



PRESS RELEASE

LWR JOINS THE GOOGLE FOR STARTUPS FAMILY

Livestock Water Recycling joins the inaugural cohort of the Google for Startups Accelerator: Women Founders, in a unique opportunity to leverage the best of Google's products, connections, and best practices.



FOR IMMEDIATE RELEASE

Calgary, AB – (Sept 3, 2020) In a time of socio-economic uncertainty, one thing is clear: technology helps economies grow. To provide growing tech businesses with high-quality mentorship opportunities and the support that they need to successfully scale, Google launched the first Google for Startups Accelerator for Women Founders, a virtual program for seed to Series A technology startups based in North America. After receiving hundreds of applications, Google has welcomed LWR as one of the twelve startups to join this inaugural cohort.

LWR is the leading technology company in the world to analyze and digitize manure. LWR's on-farm fertilizer and water treatment PLANT™ uses sensor data to increase the sustainability of animal agriculture by transforming animal manure into 3 products: two distinct natural fertilizers and clean, reusable water; reducing on-farm methane emissions by up to 82%. PLANT introduces a first-of-its-kind predictive analytics platform using proprietary algorithms and machine learning to analyze data sets to determine patterns and trends to predict future system outcomes. This machine learning platform provides data driven insight for livestock producers about their manure and leverages this data to increase production, maximize barn hygiene and sanitation, and massively reduce greenhouse gas emissions.

"We're proud to support women founders and connect them with the best of Google's products people and technology. In addition to mentorship and technical project support, the accelerator also includes deep dives and workshops focused on product design" says Ashley Francisco, Head of Startup Developer Ecosystems, Google Canada.

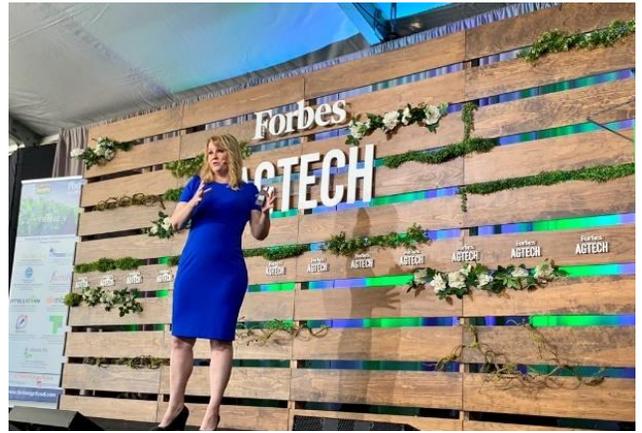
"We have accumulated and anonymized thousands of manure treatment data points from years of operation focussed on the optimization of manure. Through mentorship and technical project support, we will advance our machine learning platform and improve our overall product design" says LWR CEO and Co-Founder Karen Schuett. "Ultimately, our technology will produce the best possible outcomes for sustainable food systems around the world," she adds.

LWR's PLANT systems installed in the market have the combined potential to treat over one billion gallons of manure in 2020! LWR is driven by their goal to recycle one trillion gallons of manure and directly impact 10 of the UN's Sustainable Development Goals.

"When more women build their own businesses, economies grow. We're proud to represent our fellow women entrepreneurs in the next class of Google Startups Accelerator: Women Founders, and we can't wait to take our business to the next level with Google" adds Schuett.

This inaugural cohort will join the global Google for Startups Women community; a community of women entrepreneurs from around the world. Congratulations to the eleven other women founders included in the Cohort:

[Coconut Software](#) (Saskatoon, Saskatchewan) [COI Energy](#) (Tampa, Florida) [CultivatePeople](#) (Arlington, Virginia) [CurieAI](#) (Santa Clara, California) [Fairygodboss](#) (New York City, New York) [Heirlume](#) (Hamilton, Ontario) [Kapwing](#) (San Francisco, California) [My Intelligent Machines](#) (Montreal, Quebec) [Possip](#) (Nashville, Tennessee) [Wisyl](#) (San Francisco, California) [Zennea Technologies](#) (Vancouver, BC)



LWR CEO Karen Schuett received the THRIVE Forbes Innovation Icon award in 2019 and was recently named one of the 6 most influential women in Canadian Agriculture by Annex Business Media.

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About Google Startups

Google for Startups is Google's initiative to help startups thrive across every corner of the world. We bring the best of Google's products, connections, and best practices to enable startups to build something better. For more information, visit: <https://developers.google.com/community/accelerators/women-founders>

About Livestock Water Recycling

LWR is an award-winning global manufacturer of the on-site treatment PLANT. This patented technology platform provides hog, dairy, anaerobic digester, and food processing operations the ability to recycle clean water and fertilizers from manure and biosolid laden liquids. LWR's approach to manure treatment achieves triple-bottom-line outcomes: meeting the growing demand for food, increasing farmer profitability, and protecting the environment and public health. LWR's fertilizer PLANTs save farms time and money by providing them with a cost-effective solution to manage manure and bioliquids in a sustainable manner. LWR has systems operating throughout Canada, the US, the Middle East, and soon, the United Kingdom. For more information, visit: www.livestockwaterrecycling.com

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