

## KETOS TECHNOLOGY PROVIDES REAL-TIME WATER MONITORING & ACTIONABLE INSIGHTS

**KETOS** is a market pioneer, providing real-time water analytics and intelligence to enable smarter and sustainable farms, cities, and industries. Through its machine learning and predictive technology, KETOS enables process optimization, operational efficiency, yield improvements, risk mitigation & compliance, reduced carbon emissions and treatment choices by measuring parts per billion (ppb) specificity across a wide variety of water matrices. KETOS' leading solutions include an integrated offering of an industrial-grade, patented robotics system, an IoT communication framework, and a robust AI-enabled software platform to address global water management issues while providing mission-critical insights and 24/7 services for operators across all industries.

*Meena Sankaran* is a technologist and social entrepreneur focused on using innovation to solve global challenges like water safety. She is the Founder and CEO of KETOS, a company providing AI-enabled water intelligence solutions that deliver real-time data for improved water management and conservation. Her work in KETOS is transforming the water industry by automating processes for water quality and efficiency, making water safer and sustainable for future generations. Sankaran is also the Founder and Executive Director of PRERNA, a non-profit dedicated to empowering refugees through comprehensive support and guidance. Her dual commitment to technological advancement and social impact has earned her recognition as a Forbes Awe-Inspiring Woman Founder and a Goldman Sachs Builders & Innovators award recipient.

**EBJ: What criteria or protocol do you have for sampling and shipping? And what kind of volume does the customer need for your test?**

KETOS Environmental Lab Platform or KELP follows clear, practical protocols that align with EPA and California ELAP guidelines for sample handling, preservation, and shipping. For most parameters, including PFAS and basic metals, we do provide instructions to customers to ensure proper sample handling, labelling, and shipping to maintain data integrity.

The sample volumes that KELP requires depend on the analysis panel. However, for PFAS, metals, and general chemistry, we typically request between 250 mL and 1L per sample. We're working on optimizing workflows for lower-volume, high-throughput applications in the near future.

**EBJ: When it comes to compliance in the state of California, where the lab is based, what existing rules are being enforced in your experience and what type of commercial customers are the first wave of client targets?**

We're seeing increasing enforcement around emerging contaminants like PFAS,

especially in drinking water, stormwater, and wastewater systems. We follow regulatory changes closely, being in the water industry for the past decade, so we're ready to adapt should regulations change - in California and across the country.

The main regulatory framework KELP follows is ELAP, based on the 2016 TNI Standard. This includes requirements around method validation, analyst training, QA/QC documentation, and data integrity.

While the lab is based in Sunnyvale, California, we can take samples from across the country. We're currently working with municipalities, water utilities, and industrial clients - especially those managing compliance under NPDES or Title 22. We're also targeting customers who are actively trying to track and understand PFAS levels in water supplies. Our goal is to bring down PFAS test waiting periods significantly from the current standard of 45 days. That's too long to get results and more importantly, receive them manually in PDFs. Everyone is interested in understanding how much PFAS is in their water, whether it's commercial or residential, so we're working to bring clarity to the public

### **KETOS Launches In-House Environmental Lab Testing for Water Quality**

In April 2025, KETOS, announced KETOS Environmental Lab Platform, a new in-house Environmental Lab Testing Service for residential and commercial clients designed to provide comprehensive insights into the quality of manually-drawn water samples. In Phase I, KETOS offers non-compliance reporting services integrated with its software platform and AI-driven insights. Customers submit water samples for testing, receive reports and online data access, and gain actionable insights through KETOS' proprietary technology.

KETOS is addressing one of the industry's most pressing challenges with PFAS testing as part of its Environmental Lab services. Currently, testing cycles for PFAS can take up to 45 days. KETOS' streamlined approach aims to reduce turnaround times significantly, providing quicker insights and better support for environmental compliance. Phase II of the offering will include full compliance reporting, allowing for even more robust and regulatory-compliant testing solutions. Clients can access a comprehensive list of testable water constituents on the KETOS website, making it easy to choose and purchase testing packages tailored to their needs.

faster and with greater transparency while leveraging AI to potentially forecast and allow predictions in their decision-making.

**EBJ: If you are also targeting the residential market, are individual families concerned for their health or is it communities? Apartment buildings and condo complexes with centralized water systems or is it private water companies?**

While KETOS has been focused on delivering real-time, autonomous water quality monitoring at scale for municipal, agricultural, and industrial customers, with KELP, we're also working towards making water quality testing more accessible to individual households and the broader community. That means bringing environ-

mental lab testing services to industrial, residential, and commercial companies, and public utilities alike. Our goal is to eventually establish an e-commerce store, allowing individuals or companies to select their desired items and purchase a package online. Once they enroll, they'll have a login and password for the platform, allowing them to check their data, track testing progress, review past samples, reorder if needed, and interact with their data for insights.

**EBJ: How do you make the test affordable for the small customer and what kind of price range are you starting at?**

KELP has structured operations to be lean and efficient. This enables us to provide high-quality, accredited testing at affordable rates. We offer bundled testing options, volume discounts, and faster turnaround for urgent needs. The goal is to keep pricing flexible without compromising on quality or compliance. KELP also works with clients to tailor test panels and frequencies based on their needs and regulatory requirements, helping them maximize value without overextending their resources.

What is your reaction to the 4 MCL rule that came out before and the recent limitation to the 2 major compounds? And what does that mean for future federal EPA rules around drinking water?

PFAS toxicity and removal will need to be addressed by both private and public sectors in the next decade and regardless of who's elected in EPA or at the Capitol, this is a priority. It's a start in the right direction to acknowledge that we are maintaining limits at 4 parts per trillion. A massive undertaking has to occur for the removal of PFAS as well, which will cost several billion and has to be a joint public-private partnership for the magnitude of funding needed. Another preventative step, since we have been in reactive mode for the past 25 years, would certainly be to start thinking about materials to reduce the new introduction of PFAS into our ecosystem of food and water.

**EBJ: What was your original inspiration to get into this business in the first place? What is the most alarming**

**evidence of environmental degradation that you have witnessed in your lifetime?**

I grew up in India without any real access to fresh, clean water. When I was a child, we'd have tankers pull up to our neighborhood, and we'd have to fill buckets. That would be our water for the day. Our only source for everything - cooking, cleaning, washing, drinking. My mother would have to boil water so we could have cooking and drinking water. Later, it transitioned to a storage tank inside the house for ease of use, but it brought in other issues with stagnant water. From a very young age, I knew not to take water for granted, and, as I began to think about being an entrepreneur and building a business driven by a purpose and not technology alone, I knew I wanted whatever that was to involve water as it permeates through all critical aspects of our lives.

What really strengthened the idea, as I was mulling on various aspects of the water industry and the needs of the clients to solidify the idea, was a tangential experience in that discovery period. I was backpacking through Nepal, and an earthquake struck (This is May 2015, it was one of the deadliest ones in the region). My incredible sister managed to airlift me out after six days, but I was stranded for nearly a week high up at the base camp, and I had a lot of time to ponder about the potential formation of KETOS, its validity and impact and as I was boiling snow for drinking water, it started feeling more in alignment of what was meant to be.

So, upon returning from the trip and diving deep into researching and creating a business plan, I founded KETOS to design solutions that monitor water in real-time for automated and proactive intelligence that can provide actionable insights at your fingertips and answer questions like: Is this water safe? What's in it? What patterns can data reveal? What's predictable? What's actionable? My long-term dream was always to have a substantial number of water quality data insights as one of the largest high-calibre data lakes for water that can potentially prevent disease, since I had personally experienced over 15 illnesses before I was even 15. □

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