WatrHub Inc.
The New Precision Targeting Sales Model

March 2017
The Water Infrastructure Market Is Highly Fragmented

- Highly fragmented industry of 70K utilities spending $100B / year
- 5,000+ Manufacturers & solution providers in this sector
- Constraints in channels to market lead to long sales cycles and slow growth rates
Complex Channels to Market for Tech Companies in Water Sector
Changing The Business Model Of The Industry

- Reactive RFP Model
- Shotgun Sales Model
- WatrHub Precision Targeting Model

- MANUFACTURERS

+38% Lift in Sales Budget ROI
WatrHub has introduced a novel, analytics-driven approach for these water industry firms to target high potential water utilities & municipalities.
Focus Sales Efforts On Your Most Promising Prospects

Sources
- Water Permits
- Budgets
- Master Plans
- Capital Spending
- Websites
- Municipal Documents
- Meeting Minutes
- Regulatory Filings

Indicator Filters
- Qualification Indicators (Size, Region)
- Ranking Indicators (Budget Allotted, Spending Profile, Technology Needs)
- Trigger Indicators (Events, Violations, Studies)

Actionable Monthly Intelligence

---

Blue Plains Wastewater Treatment Plant

---

City of Fresno Case Study

---

Source: WATRHUB - Smart Data. Strong Relationships.
4 Steps To Implement The Precision Targeting Approach to Sales

1. Validate Growth Markets
2. Identify Targets
3. Accelerate Sales Cycles
4. Optimize Sales Process
**Problem**

Where are the water utilities in our target market?

<table>
<thead>
<tr>
<th>Filters</th>
<th>Data Mining</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 7 High Priority States such as TX, FL, CA</td>
<td>Over 3,500 websites data-mined</td>
<td>Identified 1,000+ accounts within addressable market in high priority states</td>
</tr>
<tr>
<td>2 Utilities serving 2,000 to 20,000 connections</td>
<td>Over 32,000 documents data-mined</td>
<td></td>
</tr>
<tr>
<td>3 Utilities that don’t provide gas or electric services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Michael Moosavi
VP Business Dev, FATHOM

Trevor Hill
CEO, FATHOM Inc.
WatrHub + FATHOM™: Validate Market
### Problem
Who are all the utilities within our addressable market that we need to target to drive sales generation?

### Filters
1. Utilities that have not invested in a CIS in last 2 years
2. Utilities with high non revenue water loss
3. Utilities with high billing costs and meter reading costs

### Data Mining
- Over 15,000 Webpages data-mined
- Over 70,000 Document pages processed

### Results
Develop proactive sales campaign to engage utilities with targeted messages to generate actionable leads.

---

**WatrHub + FATHOM™: Identify Targets**

---

**Problem**
Who are all the utilities within our addressable market that we need to target to drive sales generation?

**Filters**
1. Utilities that have not invested in a CIS in last 2 years
2. Utilities with high non revenue water loss
3. Utilities with high billing costs and meter reading costs

**Data Mining**
- Over 15,000 Webpages data-mined
- Over 70,000 Document pages processed

**Results**
Develop proactive sales campaign to engage utilities with targeted messages to generate actionable leads.

---

**Michael Moosavi**
VP Business Dev, FATHOM

---

**Trevor Hill**
CEO, FATHOM Inc.
Data-mining Output

Utility Dataset

<table>
<thead>
<tr>
<th>Name</th>
<th>Connections/Total</th>
<th>Percentage</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Bridge City</td>
<td>0.444</td>
<td>86%</td>
<td>-</td>
</tr>
<tr>
<td>City of Denver</td>
<td>11.680</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of Houston</td>
<td>107.372</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of Kansas</td>
<td>15.789</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of Raleigh</td>
<td>13.872</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of Chicago</td>
<td>16.872</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of Phoenix</td>
<td>9.372</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of San Diego</td>
<td>24.344</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of San Francisco</td>
<td>7.961</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of St Louis</td>
<td>23.104</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>City of Newark</td>
<td>22.110</td>
<td>100%</td>
<td>-</td>
</tr>
<tr>
<td>Total Calls Made</td>
<td>111,168</td>
<td>100%</td>
<td>-</td>
</tr>
</tbody>
</table>

- Develop segmented call lists with targeted messages
- Execute sales campaigns to generate leads and meetings for outside sales reps
- Prioritize targets by inputting data in Operational Assessment model to identify more promising leads
**Problem**
How can we better qualify our targets and shorten our sales cycles when engaging target utilities?

**Filters**

<table>
<thead>
<tr>
<th>Filter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bad debt collected and written off</td>
</tr>
<tr>
<td>2</td>
<td>Metering technologies, systems, and vendors</td>
</tr>
<tr>
<td>3</td>
<td>Utility budget items for metering and billing</td>
</tr>
</tbody>
</table>

**Data Mining**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webpages data-mined</td>
<td>Over 15,000</td>
</tr>
<tr>
<td>Pages processed</td>
<td>Over 70,000</td>
</tr>
</tbody>
</table>

**Results**

- We were able to shorten our sales cycles from 12-18 months to 6-9 months.
- We closed $7M in new sales as a result of this program.
- We had more intelligent conversations when engaging with target utilities.

---

Trevor Hill  
CEO, FATHOM Inc.

Michael Moosavi  
VP Business Dev, FATHOM

WatrHub + FATHOM™: Accelerate Sales Cycles
Data-mining Output

Copperas Cove Utility Report

Actions

• Uncover utility’s pain points and priorities

• Develop Account Plan to engage utility and build the right relationships

• Approach utility with a much more informed message to shorten sales cycle
**Problem**

How can we better prioritize our sales targets to increase conversion rates and scale our sales faster?

- **Michael Moosavi**
  VP Business Dev, FATHOM

**Filters**

1. Utilities with metering and billing issues
2. Utilities planning to implement AMI tech
3. Issues with aging infrastructure and systems
4. Issues with drought conditions, water shortages, or high non-revenue water

**Data Mining**

- Over 120,000 Webpages data-mined
- Over 560,000 pages processed

**Results**

- FATHOM & WatrHub relationship evolved into a more strategic engagement.
- WatrHub’s analytics to be highly embedded in FATHOM sales process to optimize sales growth

- **Trevor Hill**
  CEO, FATHOM Inc.
**Data-mining Output**

City Council Discussing Billing Issue

City Coordinator Smith explained that there were three different companies involved with the installation, reading, and billing of the new water meters. Somewhere in the middle of this, there was a decimal in the wrong place. Utility Billing Clerk Linda Lee had to hand-correct every water bill in the system, which was over 2,500 water meters. Mayor May wanted to make perfectly clear that the

**Actions**

- Monitor activity of highest potential accounts and prospects
- Prioritize business development actions
- Engage the right utility at the right time to shorten sales cycles and increase conversion rates
32 MILLION DOCUMENTS IN WATRHUB DATABASE
How To Get Started With Analytics To Grow Faster

1. Validate Growth Markets:
   • Bottoms-up total addressable market analysis to understand exactly where the growth will come from

2. Identify Targets:
   • Identify characteristics of your ideal client profile, top pain points, and regional market drivers

3. Accelerate Sales Cycles:
   • Map out existing sales process and eliminate information gaps and bottlenecks

4. Optimize Sales Process:
   • Embed analytics at all steps of your sales process for ongoing intelligence, sales targeting and prioritization.