

# Video: Harvesting water from fog

April 8 2014, by Teresa Riordan

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PH<sub>2</sub>OG Water is a startup project coming out of Princeton University's eLab that harvests water from clouds in the mountains of the Caribbean island of St. Vincent and distills it into pure, premium drinking water. The idea originated in a social entrepreneurship class taught at the University in 2011.

In this video about the project and its origins, recent Princeton graduates Jeremy Blair and Michael Thomas and their partner Andrea Bühler discuss how the idea developed and how fog [water](#) is collected.

"I always knew that I wanted to give back to that place that I came from, so while we were developing our business plan, I realized that St. Vincent had some of the perfect conditions for cloud harvesting," said Thomas, a 2012 alumnus.

The company plans to work with humanitarian water organizations to provide funding for water projects around the world through a profit pledge with each bottle sold.

Provided by Princeton University

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