



## Mapping the Innovation Landscape in Water Technologies

The pressures of water scarcity, rising energy costs and population growth are driving the need for innovative solutions. These key factors are creating new and expanding market opportunities. This Summit will highlight advanced technologies and market trends to address real-world water challenges.

Hear first-hand success stories and lessons learned from seasoned water entrepreneurs. See innovative technologies from the best and brightest water-tech start-ups. Find out what corporates and utilities are looking for. Learn why investors are coming to the table.

Come join water-tech innovators, large-scale users, industry leaders and venture investors in an intimate setting where you can increase your knowledge and expand your network.

### **May 31<sup>st</sup>, 2011**

- 5:30pm -6:00pm      **Registration and Technology Showcase Opens**
- 6:00pm – 7:00pm      **Welcome Reception: Cocktails and Hors D'Oeuvres**

### **June 1<sup>st</sup>, 2011**

- 7:00am – 8:30am      **Networking Breakfast**
- 8:30am – 9:00am      **Welcome, the Big Water Tech Picture & Brave Blue World: The Future of Water Technology**  
High level overview of the water landscape, the fundamentals of the water technology market, the competitive structure, the key drivers and the larger macro trends that we are seeing occurring.
- 9:00am – 9:45am      **Hot Tech Areas: Produced Water and Decentralized Treatment and Re-use**

Conference Co-Chairman:

**Paul O'Callaghan**, Principal, O2 Environmental Inc.

Moderator:

**Dr. Eimear Ruane**, Research Analyst, O2 Environmental

Panelists:

**Vivian Drake**, COO, Drake Water Technologies, Inc.

**Ned Godshall**, CEO, Altela

**Gerhard Forstner**, CEO, M2 Renewables

**David Soane** Ph.D, Founder & CEO, Soane Energy

9:45am – 10:30am **Hot Tech Areas: Smart Water / Smart Infrastructure**

Moderator:

**Bill De Waal**, Partner, O2 Environmental Technology Assessment Group

Panelists:

**Duncan Collins**, Managing Director, Zeropex

**Mike Layton**, COO, Hydrovolts

**Jason Bethke**, President & CEO, Global Water Resources

**Anthony Keating**, Program Manager, Cloevis

10:30am – 11:00am **Networking Break**

11:00am – 11:45am **Hot Tech Areas: Advanced Desalination**

Moderator:

**Graeme Pearce**, Partner, O2 Environmental Technology Assessment Group

Panelists:

**Rick Stover**, Executive VP, Desalitech

**Michiel Lensink**, CEO, Voltea

**Michael Motherway**, CEO, DXV Water Technologies

**Mark Lambert**, Vice President of Corporate Development, Hydration Technology Innovations (HTI)

11:45am – 12:30pm **Hot Tech Areas: Energy and Resources Recovery from Wastewater**

Moderator:

**Tim Evans**, Partner, O2 Environmental Technology Assessment Group

Panelists:

**Ross Patten**, CEO, MaxWest

**Greg Ryan**, CEO, Pasteurization Technology Group

**David Delasanta**, President, ThermoEnergy Corp

**Adam Sumel**, Multifarm Harvest

12:30pm – 1:30pm **Luncheon**

1:10pm – 1:30pm

### **Models for Success: How They Did It –Keynote In Conversation 1**

Mini-keynotes will address some of the most successful water entrepreneurs of recent times will provide insights into the journey that the companies took, the lessons learnt along the way and the importance of persevering through adversity to succeed.

**Hank Vander Laan**, Founder, Trojan UV

*Mr. Vander Laan founded Trojan Technologies Inc. in 1976, acquiring the patent for a small ultraviolet device for private water supply applications. Building upon that concept he developed a company that is now a global leader in its field with revenues well in excess of \$200 million per year.*

*After 25 years as President at Trojan, Mr. Vander Laan handed over the leadership of the company to the next generation and was appointed Chairman of the Board. In December 2004, Trojan Technologies was acquired by Danaher Corp., a large international company based in Washington, DC.*

Interviewed by:

**Conference Co-Chairman:** Paul O’Callaghan, Partner, O2 Environmental

1:30pm – 2:10pm

### **Water Utilities Embracing Innovation**

Forward thinking municipalities & water companies around the world are embracing new technologies and new approaches to the provision of water services. We will hear first hand stories from some of the world’s most innovative water utilities on how they are helping to change the shape of the water industry. We will look at the models they have used to enable new technology adoption, lessons learned and plans for the future.

Moderator:

**Andy Salvesson**, Water Reuse Chief Technologist and Associate Vice President, Carollo Engineers

Panelists:

**Harry Seah**, Director, Technology and Water Quality Office, PUB Singapore

**Paul Gagliardo**, Manager – Innovation Development, American Water

**Trevor Hill**, President & CEO, Global Water Resources

2:10pm – 2:50pm

### **Innovation Partnership Models**

Small water tech start-ups are where many of tomorrow’s technologies are being developed. The challenge for these companies is how to scale and reach global markets, rapidly. New partnership models are being developed by the world’s leading water technology companies which are enabling water technology start-ups to fast-track the organic growth curve.

Hear first hand stories of how these programs are accelerating the rate at which new technologies can attain widespread market penetration, and are providing

an alternative to the acquisition model for water technology companies to offer innovative solutions to their customers.

Moderator:

**Rengarajan Ramesh**, Managing Director, Wasserstein & Co

Panelists:

**Conference Co-Chairman: Steve Kloos**, Advanced Technologies Leader, GE Water & Process Technologies, GE

**Henrik Skov Laursen**, Head of Water Technology Center, North America, Grundfos

**Bill Westcott**, VP Innovation, Americas, Veolia

2:50pm – 3:20pm

### **Networking Break**

3:20pm – 3:40pm

### **Models for Success: How They Did It –Keynote in Conversation 2**

Mini-keynotes will address some of the most successful water entrepreneurs of recent times will provide insights into the journey that the companies took, the lessons learnt along the way and the importance of persevering through adversity to succeed.

**James Thompson**, CFO, Halosource

*James Thompson joined HaloSource in 2004. Prior to joining the company, James was a Principal in Alexander Hutton Venture Partners (AHVP), a major investor in HaloSource. While at AHVP, James led the investment in and provided board-level support to early-stage technology companies. Prior to joining AHVP, James was a securities analyst with Security Capital Group. James has a BA from Gonzaga University and an MBA from the University of Washington.*

Interviewed by:

**Assaf Barnea**, CEO, Kinrot Ventures

3:40pm – 4:20pm

### **To Patent or Not to Patent: *The Role of IP and Patent Protection in Building a Sustainable Business Advantage***

In the area of Intellectual Property Management, it is possible to spend a small fortune and secure little in terms of a sustainable business advantage, or spend relatively little and secure a strong IP position which will limit competition and defend a technology position in the market. Investors often insist that companies have a strong IP position, as a pre-requisite for investing, but what are the key elements that make for a strong IP position?

From a technology licensing perspective, and for a water tech-start up, the Patent is often a key element of success, though maybe less important for larger water companies which can rely on channels to market and brand recognition to secure their place in the market.

Moderator:

**Barry Grossman**, Of Counsel, Foley Lardner

Panelists:

**John McArdle**, Water Technology Business Development, Battelle Institute  
**Rafael Simon**, Venture Partner, VantagePoint Capital Partners  
**Joseph Zuback**, President & Founder, Global Water Advisors

4:20pm – 5:00pm

**Keynote Speaker**

**Dennis Bushnell**, Chief Scientist, NASA Langley

*Dennis is responsible for technical oversight and advanced program formulation for a major NASA Research Center with emphasis in the areas of atmospheric sciences and structures, materials, acoustics, flight electronics/control/software, instruments, aerodynamics, aerothermodynamics, hypersonic airbreathing propulsion, computational sciences, and systems optimization for aeronautics, spacecraft, exploration, and space access.*

*With 47 years experience, his technical specialties include Flow Modeling and Control across the Speed Range, Advanced Configuration Aeronautics, Aeronautical Facilities and Hypersonic Airbreathing Propulsion. He has authored 252 publications/major presentations and has been invited to speak at 340 lectures/seminars. Dennis is a member of National Academy of Engineering and was selected as Fellow of ASME, AIAA and the Royal Aeronautical Society.*

5:00pm – 5:40pm

**Ask not what your Portfolio Company can do for you...**

The Smart investors don't simply sign terms sheet and wait for an exit. They are instrumental in helping their portfolio companies succeed. The Smart Money helps companies navigate their way successfully through the water space, provides advice and support when its needed, and keeps an eye on the how to position the company for that ultimate exit.

Moderator:

**Laura Shenkar**, Founder and Principal, Artemis Project

Panelists:

**Scott MacDonald**, Partner, Emerald Technology Partners  
**John Coburn**, Managing Director, XPV Capital  
**Robert Ackerman**, Managing Director and Founder, Allegis Capital

5:40pm – 6:00pm

**2011 BlueTech Tracker Awards**

Two awards will be presented: Disrupt-O-Meter and Best Go-To-Market Strategy– Which Hot Tech Area company will win? The audience will decide!

6:00pm – 7:00pm

**Cocktail Reception**