

## Portfolio Highlight: LARQ

Founder's Mission with Justin Wang,  
Co-Founder and CEO of LARQ

My vision for LARQ started from my own personal struggles with reusable water bottles and wanting a more sustainable and design-forward option than what was available on the market. Then came the LARQ Bottle, the World's First Self-Cleaning Water Bottle, and our flagship product. Our mission is to help people access clean drinking water easily and sustainably through our PureVis™ UV-C technology that eradicates bacteria, viruses and other bio-contaminants.

Clean water isn't a privilege, it's a right. And as members of 1% for the Planet, we pledge 1% of proceeds to bringing clean water to communities in need. We've already helped over 5,000 people get access to clean drinking water sustainably and diverted over 1,000,000 single-use plastic bottles from the ocean with nonprofit partners such as Well Aware and 501CTHREE.

Our goal is to become a 360° hydration company, innovating and disrupting the billion-dollar water industry with our proprietary PureVis™ UV-C technology. This year, we're launching our newest product for the home, the LARQ Pitcher, the world's first multi-stage filtration system with PureVis™ technology—the first of its kind.



Check out [LARQ](#) and the [LARQ Pitcher](#).

For a discount on LARQ products, please use our exclusive Augment discount code AUGMENT20.

## Snapshot: Health / Wellness Technology

**2021 Digital Wellness Trends**

The Global Wellness Institute has named their five key trends for 2021 and looks back at their past predictions for 2020 and 2019. [Digital Wellness Trends](#)

**The Technology of Wellbeing**

An informative look at how and why technology is disrupting the health and wellness industry. [Wellbeing: the next disrupted industry by tech](#)

## In the News



The Agoro Carbon Alliance, spearheaded by Cloud Agronomics' customer Yara, recently launched to help advance the decarbonization of agriculture. Cloud has partnered with the group to provide insights on carbon sequestration. Click [here](#) for more details on the alliance.

Crowdz was selected by the World Economic Forum as a "Technology Pioneer". Launched in 2000, the Technology Pioneer community is composed of early to growth-stage companies from around the world that are involved in the design, development and deployment of new technologies and innovations, and are poised to have a significant impact on business and society. Click [here](#) for more information.

