

Press Release

Top Tier Impact and SAP Launch Global Water Challenge during Web Summit 2025 to Accelerate Resource Resilience

Zurich, Switzerland – 11 November 2025

Water is the world's most stressed resource: by 2030, global demand is projected to outstrip supply by 40%.

In partnership with SAP, the world's leading enterprise software company, Top Tier Impact (TTI) is launching the Global Water Challenge during Web Summit 2025.

This challenge is a global call for innovators who are building software that helps industries measure, manage, and preserve water resources more intelligently.

The initiative focuses on driving water efficiency and resilience across key sectors including agriculture, manufacturing, retail, real estate, utilities, and technology. Finalists will present their solutions during a Davos event hosted by SAP and TTI at The World Economic Forum 2026.

“Water runs through every supply chain and every life system,” said **Alessa Berg, Founder and CEO of Top Tier Impact**. “When we digitize its flow, scarcity turns into resilience. This challenge builds the bridge between nature and technology, purpose and performance.”

SAP, a German multinational and the world's largest provider of enterprise resource planning (ERP) software, powers the core business processes of companies in more than 180 countries. By embedding water intelligence and sustainability data into these systems, industries can evolve from resource extraction toward regenerative operations.

Following the challenge, two top innovators will be selected to run pilot programs with SAP, bringing their solutions into real-world enterprise applications.

Applications for the Global Water Challenge are now open. Startups developing digital tools for water management, analytics, or resource resilience are invited to apply or be nominated.

Nominate a startup or submit your application here:

<https://www.toptierimpact.com/global-water-challenge>

About Top Tier Impact (TTI)

Top Tier Impact is the global ecosystem of investors, entrepreneurs, and professionals focused on solving the critical issues of our time. With **600+ members across 50+ countries**, TTI accelerates the mainstream adoption of impact and sustainability through its investment network, advisory work, and policy initiatives. (Website: www.toptierimpact.com)

About SAP

SAP is the world's largest vendor of enterprise resource planning (ERP) software, empowering organizations to run sustainably, efficiently, and intelligently across finance, supply chain, and operations. Headquartered in Germany, SAP serves clients in more than 180 countries with annual revenues exceeding €34 billion. (Website: www.sap.com)