

## FloWater apunta a reducir el consumo de agua embotellada

### ***Oportunidades de negocio e impacto para el sector de agua, saneamiento e infraestructura:***

*La empresa [FloWater](#) de California que provee estaciones dispensadoras de agua purificada recaudó \$15 millones en su primera ronda de financiamiento.*

*La estrategia de FloWater va más allá de vender agua purificada y apunta a 4 objetivos ambientales: reducir el uso de botellas de plástico de un solo uso para bebidas, reducir las emisiones de carbono en el envasado y transporte de agua embotellada, evitar las toxinas provenientes de los micro-plásticos y combatir la obesidad.*

*Según FloWater entre sus clientes principales están Google, Microsoft, Hilton, Hyatt y Red Bull.*

*En Ecuador, el Municipio de Guayaquil aprobó en septiembre de 2018 una [ordenanza que regula el consumo de plásticos de un solo uso](#) y en la disposición general establece que promoverá alianzas y convenios con entidades nacionales y extranjeras para colocar dispensadores de agua en sitios públicos y dependencias municipales, así como incentivar el uso de termos para el consumo de agua.*

## FloWater just raised \$15 million to put bottled water out of business

[FloWater](#), an eight-year-old, Burlingame, Calif.-based company whose reusable water bottle refilling stations produce purified water, has raised \$15 million in its first major round of funding. Bluewater, a Swedish company that sells water purifiers, among other things, led the round.

[FloWater](#) caters to schools, colleges, fitness centers, hotels and offices, and, in the words of CEO Rich Razgaitis, set out to address [four environmental concerns](#) from the outset: obesity in the U.S., which has been tied in part to the rise of sugary, carbonated beverages; the nearly 40 billion single-use plastic water bottles that are used and tossed aside every year; the millions of barrels of oil and hundreds of millions of pounds of CO2 byproduct waste used to create and transport bottled water; and the toxins in single-use plastic bottles, including endocrine-disrupting chemicals.

It has a pretty compelling case to make, in short, as other purveyors of refilling stations would surely argue, and which clearly persuaded 13 investors altogether (according to a [new SEC filing](#)) to write checks to the company.

And it all started with an \$18,600 bank loan, according to the company's founder, Wyatt Taubman, who remains on the company's board but stepped aside as head honcho in 2015 and has since founded a [cold-pressed juice company](#).

Per his LinkedIn, Taubman, says he used that bank loan to launch a pilot refill station, before shaking \$125,000 out of friends and family, and taking out a second, \$62,000 loan to launch additional refill

stations. The company later raised \$950,000 from the Tech Coast Angels and the Hawaii Angels, hired Razgaitis, redesigned the look of its product and, in 2016, raised \$2.6 million in Series A funding.

FloWater customers include Google, Airbnb, Specialized Bikes and, somewhat ironically, Red Bull.

It says its stations are now in nearly 50 states.

**Fuente:** [Tech Crunch](#), 03-enero-2019.