

www.waterloop.org



waterloop

conversations about water solutions

**Educate
Motivate
Empower**



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LEADING CONVERSATIONS ABOUT WATER SOLUTIONS

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About waterloop



Types of Guests:
policymakers,
entrepreneurs,
nonprofit leaders,
journalists and
authors, scientists
and researchers,
advocates and
activists.

EXECUTIVE SUMMARY.

waterloop is an industry leading podcast focused on water solutions aimed to educate, motivate, empower others to take action to conserve our most valuable resource ~ water.

Approach: Growth and expansion of podcast issues and value creation for mission driven nonprofits, expanded brand capital capabilities.

Use of funds: waterloop is seeking to raise funding to invest in the establishment of:
expanding our amount of content, launching breaking news segment, capturing in-person episodes, improving production and promotion, creating internship for university student

Milestones: \$250,000 USD has already been invested in waterloop as a non-profit. With the funds, we have:

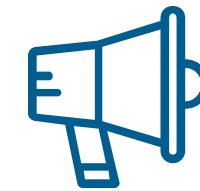
- 01 Registered as an official 501(C3), built a foundational website, social media , and e-newsletter following
- 02 Recorded over 80 video podcast interviews with leading water industry experts, activists, and professionals
- 03 Reached over 48 states with listeners from 45 countries and international audience makes up 15% of the listeners
- 04 Received almost 2 million impressions on social media and half a million views of videos

THE PROBLEMS.



WATER

- Today, more than two million Americans live without running water and basic indoor plumbing, and many more without sanitation.
- 40 out of 50 states are experiencing or expected to face water shortages
- About 1/3 of U.S. waterways are too polluted for fishing or swimming



AWARENESS

- Water affects all of us whether at an organizational level or individual.
- Most people is unaware of the developments in the water sector
- The main sources of knowledge such as news articles, opinion columns, and blogs do not go deep enough
- The severity of the issue is understood by many, but the solutions are not highlighted.



PLATFORM

- There are insufficient platforms that focus on action steps and comprehension of the problem
- The positive work goes unnoticed due to lack of sufficient platforms
- Most platforms use a very pessimistic approach towards the water issues which can be demotivating

ABOUT WATERLOOP

WHO WE ARE?

waterloop is an industry leading podcast focused on water solutions aimed to empower, educate, and motivate others to take action to conserve our most valuable resource, water.



Our objective is to be the most coveted source for water industry knowledge that initiates proactive and collective solutions helping solve water challenges.



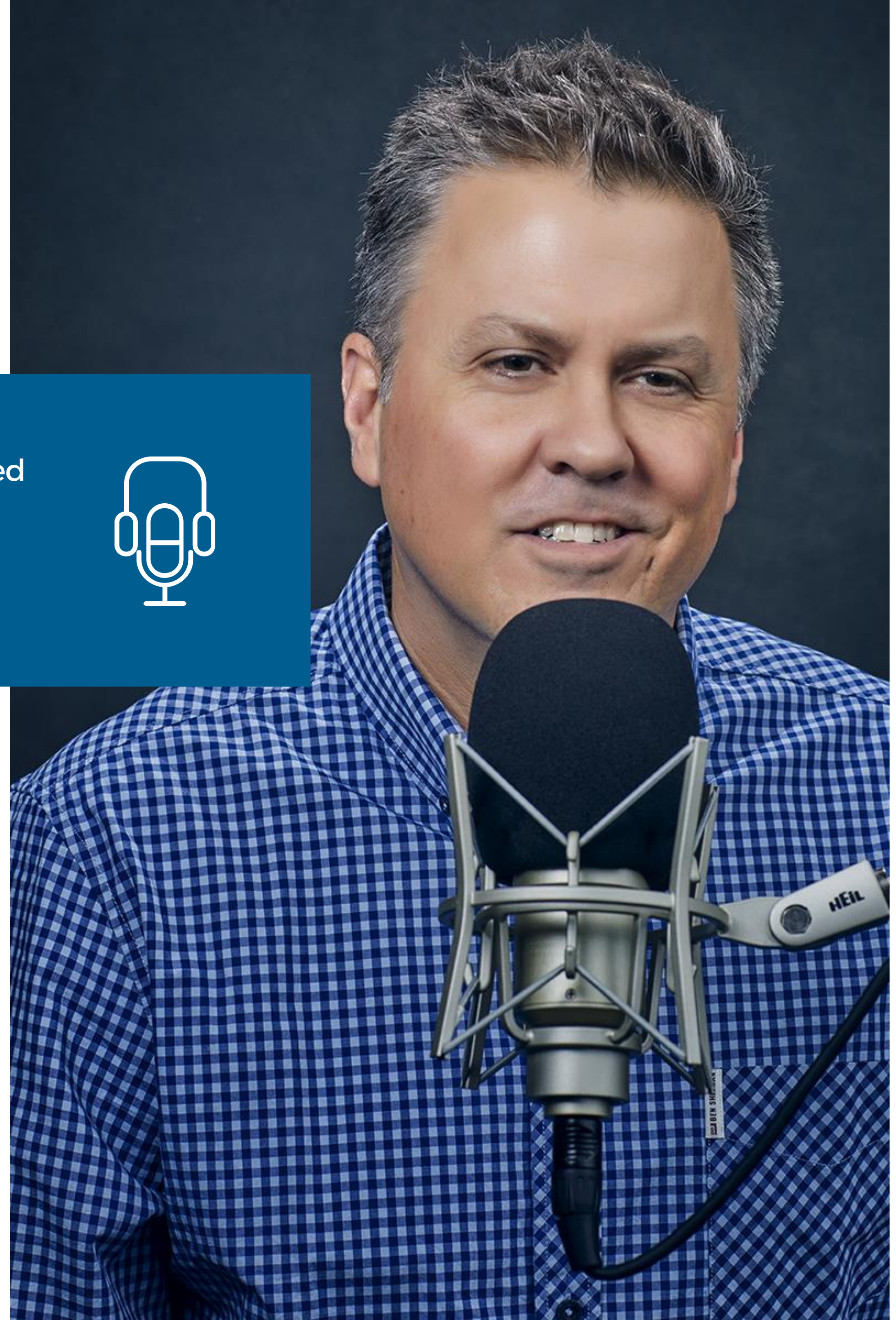
RAISE
AWARENESS



SPOTLIGHT
POSITIVITY



INSPIRE
EFFORT





TRAVIS LOOP 

WATERLOOP FOUNDER.

01

Travis Loop is an industry insider that has over 20 years of experience in water-centric communications, media, and podcasting.

02

He served as the speechwriter and communications manager for the Governor of Hawaii.

03

Mr. Loop formerly directed water communications for the U.S. Environmental Protection Agency in Washington, D.C. and managed public affairs for EPA's Chesapeake Bay restoration program in Annapolis, Md.

WATERLOOP IS SUPPORTED BY A DOZEN MAJOR WATER SECTOR EXPERTS WHO SERVE IN THE ADVISORY COMMITTEE

WATERLOOP'S REACH.

Since its launch waterloop has published over 80 podcast episodes, leading to...



IEWS

Over 400,000 views of videos



DOWNLOADS

Over 7,000 downloads with 75% listening to the entire episode



SOCIAL MEDIA

Almost 2 million impressions on social media



MINUTES WATCHED

Over 100,000 minutes of video watched



MONTHLY DOWNLOAD RATE

Over 1,000 downloads per month



WATERLOOP SUPPORTERS.

waterloop is supported by highly respected family foundations and universities that are global leaders in water research, innovative projects on-the-ground, and driven to help solve diverse water challenges.



WALTON FAMILY
FOUNDATION



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



WATERLOOP AUDIENCE.

THE MOST POPULAR TOP LISTENING DEMOGRAPHICS

Followers

20,000

Over 20,000 followers on social media for waterloop and producer/founder Travis Loop

US Listeners

48 STATES

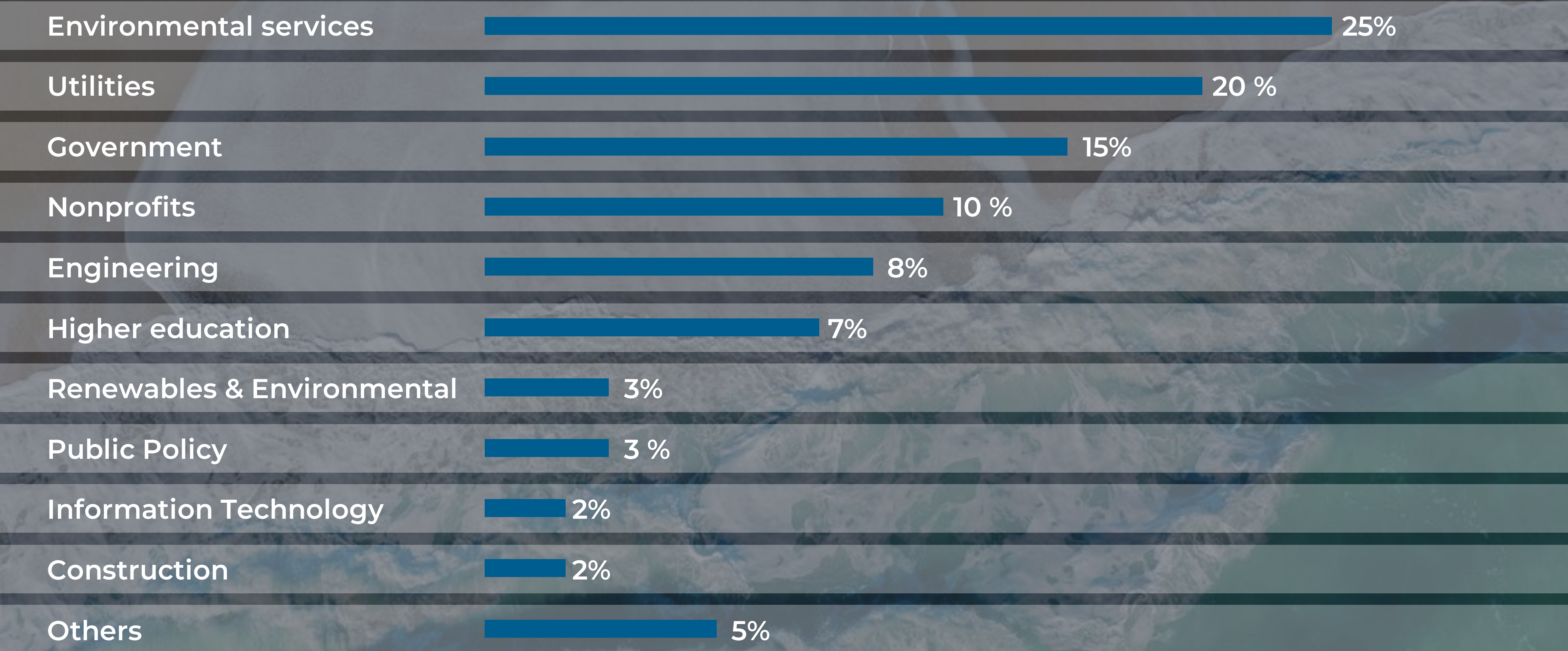
US listeners from 48 states including: California, North Carolina, Colorado, Virginia, Maryland, Pennsylvania, Florida, Hawaii, Illinois, Georgia

International

15%

International audience 15 % : Canada, Austria, France, Netherlands, Ethiopia, India, Sweden, Mexico, Germany, Australia

WHO ARE OUR LISTENERS?



GUEST HIGHLIGHTS.



Dr. Wallace Nichols, author of Blue Mind, NY Times Bestseller on the effect of water on our health



Emma Robbins, Navajo Water Project Director for DigDeep and a member of Navajo Nation



Dr. Marc Edwards, researcher from Virginia Tech who led the science on lead in Flint's drinking water



Susana De Anda, executive director of the Community Water Center and leading activist for the one million Californians without safe and reliable drinking water



Rob Bilott, attorney who litigated DuPont for dumping of PFAS in water in West Virginia and portrayed by actor Mark Ruffalo in the movie Dark Waters

TOPICS SUPPORTED BY FUNDERS.

SUBJECTS COVERED BY THE PODCAST:

- Health of waterbodies
- Climate resilience
- Safe drinking water
- Assistance for committees
- Environment justice and equity
- Policy, funding and technical
- Infrastructure
- Use of data and technology
- Coasts
- Surfing and ocean life

Walton Supported Stories

1.

A Retrospective on the Law of the Colorado River with Amy Haas and Chris Harris

2.

Collaborating for a Sustainable Colorado River with Ted Kowalski

3.

Conservation Through Collaboration in Arkansas with Jason Milks

4.

Stress Relief for Louisiana's Oysters with Morgan Kelly

SpringPoint Supported Stories

1.

Getting Flint's Lead Pipes Out of the Ground

2.

Equity Through Engagement in Toledo with Alexis Smith, Alicia Smith, and Ramon Perez

3.

Equity Through Engagement in Toledo with Alexis Smith, Alicia Smith, and Ramon Perez

VALUE PROPOSITION.

WATERLOOP'S COMPETITIVE ADVANTAGE:



OUTREACH

Increase outreach and see funder's vision come alive



VISIBILITY

Showcase visibility for work and the type of water projects and issues funders care about



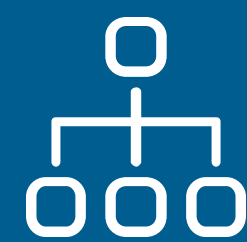
INSIDERS

Benefit with access to exclusive industry insider's information



MEDIA

Add a bolt on media affiliate program for nonprofits



RELATIONSHIPS

Build collaborative relationships with Tier 1 universities



MOMENTUM

Kick off momentum on critical water related work

WHAT ARE WE SEEKING?

With \$300,000 total per year for multi-year commitment waterloop will expand to:

01.

INCREASE EPISODES

Eight to twelve episodes per month

02.

BREAKING NEWS

“Breaking news” segment that provides rapid analysis and reaction to major events in water

03.

IN-THE-FIELD CONTENT

Multiple trips per year to produce in-person podcasts and photo/video content of water places and projects

04.

INTERNSHIP

Paid internship program with university students to advance skills in water communications

05.

TECHNICAL SUPPORT

Addition of technical support to elevate production, multimedia features, and distribution



**\$300,000 TOTAL
PER YEAR FOR
MULTI-YEAR
COMMITMENT**

USE OF FUNDS.

	USE OF FUNDING	PERCENTAGE OF FUNDING
01.	Production and post-production costs	40%
02.	Research and development costs	20%
03.	Distribution costs	20%
04.	Marketing and social media expense	5%
05.	Graphic designing	5%
06.	Travelling expenses	5%
07.	Operational expenses	5%

The podcast is projected to go full time mainstream and produce more episodes, cover breaking water news, travel to record in-person episodes, and feature more multimedia content.

The goal is to create compelling content through inviting the leaders of the industry with a presence all over North America facilitating strategic partnerships and media amplification.

FUNDING LEVELS & MEDIA AFFILIATE PROGRAM.

waterloop provides its partners exclusive option as a media affiliate or media partner to promote and cover a supporter's events, meetings, conferences, news announcements, etc.

	TYPE OF FUNDING	INVESTMENT	PERIOD OF AFFILIATION	# OF PODCAST EPISODES	# OF VIDEO CLIPS	SOCIAL MEDIA POSTS	RECOGNITION
01.	Current	\$25,000	6 months	6	25	30+ posts	Recognition on Waterloo website, in dedicated social media posts, and in all emails to subscribers.
02.	Wave	\$50,000	12 months	12	50	60+ posts	Recognition includes: Mention in introductions of podcast episodes, Recognition in text of episode descriptions that appear on all platforms including on iTunes and Spotify, Recognition on Waterloo website, Dedicated social media posts, Included in emails to subscribers

MEDIA AFFILIATE PROGRAM

03.	Tidal	\$100,000	12 months	24	100	125+ posts	This media affiliate program includes everything in Wave plus: Amplification of events or announcements, Advanced promotion via podcast episodes, video clips, social media, and email, Day-of event/announcement amplification via social media and email, TravisLoop's availability to host/MC, moderate, or speak
04.	Ripples	\$10,000	One time	1	5	5 posts	This includes some elements of media affiliate program: Advanced promotion, Day-of event/announcement amplification via social media and email, Travis Loop's availability to host/MC, moderate, or speak, Follow-up promotions and emails to subscribers

PODCAST SPONSORSHIPS.

waterloop offers opportunities to be a sponsor of the podcast. Listeners may be familiar with hearing products and services promoted on podcasts.

\$500 per month

for a three-month commitment

PAST SPONSORSHIPS



- Verbal recognition within four podcast episodes per month
- Written recognition within the text description on the episode which appear on the website and all podcast platforms such as iTunes and Spotify
- One display ad on the website
- One display ad in the episode email that is sent to subscribers
- Two social media posts per month on Twitter, Facebook, and Instagram
- One video interview to create three to four short video clips about the product/service, which will be shared on social media
- One product review video by waterloop that is released on social media and in an email to subscribers
- Use of promo code to offer a special to the waterloop audience
- Coordination on a giveaway contest on social media

MEDIA AFFILIATE PROGRAM



CENTER FOR BEHAVIOR & THE ENVIRONMENT

waterloop as an official media partner for the Solutions Search organized by the conservation organization Rare.

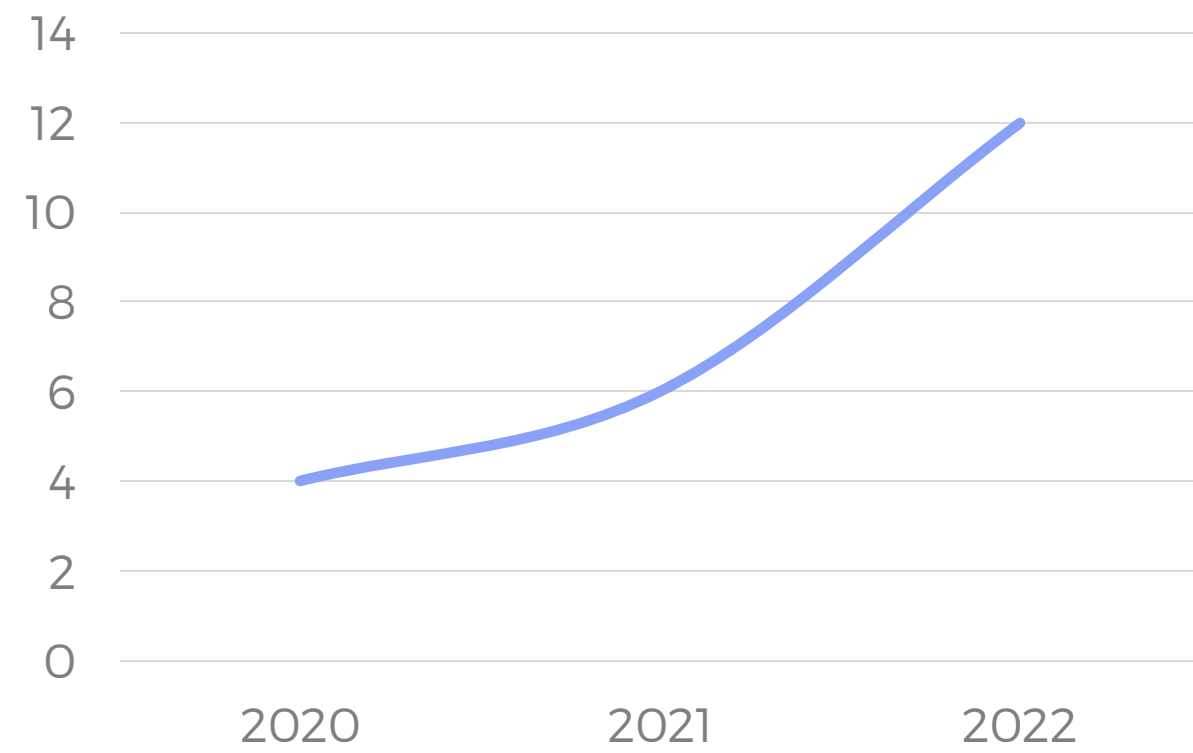
waterloop is listed online alongside organization and companies like The Nature Conservancy, Surfrider Foundation, Inter-American Development Bank, Imagine H2O, and the Resilient Cities Network.

waterloop will be releasing an interview with each of the 10 finalists to start the month of public voting. The podcasts and short videos will be shared with all the partners for promotional use.

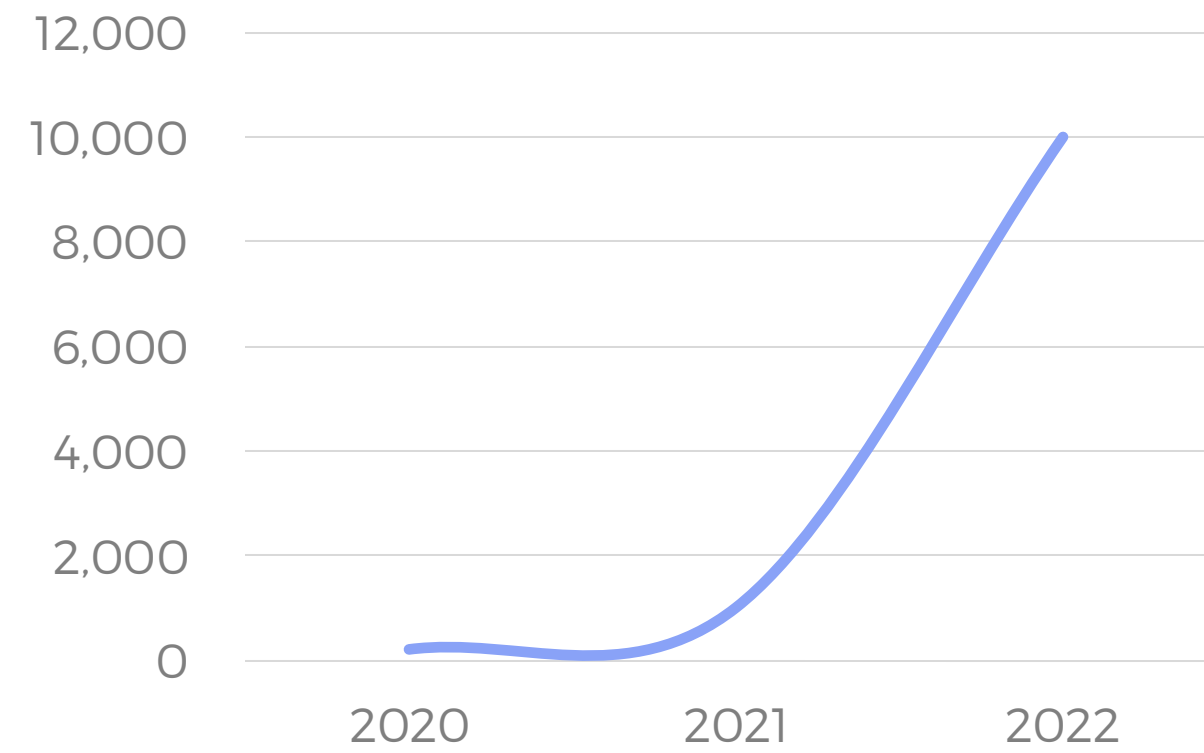
3 YEAR FORECAST.

	ACTIONS	2020	2021	2024
01.	Podcasts episodes per month	4	6	12
02.	Podcasts downloads per month	200	1,000	10,000
03.	Video views	20,000	40,000	200,000
04.	Video consumption per minute	5,000	10,000	50,000
05.	Social media followers	1,000	5,000	30,000
06.	Social media impressions	10,000	150,000	700,000

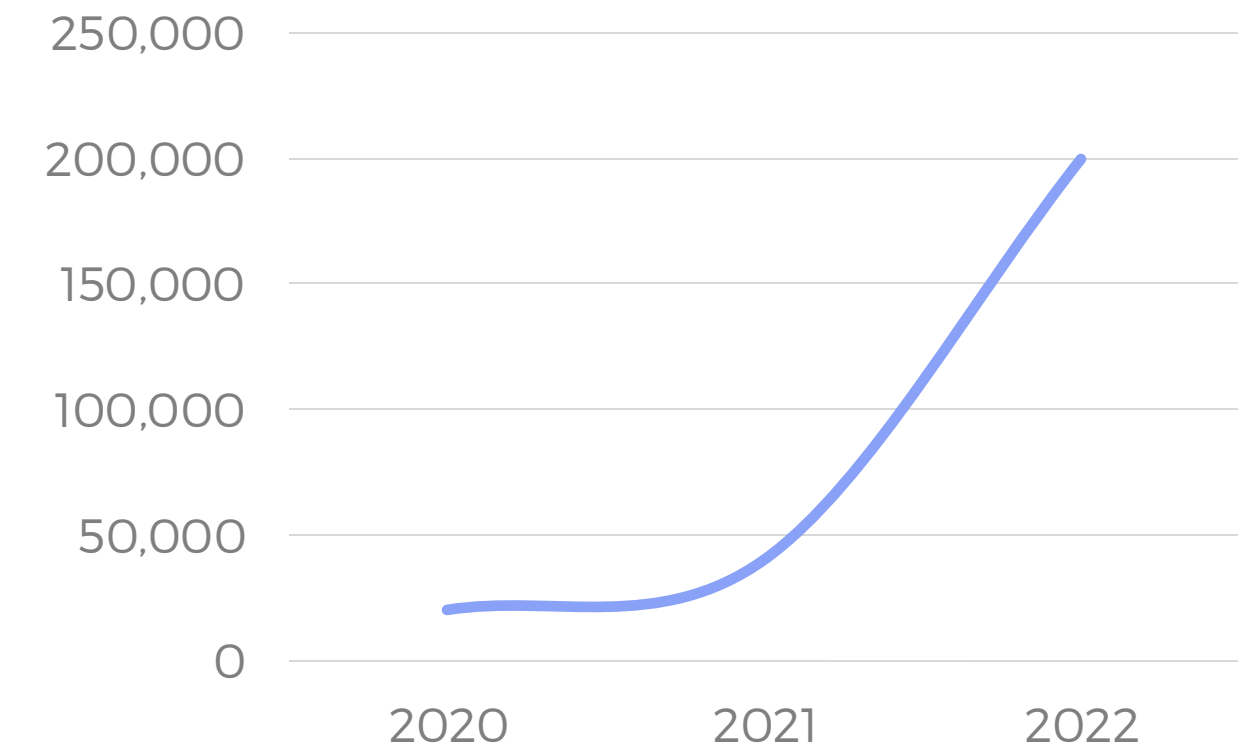
3 YEAR FORECAST.



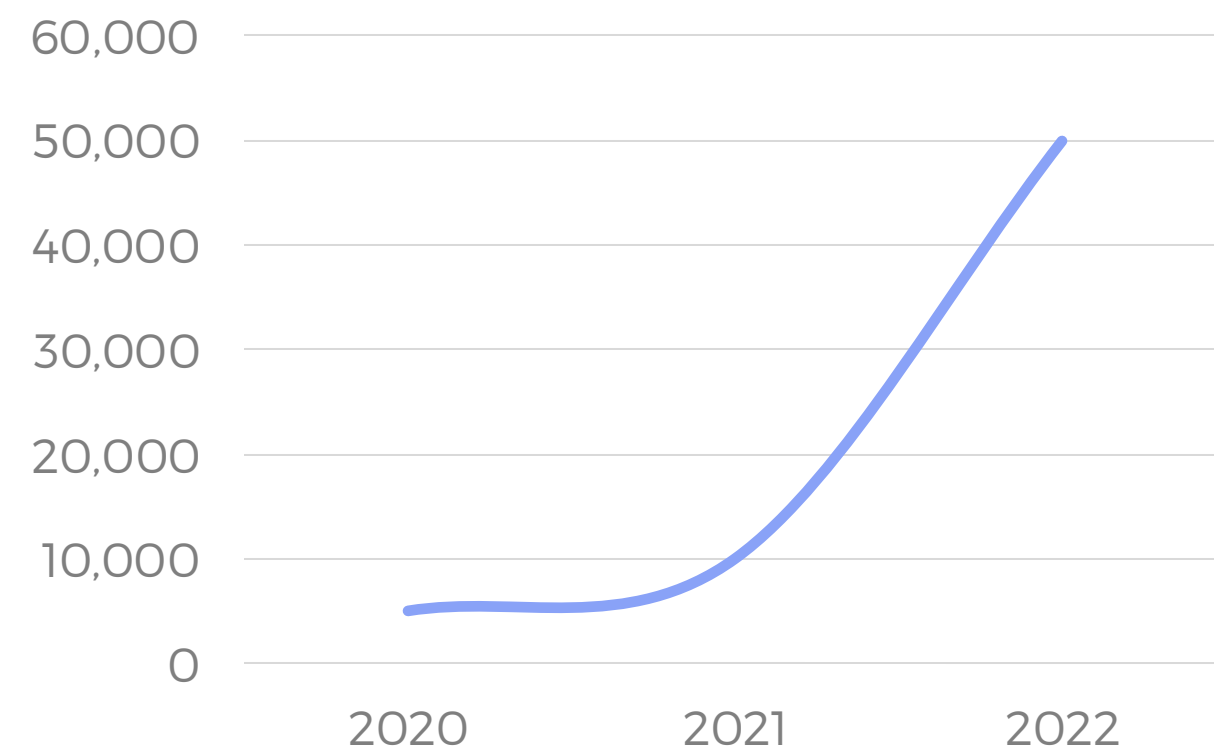
Podcasts Episodes Per Month



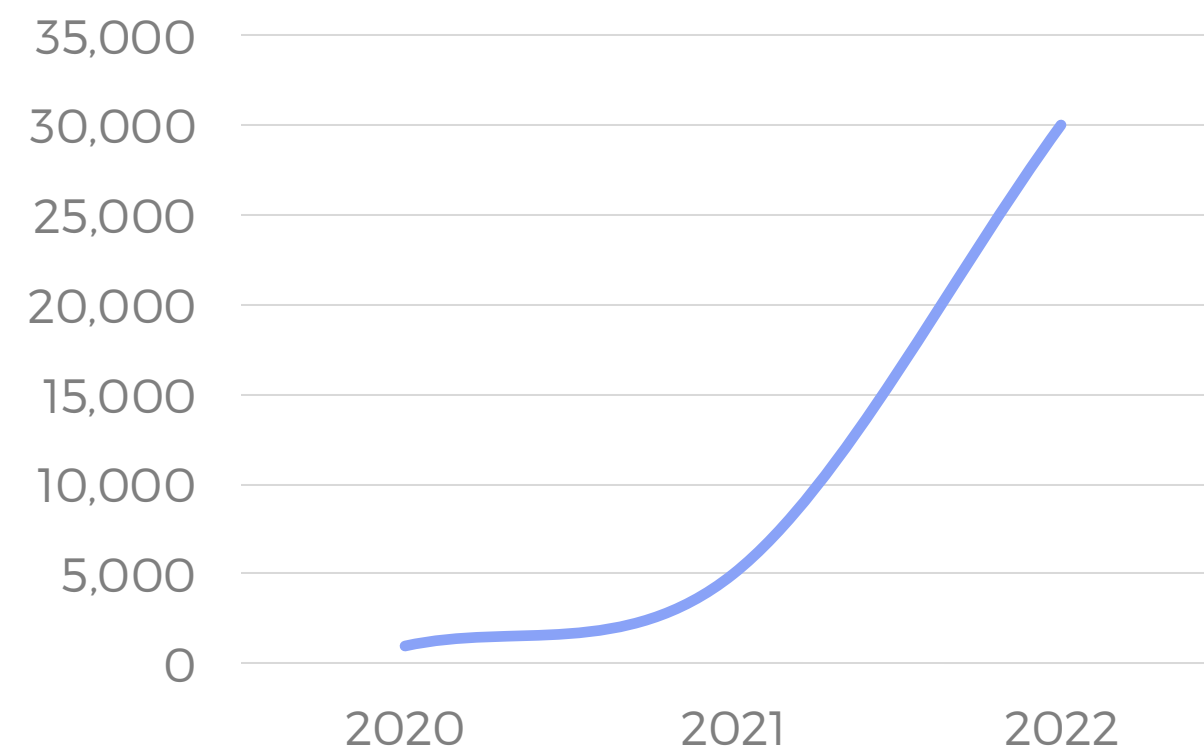
Podcasts Downloads Per Month



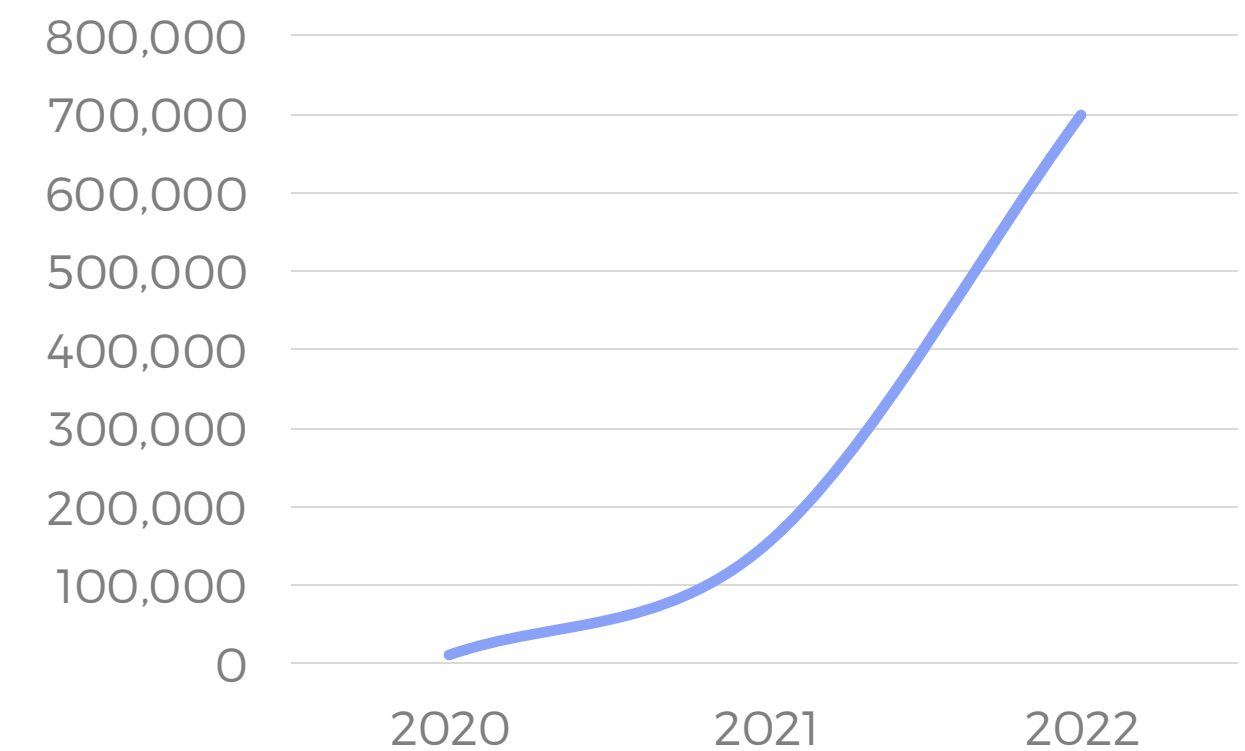
Video Views



Video Consumption Per Minute



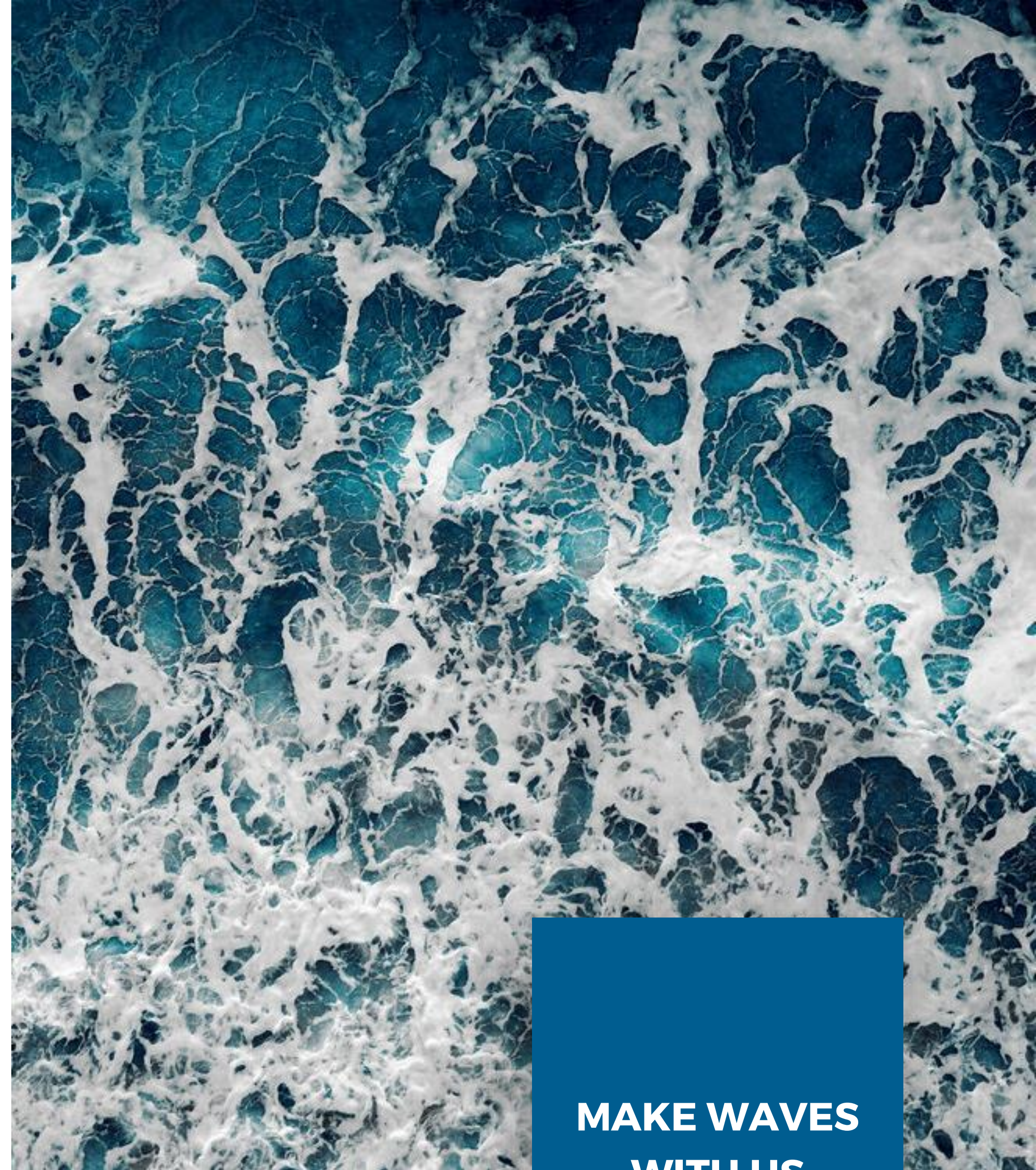
Social Media Followers



Social Media Impressions

WHY YOUR SUPPORT WILL MAKE A DIFFERENCE.

- 01 Raise awareness about water issues
- 02 Support a platform focused on positive information and solutions
- 03 Generate content on geographic areas and issues that matter to you
- 04 Receive recognition of the funding support within podcast episodes, on the website, on social media, and in emails.
- 05 Benefit from tax deductible grant funding
- 06 Make a difference for a critical and time sensitive matter
- 07 Support opportunities for progress, mitigation, and informed decisions
- 08 Act with timely & compelling features complimentary to your mission



**MAKE WAVES
WITH US**



THANK YOU



CONNECT WITH US ON:



travis@waterloop.org