

# Can Watergen's 'Water from Air' Technology Solve Global Water Scarcity?

Namratha V Prasad\*

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*The case discusses the capability of Israel-based Watergen Ltd. (Watergen) to address the global water scarcity crisis through its innovative atmospheric water generation (AWG) devices. It begins by taking a brief look at the motivation that drove the development of Watergen's AWG devices. The devices targeted commercial, residential, and industrial sectors, apart from providing solutions for water generation during humanitarian crises and natural disasters. Gradually, Watergen became the global leader in the AWG market. Despite the brand having a layer of social responsibility due to its offering of sustainable solutions for water scarcity, Watergen still had a long way to go in achieving wide-scale market adoption. The case provides details about the challenges plaguing the company that were proving to be detrimental to its growth, market adoption, and overall success.*

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