

AquaMexico (?)

1. WHAT = Investigate solution to water issues in large population centers
2. WHY = Water is quickly becoming a crisis issue in the developing world
3. HOW = Investigate applicability of using a new chemical for treatment – extension of last year's 50k project
4. OPEN = Would help to have environmental/ chemical/ water industry experience

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Next Steps

- Analyze Mexico water industry
 - Customers: Players, private vs. government ownership, size of market, types of facilities (drinking/ wastewater/ bottling/ industrial)
 - Competitors: Current chemical suppliers, structure of distribution, structure of manufacturing

Next Steps (contd)

- Substitute products: filtration, ozonation, other technologies
- Government: Environmental regulation, privatization?
- Interviews with relevant people
 - Chemical company
 - Industrial water treatment company
 - Government contacts