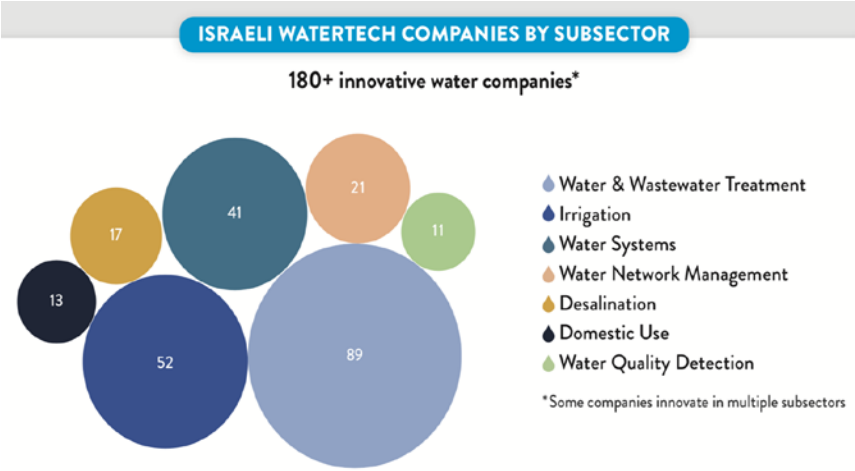
4. Governance

MEKOROT

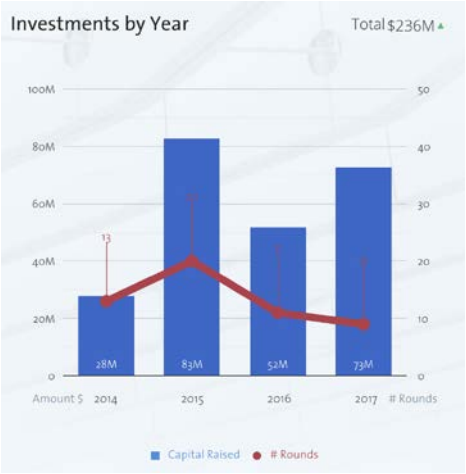
ISRAEL NATIONAL WATER CO.

4. Innovation

'There isn't a scarcity of water. There is a scarcity of innovation." - Amir Peleg, Israeli water entrepreneur



H20 Investment



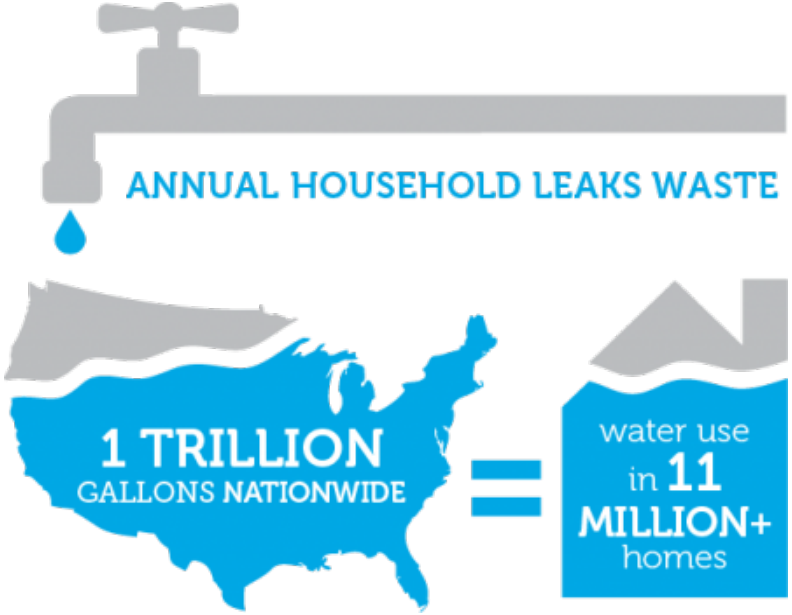
Multiplier Effect

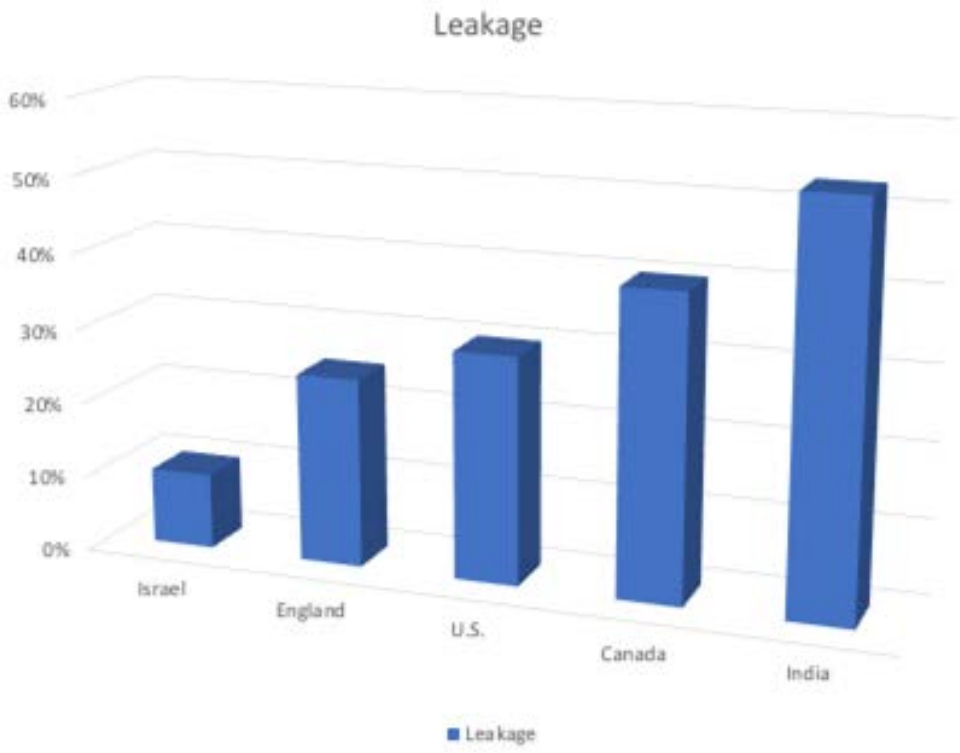
- Agtech
- Biotech
- Cyber
- Big Data
- IOT
- Blockchain

Beta Testing

Utilities have become high - tech beta sites for credible ideas . When a new technology succeeds in one city's water system , it is quickly adopted by other Israeli water utilities .

Water Leaks


ANNUAL HOUSEHOLD LEAKS WASTE
1 TRILLION
GALLONS NATIONWIDE
=
water use
in 11
MILLION+
homes


Leakage
60%
50%
40%
30%
20%
10%
0%
Israel
England
U.S.
Canada
India
Leakage

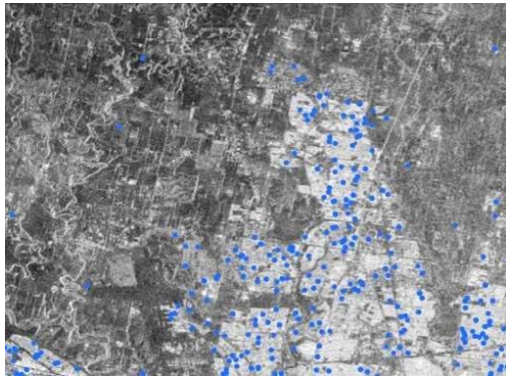
Leak Solutions

Miltel

curapipe

UTILIS

TaKaDu



Innovation Spectrum

Low-tech

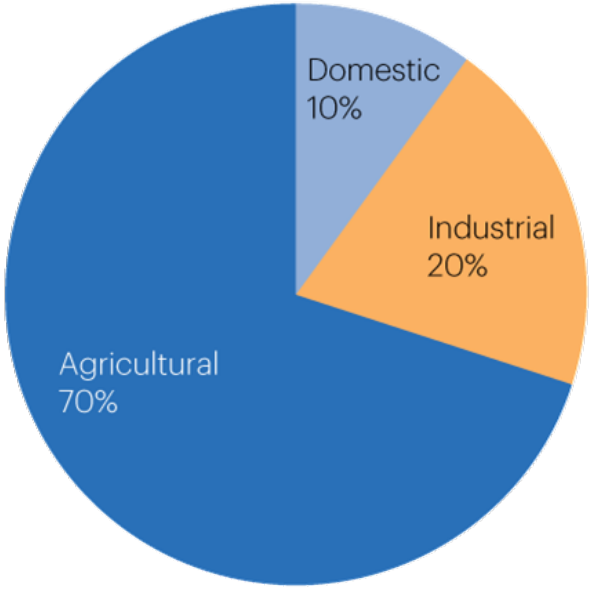
watergen

Lishtot

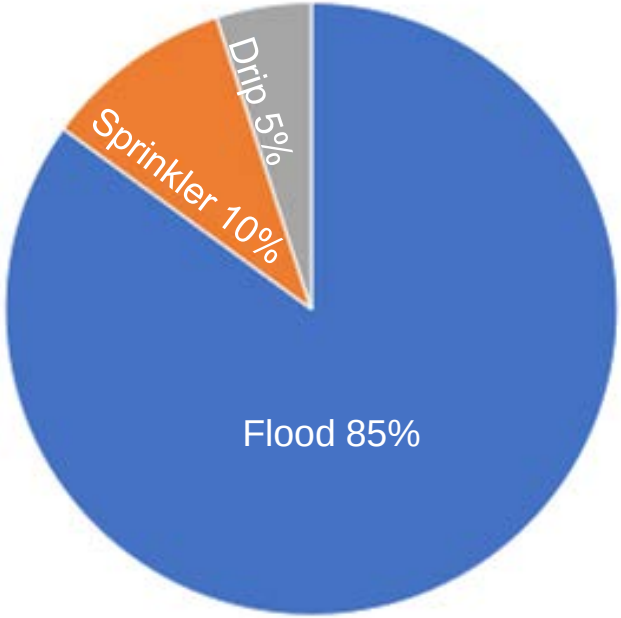
High-tech

Irrigation

Where Our Water Goes



How We Irrigate



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Precision Ag

Seed Breeding

Hazera®
Seeds of Growth

BAYER

MONSANTO
BIOTECHNOLOGY
innovation – collaboration – speed

syngenta

BASF
The Chemical Company

DOW

DUPONT

Conclusion: Making Deserts Bloom

Through creativity and innovation, we transformed barren deserts into flourishing fields and pioneered new frontiers - frontiers filled with clean, abundant, economical water…' -Shimon Peres

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PART 4

From How To Now

3 Days

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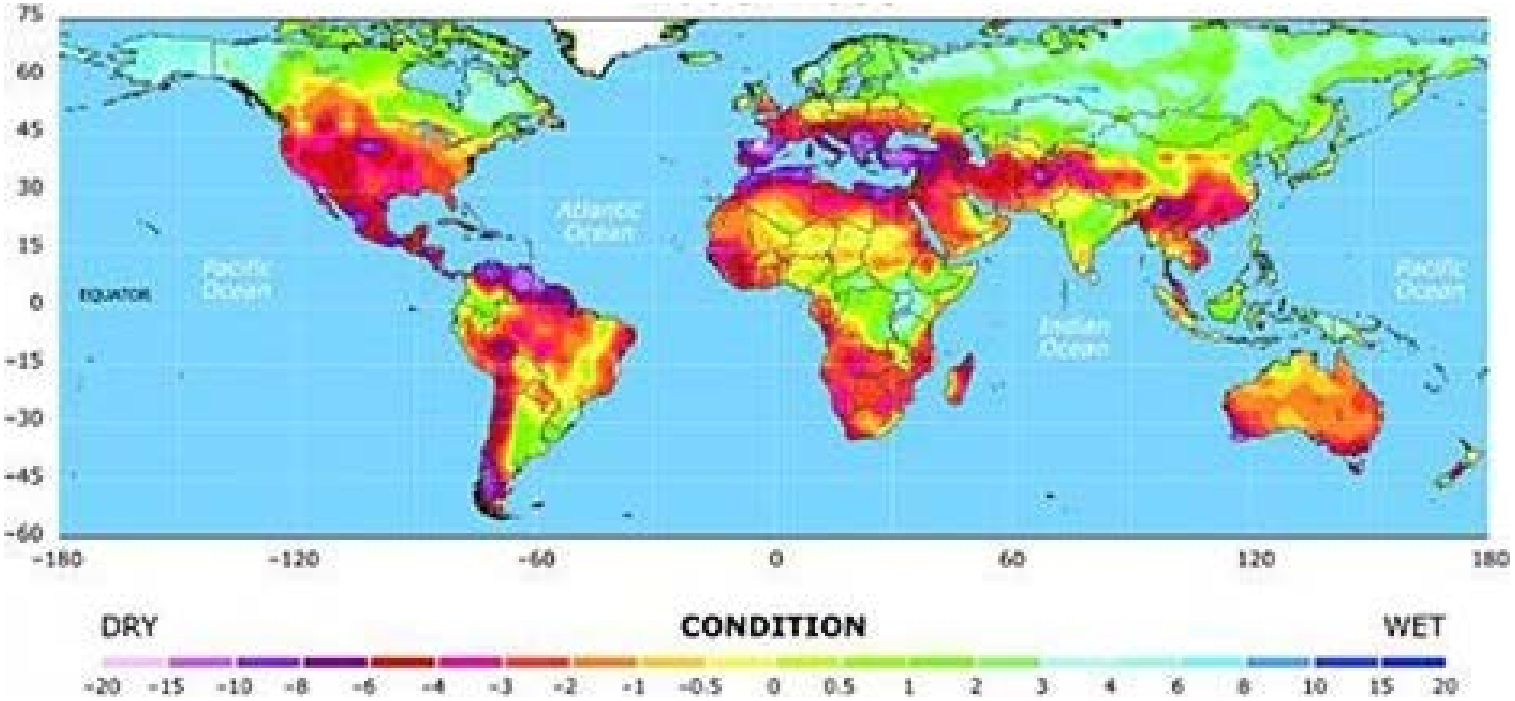
Water Crisis



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we**launch** is a U.S. based, non-profit connecting the Silicon Prairie to the Start-up Nation through our 3 E's:

- **Economic** development efforts
- **Educational** programming
- **Engagement** activities

The Silicon Prairie

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welaunch water

Projects

ISRAEL - COLORADO
innovation fund

ISRAEL - US
WATER INITIATIVE

maryland-israel
water conference:
water reuse and security

Welaunch water Oklahoma:

- Exploring creative, impactful and sustainable ways to introduce water technologies and innovation solutions

welaunch water Kansas?

Our Partners

We have 3 days

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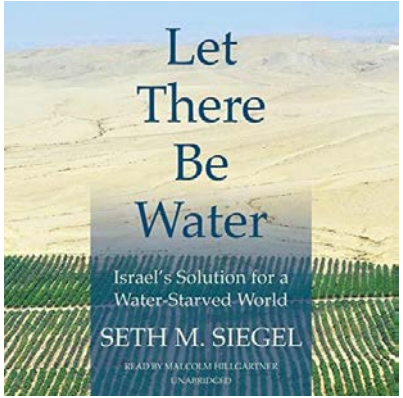
to learn how to live under water

So Let’s Get Busy!!!

On Second Thought….

Rock Chalk….

To Learn More About



The Aqua Nation