



# innovation showcase

Innovation Neighborhood and Theater | Booth 4817

## Celebrating 10 years of Water Innovation!

Innovation helps move our business-as-usual thinking forward into something better – more cost-effective, more efficient, and more user-friendly. For the last 10 years, WEF has partnered with BlueTech Research and Imagine H2O to shine the spotlight on water sector innovations.

The 2021 Innovation Showcase offers visitors of all backgrounds the unique experience of seeing the impact of the water sector's best innovative thinking in one location, over the course of three days.

This year's Innovation Showcase features FOUR neighborhood zones, including **Innovation Pavilion** with curate start-up companies, the **Discovery Zone** and **Innovation Row** with award winning innovative companies, and the **Distributed Infrastructure Zone** featuring technologies focused on reuse water treatment and disposal.

The **Innovation Pavilion**, sponsored by Fifth Third Bank, includes three days of dynamic programming, which highlight sessions from innovation organizations from across the country, conversations with investors and bankers, a deep dive into distributed infrastructure and digital solutions.

Powered by:



## 2021 Innovation Pavilion Companies

2S Water Incorporated	4817D
374Water	4817K
3Rwater	4817L
BioBot Analytics	4817P
Clear Water Analytica	4817E
Digital Water Solutions	4817K
Fontus Blue	4817F
Gross-Wen Technologies	4817G
Gybe	4817H
KETOS	4817J
Pani Energy	4817O
Rapid Radicals Technology, LLC	4817C
StormSensor, Inc.	4817B
Typhon UV LED	4817N

## Monday, October 18, 2021

10:00 AM	10:30 AM	IP01	Celebrating 10 Years of Water Innovation – WEFTEC Innovation Pavilion Kick-Off		
10:30 AM	11:00 AM	IP02	Don't Hate #Innovate: A Tour of the 2021 Innovation Pavilion	Jeff Guild & Leigh Madeira	BlueTech Research & Imagine H2O
11:00 AM	12:00 PM	IP03	LIFT Intelligent Water Systems Challenge Finals	Nicole Pasch	Xylem
12:00 PM	1:00 PM	IP04	RIC RISE Launch and Flash Talks: Driving Water Research & Innovation	Fidan Karimova	WEF
1:00 PM	2:00 PM	IP05	The role of leadership in accelerating change in US public sector water organizations	Rick Warner	Warner & Associates
2:00 PM	3:00 PM	IP06	Seeking Innovation Through M&A	Joseph Carson & George Reider	Fifth Third Bank
3:00 PM	3:30 PM	IP07	Overcoming Resistance to Digital Adoption	Corey Williams	Smart Cover Systems
3:30 PM	4:00 PM	IP08	The Dynamics of Water Innovation	Paul O'Callaghan	BlueTech
4:00 PM	5:00 PM	IP09	The CROC Tank: Imagine H2O Water Start-Ups Pitch to Our Experts	Leigh Madeira	Imagine H2O
5:00 PM	5:30 PM	IP10	Solving the World's Water Challenges through Innovation	Martin Bureau	ALTRA Proven Solutions / SANEXEN
5:30 PM	6:30 PM		Innovation Pavilion Reception sponsored by ALTRA Proven Solutions		

## Tuesday, October 19, 2021

8:30 AM	9:00 AM	IP02	Don't Hate #Innovate: A Tour of the 2021 Innovation Pavilion	Jeff Guild & Leigh Madeira	BlueTech Research & Imagine H2O
9:00 AM	9:30 AM	IP12	Distributed Infrastructure: Views from the front	Lynn Broaddus	Broadview Collaborative
9:30 AM	10:00 AM	IP13	Reducing Chlorides by Working with the Water Conditioning Industry	Jeffery Hill	WQA
10:00 AM	10:30 AM	IP14	New technologies making 'Continuous Visibility' easy to deploy for utility operations	Lev Goldberg & Tyler Henke	Aquify & Ziptility
10:30 AM	11:00 AM	IP15	Modular, Decentralized Wastewater Treatment: A Promising Solution in the Fight against Day Zero for the American Southwest and Beyond	Ashutosh Sharma	Aquatech
11:00 AM	11:30 AM	IP16	Moving Beyond Technology Innovation to Drive Solution Adoption: Convening Interests for Distributed Systems in Cape Cod, MA	Marianne Langridge	Sustainable Synthesis Limited, PBC
11:30 AM	12:00 PM	IP17	Nanobubble Enabled Oxygen and Ozone Injection for Decentralized Retention Basin Water Treatment	Frederico Pasini	Moleaer Inc
12:00 PM	12:30 PM	IP18	MABR Packaged Solutions for Decentralized Wastewater Treatment	Gilad Yogev	Fluence Corporation
12:30 PM	1:00 PM	IP19	H2NOW Chicago: Real-Time Water Quality Monitoring in Urban Waterways	Alaina Harkness	Current
1:00 PM	1:30 PM	IP20	Post Accelerator spotlight from The Water Council's BREW 2.0 and Tech Challenge Highlights	Karen Frost	The Water Council
1:30 PM	2:00 PM	IP21	Smart Citizen Science: Engaging Communities in Credible Water Quality Monitoring	Max Herzog	Cleveland Water alliance
2:00 PM	2:30 PM	IP22	Leveraging Member Associations to Foster Trust and Enable Innovation - The NEWEA/NEWIN Experience	Marianne Langridge	NEWA/NEWIN
2:30 PM	3:00 PM	IP23	WRF Innovation in Action	Dr. Cristobel Ferguson	The Water Research Foundation
3:00 PM	3:30 PM	IP24	The Power of Drones for the Water Sector	Scott Aldridge	CDM Smith
3:30 PM	4:00 PM	IP25	Controversial Questions	Leigh Madeira	Imagine H2O
4:00 PM	5:00 PM	IP26	The CROC Tank: BlueTech Water Start-Ups Pitch to Our Experts	Jeff Guild	BlueTech
5:00 PM	5:30 PM	IP27	Celebrating 50 Years of Clean Water - Scaled Up Public Engagement	Maile Lono-Batura	WEF

## Wednesday, October 20, 2021

8:30 AM	9:00 AM	IP02	Don't Hate #Innovate: A Tour of the 2021 Innovation Pavilion	Jeff Guild & Leigh Madeira	BlueTech Research & Imagine H2O
9:00 AM	9:30 AM	IP29	All Electric Society (AES) and the Water Sector	Hassan Ajami	ISA Water and Wastewater Industries Division (WWID)
9:30 AM	10:00 AM	IP30	One step at a time - A path towards a sustainable and effective digitalization of the water industry	Marco Achilea	ABB Inc.
10:00 AM	10:30 AM	IP31	Smart Watershed Network Management - Cleaner Water, Healthier Communities	Viktor Hlas	OptiRTC
10:30 AM	11:00 AM	IP32	Stay in Touch Digital Support throughout the whole Life-cycle of your Equipment	David Williams	inCTRL Solutions Inc
11:00 AM	11:30 AM	IP33	Smart Water Quality Management	Joe Rodriguez	Aquasight
11:30 AM	12:00 PM	IP34	Data Driven Decisions: Using Geospatial AI to Improve Water Asset Performance	Camilla Braithwaite	Rezatec
12:00 PM	12:30 PM	IP35	Computer Vision AI & Cloud Computing in Sewer Condition Assessment: Comparing Costs & Productivity in Data Collection Between Conventional & AI-Enabled Workflows	Eric Sullivan	Sewer Knowledge Services LLC