InnovateHER Challenge - Santa Cruz
Statement of Support

The judges chose Calliope on the strength of their innovative solution to a large problem that is not only felt strongly by households in our region, but is a growing problem around the country. Additionally, Calliope had a well thought out revenue model, go-to-market strategy and a very strong team and advisory board.

Calliope's solution is a piece of hardware that installs on the water line, combined with some intelligent software to give you real time data on water usage from specific areas and appliances in your home as well as identifies and monitors for leaks.

Water conservation is on the mind of every California resident, but water shortage is a national (and global) issue, with the U.S. Government Accountability Office estimating 40 out of the 50 states experiencing water shortages in some region in the next 10 years.

According to Calliope's presentation, nearly 1 trillion gallons of water are lost to in-house leaks every year in the United States and represents 9% of all water usage in California. Additionally, water leakage is the third most common homeowner's insurance claim, costing thousands of dollars on average.

Each of the judges were parents of children of various ages—some of them have three or more children in the house, and spoke of the constant stress of monitoring water use in both city water and on a private well. The judges panel felt that this issue is impacting the lives of families by protecting them from both in-home crisis (leakage) as well as growing financial burden.

The presentation by Calliope also pointed to the statistic that water cost, which has typically been kept low, has more than doubled in the last thirty years and is the fastest growing utility cost.

The panel felt Calliope demonstrated a clear market need that is currently most felt in the State of California, but would be growing across most of the country in the near future. Additionally, their innovative hardware/ software solution reduced the cost of existing solutions by a significant