



Can an App Help with Tap Water Quality?

Water is the most precious resource on Earth, upon which all life depends for its very survival. We're regularly told by our doctors and physicians that we're not consuming enough of the stuff, with plenty of apps now available which monitor your intake and issue reminders when you're not drinking enough.

But in a country like the UAE, where the arid climate and dearth of precipitation make water scarcity a serious issue, the water which issues forth from household taps is often of poor quality. This has prompted many Emiratis to simply buy their water in bulk, or else install filters to purify the H₂O as it passes through the system. But could technology improve that setup further in the future?

Introducing Wisewell

That's certainly the aim for clean water technology company Wisewell. Based in the UAE, the company have developed an app which is capable of analysing the quality of the water which is present in a homeowner's taps. It also assesses the integrity and reliability of the filters they have in place, providing a holistic view of the water quality in their home.

When the filters have deteriorated to such a point that they are no longer fit for purpose, Wisewell will automatically order replacements in advance. It will also issue notifications and reminders encouraging the homeowner to replace the old filters with the new, thus ensuring that the water coming out of Emirati taps is as fresh, clean and safe as it can possibly be at all times.

The nitty gritty of water quality

The brainchild of Sebastien Wakim and Sami Khoreibi, Wisewell was founded in 2021 with the goal of creating a simple yet effective water filter that could be made available to all. Having achieved that objective, the pair then set about developing an app that would allow users to understand the particulars of the water they imbibe in greater detail.

For example, the Wisewell app contains granular information about the health and expected lifespan of their product's carbon filter, reverse osmosis filter and mineral filter, even stating its longevity in terms of the number of weeks it has left. It also breaks down the quality of the water after treatment in terms of parts per million



(ppm) and allows users to see how much money drinking tap water (instead of bottled water) is saving them on an annual basis.

The way of the future

Although still in its infancy, the Wisewell concept has proven to be a huge hit among the investment community. It recently raised \$2 million in its pre-seeding round of fundraising, with BECO Capital leading the investments. To date, it has raised a grand total of \$2.6 million.

It's ingenious and innovative [methods of reducing water pollution](#) such as these which will help countries like the UAE confront the concerning issue of water scarcity and water pollution head on. If an app can help with hydration and tap water quality, just imagine what technological capabilities lie in store for the human race in the future.