

IX Water CEO Featured on Sustainability Podcast

Turning Toxic Wastewater Into a Resource — And a Profitable Business

Golden, Colorado Jul 8, 2025 ([IssueWire.com](https://www.issuewire.com)) - IX Water CEO Featured on Plucky Bamboo Podcast: Turning Toxic Wastewater Into a Resource — And a Profitable Business

John “Grizz” Deal, CEO and co-founder of IX Water, is featured in the latest episode of the Plucky Bamboo Podcast, where he shares bold insights into how industrial wastewater can become one of the most valuable untapped resources in the global clean tech economy.

In the in-depth interview with host Chris Jones, Deal discusses IX Water’s game-changing approach to reclaiming water from heavily contaminated industrial sources—including oil and gas operations, chemical manufacturing, and landfills—at a fraction of the cost of traditional disposal methods.

“We’re turning what used to be toxic waste into a reusable resource for less than what it costs to throw it away,” said Deal. “That’s a step change not just in wastewater treatment, but in how we think about environmental responsibility and industrial economics.”

Podcast Highlights:

- Solving drought with innovation: IX Water’s systems can reduce wastewater disposal costs from \$5 to under \$0.25 per gallon—while reclaiming water that would otherwise be lost.
- Clean tech that works: Deal argues that to truly change the world, sustainable technology must be scalable, repeatable, and economically viable.
- Early adopters and repeat customers: “You don’t build a business on desperate customers,” he said. “You learn from them. But the real value comes from repeatable sales.”
- The real definition of success: For Deal, it’s not about a flashy IPO, but building validated products that get acquired and scaled by global industry leaders.
- Sustainability as a business: “If you want to save the planet, that’s great. But you still have to sell stuff,” said Deal. “Otherwise, go work for an NGO.”

A Refreshingly Honest Take on Sustainability

Throughout the episode, Deal challenges many of the assumptions around clean tech, sustainability, and what it takes to succeed as a mission-driven entrepreneur. From rejecting the “green buzzwords” to criticizing the status-quo approach of traditional wastewater treatment, his perspective is anything but conventional.

“This isn’t about ringing the bell on the stock exchange,” said Deal. “It’s about solving real problems and building companies that last.”

The conversation also touches on the global water crisis, the myth of clean energy without unintended consequences, and why the next industrial revolution will be built by entrepreneurs—not governments or legacy energy companies.

Listen Now

The full interview is now available on the Plucky Bamboo Podcast, streaming on Spotify, Apple Podcasts, and all major platforms.

Listen here:

<https://podcasts.apple.com/us/podcast/grizz-deal-of-ixwater-talks-cleantech-industrial/id1795973245?i=1000714808181>

Learn more about IX Water: <https://www.IxWater.com>

About IX Water

IX Water provides advanced industrial water treatment systems that make contaminated wastewater reusable—safely, affordably, and sustainably. The company's patented technology removes hydrocarbons, heavy metals, salts, and other industrial toxins at a fraction of the cost of conventional methods. Headquartered in Golden, Colorado, IX Water is currently raising capital via equity crowdfunding on StartEngine to accelerate the deployment of its systems across drought-stricken and industry-heavy regions.



Media Inquiries

Press and interview requests may be directed to: Press@IxWater.com

Media Contact

IX Power Clean Water Inc

*****@IxWater.com

303-277-9520

17301 West Colfax Ave., Suite 110

Source : Plucky Bamboo

[See on IssueWire](#)