

AquAffirm Ltd: £1.5m angels raise

Announcement dated 12th March 2024



AquAffirm™ smartphone-based platform for water contaminant testing.

AquAffirm (www.aquaffirm.com) is a UK-based green tech developing proprietary solutions to address current challenges in the management of water pollution around the world.

AquAffirm has developed (and patented) the FIRST smartphone-linked digital sensor and AI-enabled software platform for contaminant monitoring and mapping. Working like a “diabetes test for water”, the tests use specially designed test strips which can be manufactured affordably at scale. Over the coming years we anticipate AquAffirm’s cloud-connected products will be at the forefront of global campaigns to measure, map and manage contaminants affecting millions around the world, saving lives and reducing operational costs for our customers.

AquAffirm’s first sensors are being piloted in South Asia to measure *arsenic*, a global issue affecting millions and killing hundreds of thousands each year; future products in the pipeline include new sensors for measuring antibiotics in rivers (a ticking public health timebomb) as well as “forever chemicals” known as PFAS (which have received considerable attention in the UK¹ and US² over recent months).

AquAffirm also develops water infrastructure optimisation software which is being launched into UK market later this year.

AquAffirm has an experienced management team and board, including a founder who previously co-founded one of the UK’s early biotech success stores, with a ~\$900M exit.

AquAffirm is raising £1.5m Series A round for 25% equity stake through Angels Den: [AquAffirm - Investment Opportunity | Angels Den](#).

For more information contact AquAffirm co-founder and CEO Dr David Sarphie at David.sarphie@aquaffirm.com or 07771 802145.



Pilot studies to validate the test are now underway in South Asia

=====
¹ [https://www.theguardian.com/environment/2023/nov/28/forever-chemicals-found-in-drinking-water-sources-across-england#:~:text=Per%2D%20and%20polyfluoroalkyl%20substances%20\(PFAS,Inspectorate%20\(DWI\)%2C%20the%20Guardian](https://www.theguardian.com/environment/2023/nov/28/forever-chemicals-found-in-drinking-water-sources-across-england#:~:text=Per%2D%20and%20polyfluoroalkyl%20substances%20(PFAS,Inspectorate%20(DWI)%2C%20the%20Guardian)
² <https://www.wsj.com/articles/pfas-forever-chemicals-how-to-reduce-654cd05b>

About AquAffirm

AquAffirm develops proprietary digital tools/services to help clients from industry and the water sector reduce their environmental impact and improve sustainability. Specifically, AquAffirm is commercialising innovative digital smartphone-enabled point-of-use sensors and software platforms to help clients manage critical water infrastructure networks, control unwanted environmental contaminant release, and monitor/map environmental impact. As a service, AquAffirm also develops bespoke digital sensors specifically for its clients' needs. AquAffirm's long-term vision is to build a mobile-enabled network of sensors & software for water sustainability to include the most advanced digital water contaminant measurement platform for rapid measurement, monitoring and mapping of contaminants at the point-of-use.

The new sensors will be designed to:

- Enhance accuracy: Employ advanced technology to ensure precise measurements of antibiotic levels, surpassing current industry standards.
- Increase sensitivity: Detect even trace amounts of antibiotics, providing a comprehensive understanding of their prevalence in water sources.
- Real-time Monitoring: Enable real-time monitoring, allowing for timely responses to any emerging issues related to antibiotic contamination.
- User-friendly interface: Develop a user-friendly interface to facilitate easy deployment and data interpretation, making the technology accessible to a wide range of stakeholders.

Contact AquAffirm at: nanda.rahman@aquaffirm.com

+44 (0) 20 3095 7252

-END-