

Future of ASEAN



Success Stories of

Internationalization of ASEAN MSMEs



ECOSOFTT Pte. Ltd.

*A pioneer in water management technology
with a global footprint*



*Mr. Marcus Lim and
Mr. Stanley Samuel,
Founders*

PROFILE

Founded by Marcus Lim and Stanley Samuel in 2012, ECOSOFTT is a Total Solutions Provider in the area of decentralized and integrated management of water, wastewater and environmental services.

Its platform of technologies provides an end-to-end, “Source to Source” solution across the water cycle. These can be implemented in a decentralized and modular manner to reduce or replace dependence on municipal systems to enable water sustainability. The company’s social enterprise business model and innovative technologies have been recognized with a number of awards in Singapore and internationally.

Technological innovation and tailor-made programs

ECOSOFTT was established by Marcus Lim and Stanley Samuel while they were studying at INSEAD, a leading global business school. They had the vision of addressing the challenges of water sustainability around the world using technology and a social enterprise model that serves the underprivileged. In particular, they aim to provide a solution to 3.5 billion people in Asia who are facing challenges in getting a safe and stable water supply due to major gaps and deficiencies in municipal water systems.

The company is a pioneer in providing a comprehensive range of solutions that enables townships, homes, schools, hotels, villages and other living communities to become water secure, live in harmony with the environment and protect the water sources for future generations.

ECOSOFTT’s Water SMART Blue Building and Communities platform enables water sustainability using a set of low cost and efficient technologies to Source, Use, Recycle, and Discharge water. It has invested heavily in innovation and owns a portfolio of technologies by leveraging on the “Hydro-Hub” ecosystem in Singapore. As an example, ECOSOFTT developed Singapore’s first Water SMART Blue Building at Cleantech Park in a project supported by multiple government agencies. The system recycles all wastewater from the building for toilet flushing and non-potable reuse in an operator free manner. Since its inauguration during the Singapore International Water Week 2016, over 300 international visitors have visited the site to learn how this innovative project can be a model for smart cities and smart villages in Asian countries.

KEY SUCCESS ELEMENTS

- Technological innovation and tailor-made programs
- Globally connected network of project partners

Globally connected network of project partners

Outside of Singapore, ECOSOFTT is active in Hong Kong, India, Malaysia, Viet Nam, Indonesia, the Philippines and Chile through its subsidiaries and local partners. More than 80% of the company's revenue is from international markets.

The Founders explain: "We serve two segments. The first segment comprises customers who have water issues and can afford to pay for the solutions. The second segment comprises underprivileged beneficiaries who have water issues, but cannot afford to pay for the solutions".

To support these beneficiaries, ECOSOFTT provides its expertise and surplus funds, and "crowds-in" additional resources from corporates partners and donors. The beneficiaries also contribute labor and a nominal sum (approximately \$20 per family) to complete the construction of their water, sanitation and wastewater systems.

ECOSOFTT is not just another water company. Through a Triple Bottom Line – People, Planet, Profit approach, it aims to create a sustainable impact in an increasingly water-scare world.

Below: One of ECOSOFTT's innovative wastewater recycling technologies, the Poseidon deployed in a hotel, ECOSOFTT's founders celebrating the inauguration of a model village with complete water, sanitation and wastewater solutions, Stanley Samuel recognized as a Global Top 50 Talent in Water Management



Company Profile

Corporate Name:
ECOSOFTT Pte. Ltd.

Established: 2012

Number of Employees:
11-50

International Activities:

- Having foreign affiliates and branches
- Export of goods to foreign countries

Awards:

The company has received local and international recognitions including

- Fuller Challenge, Socially Responsible Design's Highest Award 2014 - Global Top 20
- Autodesk, Inc. - Cleantech Partner
- World CSR Congress 2014 - Global Green Future Leadership Award
- Golden Globe Tigers Award 2015 - Best Startup Social Enterprise Excellence & Leadership in Water Management
- EY Accelerating Entrepreneurs 2016 - Awardee

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