

Product

ICT-Hub for the collection, management & distribution of data resulting from in situ & remote sensing, measuring & forecasting the status of ground and surface water around the world on a global-hectare basis, with multiple applications for governments, industries and businesses affected by or involved in water, giving them very detailed comprehensive up-to-date information, of particular value for managing crop growing, energy production, floods & droughts

Customer needs

Highly detailed, accurate, up to date comprehensive information about water quantity, quality & distribution around the world, locally and globally; easy & immediate access; suitable for universal application

Integrated dashboard

Number of companies using the hub; new services; client acquisition; new applications; new sources of data; registration of patents; technical advances

Business model

Supplying business & governments affected by changes in quality and quantity of water status, with detailed up-to-date data that is immediately accessible & applicable to their needs with continuously amplified feedback, building an ever-growing increasingly rich database

Positioning

The global resource for water data

Unique competence

Expertise in water semiotics covering land and surface water in all its forms, and in the management of the collection and collation of a universal water database, & making it available in multiple forms for multiple purposes, globally

Organising idea

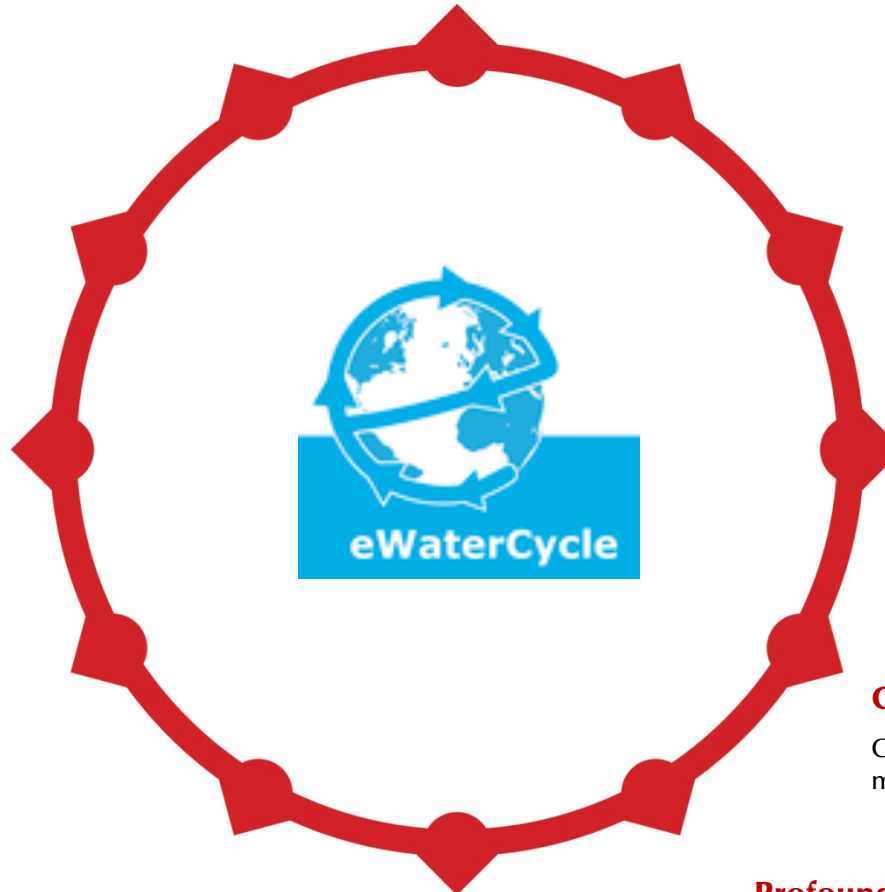
Global water information when it matters

Brand essence

'water-smart'

<http://ewatercycle.org/>

© The Twelve B.V.



Brand personality

Values: transparent; comprehensive; trustworthy; accessible; easy to use; flexible; up to date; state-of-the-art; professional; interaction with the system; communication; innovative
Archetype: 'the water shaman'
Style: open, inviting & collaborative
Customer-image: professionals needing reliable up-to-date essential water information

Vision

eWaterCycle is a part of every language

Cultural values

Co-creativity; science; trust; multidisciplinary; nerdy; joy

Profound purpose

Better management of the resources, impact and use of water globally