What started as the search for a simple solution to keep his household plants alive, turned into the creation of Eduardo’s company, Oso Technologies. Their first product, Plant Link, monitors the moisture needs of specific plants and can deliver water on an as needed basis using smart valves. The evolution of this wireless product will make agricultural water resource management easier and more affordable than ever on a global scale. It is speculated that by 2025 more than 1.8 billion people around the world will live in areas of absolute water scarcity. In the cases of agriculture and manufacturing, water management will be the key to sustainably utilizing this limited resource. Ranging from home lawns and gardens to farms in emerging economies, this technology has a huge potential to impact the sustainability and costs of water usage.