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## Cyclopure Takes Aim at Tap Water Market, Raises \$4 Million

**INNOVATION:** Plans to Bring Water Test Kit To Market in Next Year

■ By ELISE REUTER

Encinitas-based water purification startup **Cyclopure** raised a \$4 million round led by **Qualcomm** co-founder **Irwin Jacobs**. The company plans to use the additional funding to commercialize its filtration product, **Dexsorb**, which the company says can remove tiny chemicals from tap water. In particular, the company's product targets including per- and polyfluoro-alkyl substances (PFAS), a group of chemicals that don't break down easily and may cause adverse health effects when accumulated, according to the **Food and Drug Administration**.

"It is exciting to see a technology with the potential to address many of the challenges that we face today," Jacobs said, in a news release. "Access to affordable and safe water is fundamental to healthy communi-



Irwin Jacobs

### Cyclopure

**CEO:** Frank Cassou

**FUNDING RAISED TO DATE:** \$10 million

**INVESTORS:** Irwin Jacobs, National Science Foundation

**HEADQUARTERS:** Encinitas

**COMPANY DESCRIPTION:** Cyclopure makes water purification technology that removes micropollutants from tap water.



Photo courtesy of Four Fin Creative

**Cyclopure will use the funding to commercialize its filtration product that can detect tiny pollutants in tap water.**

ties. It also can reduce reliance on single use plastics; a major environmental problem. Sustainable use of water resources and healthy ecosystems are increasingly under stress from changes in global environmental conditions. We are pleased to support innovation that targets these problems."

### Kit to the Market in 2020

Cyclopure CEO **Frank Cassou** said the funding would help the company bring its home-based water test kit to market in the next year. He said the company plans to launch a series of testing of purification products between now and the fall of 2020.

"Commercially, we want to use our smart and sustainable science to offer a suite of solutions to restore tap water to a level of trust with households," Cassou said. "Environmentally, we want to help close the window on single use plastics as a water source — it's bad for the pocketbook, unreliable in quality and awful for the environment. We're old school; we think 'drinking water' should be drinkable."



Frank Cassou

### \$10M in Funding to Date

In total, Cyclopure has raised \$10 million in funding, including a \$3.5 million Series A round and Small Business Innovation Research grants from the **National Science Foundation** and **National Institute of Environmental Health Sciences**. The company was founded in 2016 by Cassou and **Will Dichtel**, a chemistry professor with **Northwestern University**.

"We can't thank Dr. Jacobs enough for his commitment and support of Cyclopure's efforts to develop novel solutions to make safe and affordable drinking water available in the home," Cassou said. "Irwin and his wife Joan care deeply about community health issues. We appreciate their belief in our mission to restore home tap water to drinking water quality for the benefit of personal health, family incomes and the environment." ■

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