Eric Roy
Hydroviv

Hydroviv: How A Charitable Response To A Public Health Crisis Accidentally Turned Into A Tech Startup

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ERIC ROY STARTED HYDROVIV IN JULY 2015, BUT HE’S GOT A BACKGROUND IN WATER FILTRATION CONSULTING FOR “ALL THE BIG GUYS.” IT WAS BASED ON THIS EXPERIENCE THAT ROY NOTICED SOMETHING ABOUT FLINT — TRADITIONAL WATER FILTRATION SYSTEMS JUST WEREN’T WORKING THERE BECAUSE THE LEAD QUANTITIES IN THE WATER ARE SO MUCH HIGHER THAN MOST FILTERS ARE BUILT TO HANDLE.

BEING A SCIENTIST AND A GENERALLY CAN-DO KIND OF GUY, THOUGH, ROY DECIDED HE COULD DO BETTER — HE COULD BUILT A FILTER PERSONALIZED FOR THE WATER QUALITY OF DIFFERENT LOCATIONS. THAT’S HYDROVIV. THE COMPANY’S DRINKING WATER FILTER IS BUILT USING OFF-THE-SHELF CASING, BUT COMES WITH A FILTER CARTRIDGE THAT IS MADE SPECIFICALLY FOR YOUR WATER.