

WATER TECHNOLOGY

IN WISCONSIN



A world water hub whose
companies generate

\$15.7 BILLION

IN ANNUAL SALES

In Wisconsin, we offer unparalleled advantages that are uniquely suited to water technology.

Workforce. In Wisconsin, you can tap into a deep well of highly skilled and educated water technology professionals—including the second-highest concentration of manufacturing workers in the U.S.

Central location. From the center of the U.S., we offer quick access to markets throughout North America. Chicago and its O'Hare Airport are less than an hour from our border. And our well-developed logistics sector moves your goods to market efficiently via rail, road, air or water.

Academic excellence. We push the boundaries of theoretical and applied science—and prepare talent for the future. At more than \$1.3 billion annually, our flagship University of Wisconsin-Madison ranks #8 in the U.S. for research spending; the University of Wisconsin System awards more than 41,000 degrees annually.

Low risk of natural disaster. We offer remarkably low risk for every imaginable type of disaster, from earthquakes and wildfires to climate threats like heat waves, tornadoes and hurricanes.

Fiscal responsibility. From our fully funded state pension system—one of only two in the U.S.—to our extraordinary credit rating, we offer a politically stable, low-tax, low-regulation, business-welcoming environment.

Discover why global leaders in vital sectors—advanced manufacturing; energy, power and controls; water technology; food and beverage; and biohealth—are choosing Wisconsin as their entry point into North American markets.

230⁺



water technology companies

23,000⁺



employees connected to the industry



WORKFORCE BUILT FOR SUCCESS

The UW Milwaukee School of Freshwater Sciences fountain in Ernest Spaight's Plaza is a campus landmark.

WISCONSIN'S POPULATION

5.8 MILLION

HIGH SCHOOL DIPLOMA

93% of adults

BACHELOR'S DEGREE OR HIGHER

31% of adults

AVERAGE COMMUTE TO WORK

23 MINUTES

The UW System is leveraging water knowledge and research across all 13 universities around the state, building on unique regional strengths, to create the **Freshwater Collaborative of Wisconsin**, designed to engage students, faculty and industry in research, thought leadership and hands-on experiences, offering coordinated research and degree opportunities while addressing global water challenges such as agricultural water management; industrial water engineering and technology; water quality, safety and emerging contaminants; Great Lakes management and restoration; water infrastructure (collection, distribution, treatment); water business and finance; and watershed management and restoration.



OVER
5,000
ENGINEERING DEGREES AND
CERTIFICATES AWARDED IN 2020

ACADEMIC EXCELLENCE

In Wisconsin, our universities lead in research and technology commercialization, supporting partnerships, companies and policymakers to develop new, innovative products that fill market needs. For example:

UW-Madison and **UW-Milwaukee** are both Tier 1 research universities; UW-Madison ranks #8 in the U.S. for research spending, with over \$1.3 billion in research expenditures in fiscal year 2020.

UW-Madison ranks in the top 3% of US universities for **engineering research expenditures** and near the top of global rankings. Centers of excellence specialize in advanced materials; computer, data and information sciences; and IoT research.

UW-Milwaukee College of Engineering and **Applied Science** is rated among the top 4% of research universities in the U.S.

The School of Freshwater Sciences is the largest Great Lakes academic research institution and the only graduate school in North America solely dedicated to freshwater issues.

Collaborative programs such as the **National Science Foundation Industry/University Collaborative Research Center Program**, (UWM-Marquette) and the **Water Technology Accelerator** (a collaboration between the School of Freshwater Sciences and UWM College of Engineering and Applied Sciences), make sure the latest knowledge is being leveraged to solve industry challenges.

With more than 50 different water-focused degree programs at 30 major public and private educational institutions, Wisconsin is at the forefront of the water knowledge economy.

Industry Strong. Technology Smart. Future Ready.



“When it comes to a concentrated cluster of water technology business, innovation and academic partners that touch every aspect of water to groundbreaking approaches with respect to excelling at water stewardship and strategy, what immediately comes to mind is the close network of interconnected partners that are located in Wisconsin.

- Will Sarni, Global Thought Leader on Water Strategy and Innovation



WISCONSIN HAS

1.2

QUADRILLION GALLONS
OF GROUNDWATER



86%

OF WISCONSIN'S
BORDERS ARE WATER

GLOBAL LEADERSHIP

Anchoring Wisconsin's water tech hub is **The Water Council**, an industry-led nonprofit dedicated to solving critical global water challenges by supporting innovation in freshwater technology and driving those new solutions to the industries that need them—and the leading organization of its kind in the U.S.

Its home is the **Global Water Center**, a turn-of-the-century brick warehouse converted into a state-of-the-art water business and research facility in 2013—and now home to more than 40 water-centric businesses, startups and academic and research organizations, including the **Oasis Coworking Community** space, which provides a “soft landing” spot for companies arriving in Wisconsin and seeking to make immediate connections within the water cluster.

Wisconsin's leading water technology companies:



KOHLER®

xylem

AO Smith®
Innovation has a name.

Bradley 

in sink erator®

zurn
WATER SOLUTIONS



21%

OF THE WORLD'S FRESH WATER
IS ALONG WISCONSIN'S BORDERS



Located along the U.S. “fresh coast”, Wisconsin is part of a water technology corridor that spans the Lake Michigan coast down to Chicago. The choice to locate in Wisconsin gives you access not only to all the advantages of Wisconsin’s business climate and potential collaborations in its vibrant water cluster, but also to millions of potential customers in the United States’ third-largest metro area.

 For information on sources and attribution
visit inwisconsin.com/industrydata

“Milwaukee is the capital of water.”

- *Forbes* magazine

The Water Council has multiple programs for entrepreneurs—and for companies in the industry to plug into these entrepreneurial networks and benefit from their innovative ideas. Among these programs, the **BREW** (Business. Research. Entrepreneurship. In Water) freshwater seed accelerator has evolved into the BREW 2.0, the global water technology hub’s next-generation post-accelerator program, designed to help promising water tech innovators from anywhere in the world continue to build momentum on their path to market adoption success.

Since the BREW opened in 2013, 60 startups have completed the program, of which **85%** are still in business.

BREW graduates have:

- Raised **\$36 million** in capital and **\$16 million** in additional funding, and generated **\$15 million** in sales revenue
- Run more than **100** pilots
- Received **24** patents and have **34** more patents pending

The Water Council is the only U.S. participant in the Global Water Tech Hub Alliance. In addition, it has signed memoranda of understanding with organizations in the following countries, indicating that it is the go-to organization in the U.S. for international partners:



Netherlands



France



UK



Germany



Israel



China



South Korea



Spain

The Water Council hosts the **Water Leaders Summit**, the preeminent North American event for water technology professionals, in Milwaukee each year.

Wisconsin provides the ideal business environment and all the necessary elements you need to grow your business: talent, technology, supply chain, location and infrastructure. Visit **InWisconsin.com** to learn more.

WISCONSIN
ECONOMIC DEVELOPMENT