



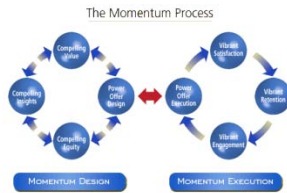
Twin challenges

Save the planet, and build a new industry

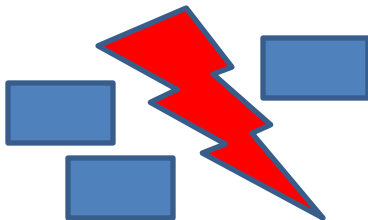


We need Sustainability to meet the challenge of the earth's Water needs

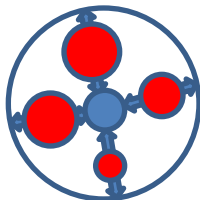
Sustainability = efficiency



Momentum is the route to efficiency across any business



Clusters seek to galvanize parties that care about Water technology commercialization to make Water sustainability a reality through uniting fragmented players and improve efficiency.



Improve the Cluster model by adding global **Momentum Platform** to improve commercialization to a global level increasing economies of scope and scale

Introducing Momentum



Technological innovation alone *is not enough*, it has to be brought faster to market

It's not enough to bring the product to market it has to be adopted.

It's not enough to be adopted, it has to be vibrantly endorsed by the user

It's not enough for the customer to endorse the product, they must continue to feedback on what they need to make the “**perfect product**”

This is the basis for the **Momentum Effect** – iteratively perfecting your product through customer engagement right down to product design:

- Create a “power offer” that is not designed once by experts, but improved continuously by getting feedback from the user
- Make the customer part of the product development ecosystem and consider them your most valuable asset, placed above technical IP
- Free your resources to further develop the “perfect products” and empower the customer to market on your behalf

Extend the Cluster model that brings scientific potential to market viability and enable Water technology to become a full consumer good with a vibrant market.



Challenge faced by any product developer

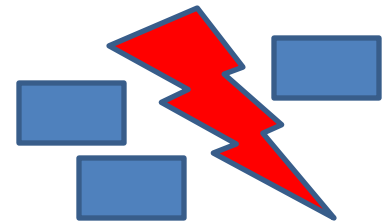
Invest resources into creating a product that you hope the public will adopt based on information to hand

Spare resources for the eventual marketing of the product, including convincing the customer of the product's merits

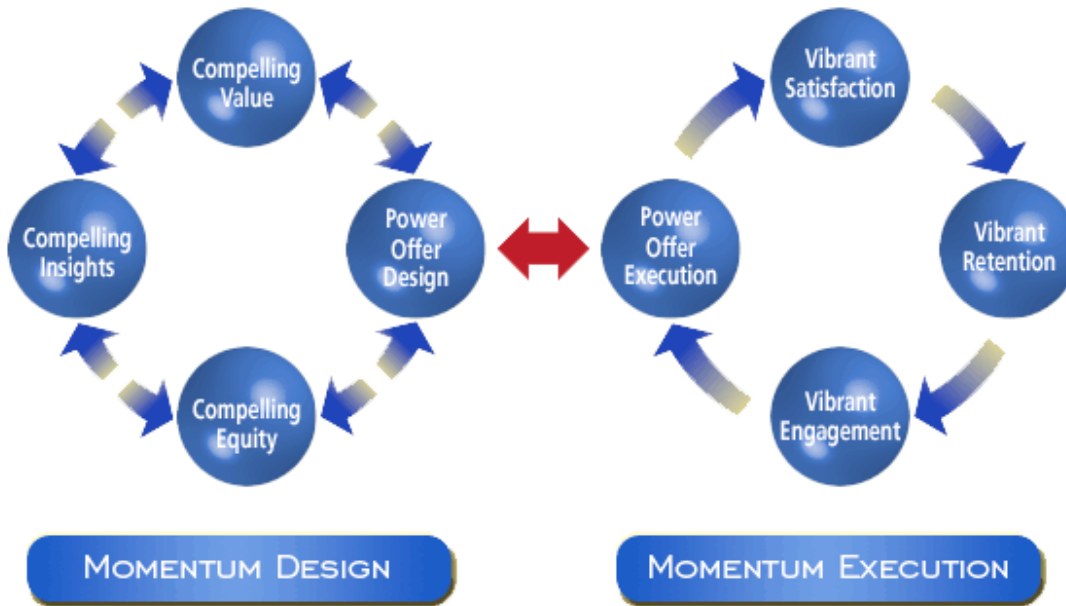
Risk diverting resources to marketing that can make a better product that will sell itself better.

Challenge faced specifically by Water Clusters

- Knowing at lab level what works and what does not work in the market place
- Potential Competition in developing similar products, thus wasting valuable time and resources
- Raising awareness of successes in addressing this crucial global issue



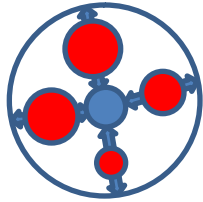
The Momentum Process



1. Through knowledge of Compelling Insights into the Customer's needs,
2. Compelling Value is created that creates instant endorsement by customer
3. The Customer Equity becomes strong as a firm customer niche is identified and served
4. The Product becomes a Power Offer that matches the Customer niche
5. By understanding how the product solves the Customer's needs, it is delivered right
6. By using a product that hits the mark for their needs it is strongly welcomed
7. By being strongly satisfied the customer seeks to maintain relationship with company
8. By developing this relationship, the customer feeds more needs back to the company and recommends on their behalf



Supercluster – cluster of clusters



Developed bearing **Momentum Effect** in mind

To improve efficiency and accelerate product development and commercialization,
KEYS

make customer insights available to all
share knowledge in product development

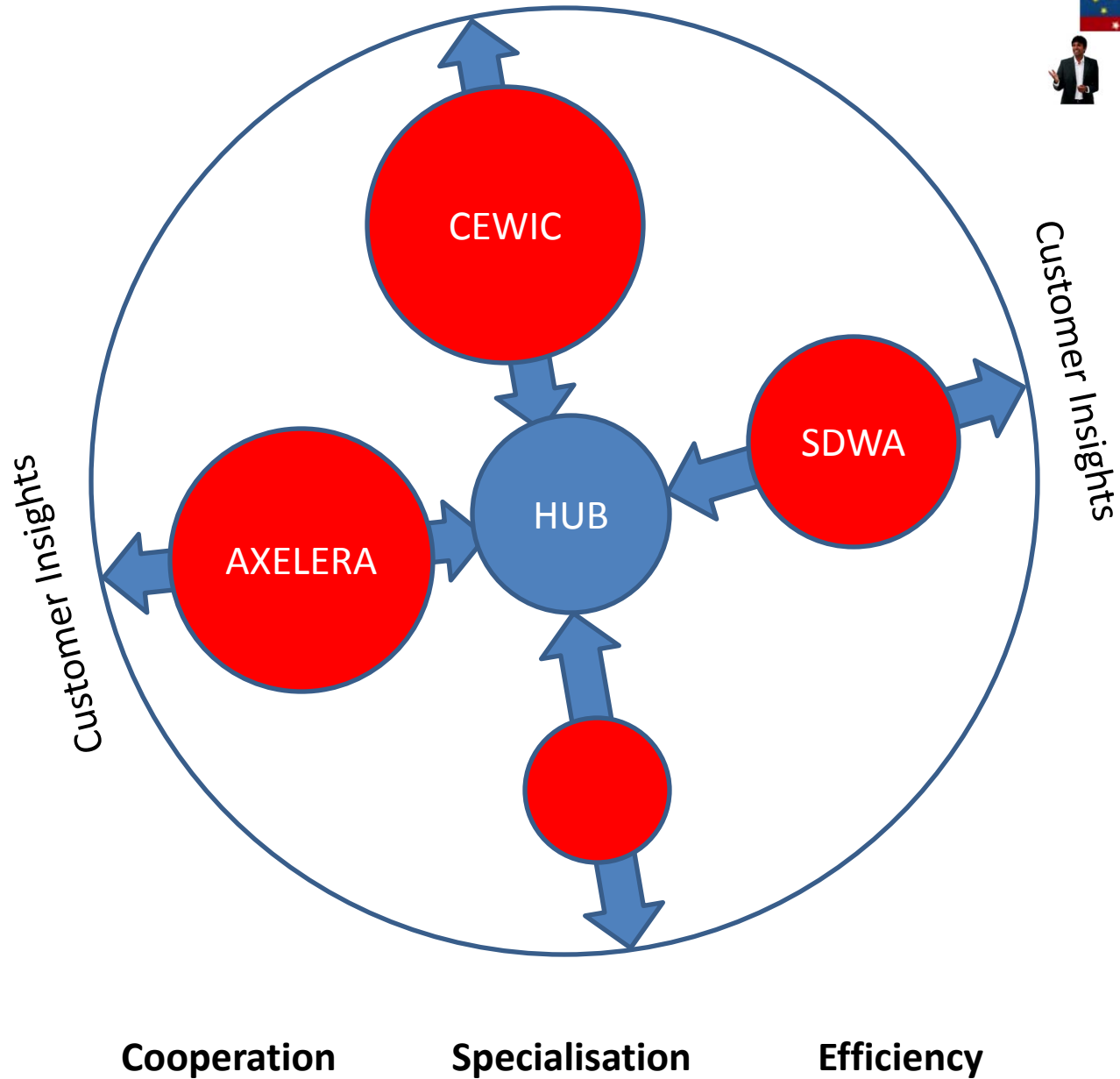
1. Add **HUB** for Clusters to share development information and customer insights
2. Extend Clusters into the marketplace through customer **FEEDBACK** platform
3. **IMPLEMENT** through Internet Technology and face to face Meetings

For Customer feedback, use of mobile and Internet, constant polling of customers

For Customer Insight and Technology Information Sharing, collaborative Internet platform

For Strategic Direction agreements and Competition avoidance, face to face Meetings

Customer Insights from Global Marketplace



Where could this **Momentum Platform** be built and sustained?



ideally

Location where Water is and has been a **national priority** for decades

Location where the world's major Water **companies come to do business**

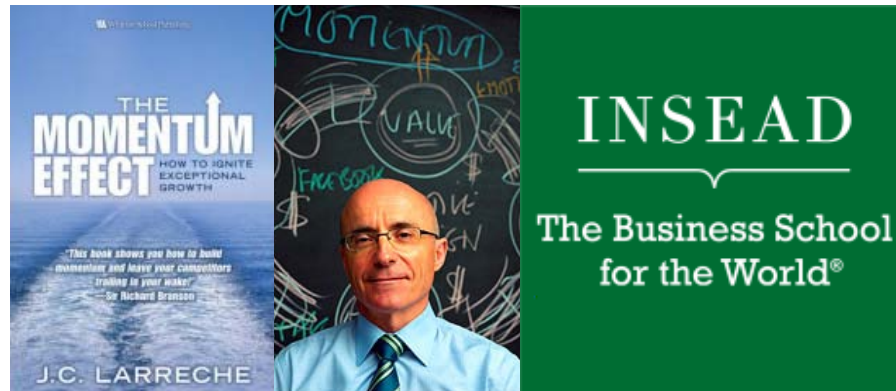
Location where intellectual base, communication facilities and technological **infrastructure exists**

Any ideas?





Further Reading



www.cewic.fi/english

More information



www.axelera.org

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www.colkum.com/consult