

Securing interest in your new thing before you get into details

the **big** problem

how it affects
people, why we
should care

39 percent of all fresh water taken in the US is earmarked for the cooling needs of power plants. The problem? A large portion of this water ends up floating away in clouds of water. In other words, hundreds of billions of gallons of clean usable water are lost each year. I am working on an electrically charged wired mesh that have shown to increase the volume of collected water by an order of magnitude compared to standard fog collectors. This efficient and low-cost way of capturing a substantial amount of that lost water will make power plants less wasteful, more sustainable and become new source of potable water for large cities around the world.

what you are
working on

what it means,
and how does it
create value