

# Water: Nice and Complicated

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# Why Am I Here?

- ▶ I met Keith through a friend
- ▶ I have some experience with start-ups
- ▶ I work on water institutions, markets & political-economy
- ▶ Sky Veg has a good niche (“hyper local”)

# Why I like Sky

- ▶ Moves food closer to customers (fresher, faster, cheaper)
- ▶ Hyper-local connection between grower and user
- ▶ Efficient use of “unused” space
- ▶ Decentralized (e.g., water, sewage and... food?)
- ▶ For profit! “Sustainable”?

# What Doesn't Matter

- ▶ Ag wastes less water than you'd expect
- ▶ Same carbon footprint? (urban water, pumps, greenhouse)
- ▶ Weber/Matthews: “83% from production, 11% transportation, and 4% grower to seller”

# What Has to Happen

1. Get a prototype in the roof!
2. Grow stuff and audit the water/carbon footprint
3. Do good cost accounting
4. Open source plans (good), plus “DIY” version (goodwill)
5. Sell turn-key systems and profit!

# What I Do?

- ▶ Blog at [aguanomics.com](http://aguanomics.com)
- ▶ Give “waterchats” like this (outreach, education)
- ▶ Learn from people like you

Questions, ideas, leads, talks?  
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...and now some questions from you?