

## Greenback Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Carter Ellis	4 <sup>th</sup> Year	Enterprise Risk Management
Rohan Rastogi	4 <sup>th</sup> Year	Computer Science
Jayant Gupta	3 <sup>rd</sup> Year	Finance
Joseph Li	3 <sup>rd</sup> Year	Finance
Adam Lieb	2 <sup>nd</sup> Year	Integrative Science

**Advisor(s):** Michelle Darnell and Kyle Kaplan

**Topic Title:** Water is the new oil: Investing in a sustainable future.

**Audience:** Water Asset Management, LLC, Board of Directors.

### Sustainable Development Goal

SDG #6: Ensure availability and sustainable management of water and sanitation for all.

SDG #12: Ensure Sustainable Consumption and Production Patterns.

### Executive Summary

Oil was the defining commodity of the last century; water is the defining commodity now. The United States is depleting the scarce Colorado River at an unsustainable rate. Companies, like Water Asset Management, LLC (WAM), have an opportunity to play a key role in developing sustainable solutions that promote efficient management and equitable distribution of water resources.

WAM's goal is to invest in companies and assets that ensure water quality and availability for communities, agriculture, and the environment. Their current practice unsustainably capitalizes on water scarcity, creates legal risks, and perpetuates negative impacts on the least advantaged members of society.

We propose that WAM should make strategic investments to increase the efficient use of water through investment in power plant hybrid cooling and smart water technology. Increasing water supply expands access to those who need it most and creates additional revenue streams for WAM. Additionally, this solution helps to mitigate the legal risks of selling water by maintaining amicable relations with communities by meeting their needs. Our approach ensures rapid and sustainable growth to set the precedent in this emerging industry.