



NEWS RELEASE
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***Collaboration with Imagine H2O Brings New Resources
To Colorado's Water Entrepreneurs***

Fort Collins, CO (August 5, 2011) - Imagine H2O and the Colorado Water Innovation Cluster (CWIC) have signed a Memorandum of Understanding to jointly provide entrepreneurs with opportunities, tools and resources to build successful water businesses. This partnership facilitates access to each partner's programming resources.

Imagine H2O is a non-profit organization with a mission to inspire and empower people to turn water challenges into opportunities. It is recognized as a global ecosystem and path-to-market for water entrepreneurs. "This agreement creates new opportunities for Colorado water innovators" said Jeff Throckmorton, Chairman of the Colorado Water Innovation Cluster, "and partnerships with organizations like Imagine H2O will fuel innovation, collaboration and growth throughout the region."

Both programs provide support and mentoring to entrepreneurs and businesses that are advancing water innovation. Imagine H2O's annual business plan competition attracts a global field of entrepreneurs and features a judging panel of leading water experts. The winning companies enter Imagine H2O's Accelerator Program where they receive professional resources and market insight.

The Colorado Water Innovation Cluster focuses on innovative and entrepreneurial ways to grow the water resource industry. "Partnering with the CWIC provides Imagine H2O with a strategic hub in the Rocky Mountain West" said Scott Bryan, director of operations with Imagine H2O. "Imagine H2O looks forward to introducing new water businesses to the CWIC while providing Colorado entrepreneurs with access to our network and resources."

Launched in 2010, the Colorado Water Innovation Cluster is quickly building a powerful ecosystem from which innovative water solutions and new businesses will evolve. The collaboration with Imagine H2O will further position northern Colorado and the Colorado Water Innovation Cluster as a leader in the water sector. The organizations have planned a water entrepreneurship workshop designed for those who wish to accelerate their knowledge of new and emerging business models and water technologies. The workshop will be hosted by the Rocky Mountain Innosphere in Fort Collins, CO on October 13, 2011. For more information visit www.imagineh2o.org or www.co-waterinnovation.com.

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Colorado Water Innovation Cluster, located in Fort Collins, Colorado, serves as a catalyst for public and private organizations within the region to develop innovative water resource solutions and technologies. Through actionable initiatives and pilot projects, the CWIC will develop solutions highlighting the region's technical aptitude and unique ability to address current and future water challenges.



Imagine H2O inspires and empowers people to solve water challenges and turn them into opportunities. We offer annual prize competitions for water innovation, including the 2009 Water Efficiency Prize and 2010 Water-Energy Nexus Prize. In addition to cash prizes for the best ideas, Imagine H2O fosters an Accelerator program to help competing entrepreneurs turn their plans into game-changing real-world solutions. To learn more about Imagine H2O's global ecosystem for water innovation and connect with water innovators from around the world, please visit www.imagineh2o.org.