5TH ANNUAL WEFTEC INNOVATION PAVILION
Monday – Wednesday, 9.26 – 9.28 | 8:30 am – 5:00 pm
Hall E, Booth 3129 | NOMCC

WEF’s Innovation Pavilion highlights a selection of the most promising technology businesses in the industry while championing an important dialogue about innovation. WEF and its Innovation Partners, BlueTech Research and Imagine H₂O, create a unique program for entrepreneurs, investors, customers, and regulators.
INNOVATION SHOWCASE

OFFICIAL INNOVATION PARTNERS

BlueTech Research
Imagine H2O

RECEPTION: Featuring The Water Council
Monday, 9.26 | 5:00 pm – 6:00 pm
Hall E, Booth 3129 | NOMCC
Reconnect with innovation experts or turn new acquaintances into connections at the Innovation Pavilion reception. Prize winning innovative companies and startups will be on hand, as will WEF’s Innovation Partners, Imagine H2O and BlueTech Research, to show you new technologies and help you learn. All while enjoying complimentary beverages. Come by for a quick chat before heading out for the evening!

BLUETECH BREAKFAST BRIEFING
The Impact of the 4th Industrial Revolution on Water
Tuesday, 9.27 | 7:30 am – 9:00 am
The general 4th industrial revolution trends include things like: 3D printing, artificial intelligence, predictive analytics, and sharing economy business models like AirBnB, robotics, micro economy, etc…How long before water is impacted by mega trends like this?

This breakfast briefing, lead by BlueTech Research CEO, Paul O’Callaghan, will cover the latest intelligence from our four core research areas: Water Reuse and Alternative Water, Energy and Resource Recovery, Oil & Gas and Extractives, and Smart Water. The event will be followed by a concierge tour of the WEFTEC Innovation Pavilion, in conjunction with our Innovation Partners – WEF and Imagine H2O.

RECEPTION: Featuring Innovation From Our Federal Colleagues, Sponsored by the Cleveland Water Alliance
Tuesday, 9.27 | 5:00 pm – 6:00 pm
Hall E, Booth 3129 | NOMCC
Reconnect with innovation experts or turn new acquaintances into connections at the Innovation Pavilion reception. Prize winning innovative companies and startups will be on hand, as will WEF’s Innovation Partners, Imagine H2O and BlueTech Research, to show you new technologies and help you learn. All while enjoying complimentary beverages. Come by for a quick chat before heading out for the evening!

AWARD WINNING WATER INNOVATIONS
The Pavilion features a selection of early and growth stage companies honored by BlueTech Research and Imagine H2O. Many of these companies are investor-backed and working with high profile customers in the industrial and municipal markets. We also highlight new technologies from our more established companies, featuring the WEF Innovative Technology Award Winner.

Innovation Pavilion Exhibitors
Andalyze | Booth 3129a
APANA | Booth 3129m
Ayyeka | Booth 3129e
BlueTech Research | Booth 3129d
Element Six Corp | Booth 3129n
FATHOM | Booth 3129k
Imagine H2O | Booth 3129c
Mapistry | Booth 3129b
NJBSof | Booth 3129f
NX Filtration | Booth 3129i
ORIGINCLEAR TECHNOLOGIES | Booth 3129j
PaveDrain | Booth 3129h
Sourcewater, Inc. | Booth 3129g
Spiral Water Technologies | Booth 3129i
The Water Environment Federation | Booth 3129

WEF 2016 Innovative Technology Award Winner
Arvia Technology Ltd. | Booth 7646

Innovation Row Exhibitors
ADi Systems | Booth 3134
BIOGILL | Booth 3252
BKT | Booth 3251
Clean Water Services | Booth 3142
Fibracast Ltd. | Booth 3245
Greater New Orleans, Inc. | Booth 3260
Heliopure | Booth 3151
Isle Utilities | Booth 3153
KORE Infrastructure | Booth 3138
OptikTechnik | Booth 3250
Water Environment & Reuse Foundation | Booth 3144
Wisconsin Water Pavilion/The Water Council/The BREW | Booth 3145

The Innovation Pavilion and receptions are possible with the generous support of:
## PROGRAMMING

The Pavilion’s theater will host a series of educational sessions for utilities, investors, entrepreneurs, and technology providers. These interactive sessions allow participants to engage prominent leaders in the water innovation community.

### MONDAY, 9.26

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>11:00 am – 11:30 am</td>
<td><strong>107 Exclusive Access to Water Start-Ups: Guided Tour of the Innovation Pavilion</strong>&lt;br&gt;Moderator: J. Guild&lt;br&gt;Innovative and award winning companies in the Innovation Pavilion are bringing new and exciting developments to the industry. Join a personal tour of these companies given by WEF’s innovation partners who can provide insights into their technologies and potential impacts for you. This session will also include WEF’s Innovative Technology Award winner, Arvia Technology.</td>
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<td>11:30 am – 12:00 pm</td>
<td><strong>108 Systems Thinking: Making Sense in Crazy Times</strong>&lt;br&gt;Moderator: C. Keating&lt;br&gt;This session explores the nature, role, and practical tools for Systems Thinking (ST). In a nutshell, Systems Thinking is a way of framing how we see, interpret, make sense, and respond to the complex and crazy world we encounter on a daily basis. In essence, ST is a different level of thinking that opens opportunities for alternative understanding, decision, and action not previously recognized. As Einstein suggested, ‘We cannot solve our problems with the same level of thinking that created them’. Systems Thinking offers practitioners a different level of thinking. We all deal with systems in nearly every aspect of our lives and suffer the ill effects of their deficiencies (poor service, under performance, wasted resources, etc.). However, since we are not innately born with the capacity for Systems Thinking, we have varying degrees of proficiency, picked up through training, education, and experience - and usually coming with a lot of hard knocks, bumps, and bruises along the way. In contrast, this training is focused on purposefully accelerating development of higher capacity for Systems Thinking - in an environment without all of the bumps and bruises. Systems Thinking concepts, techniques, and methods are introduced, demonstrated, and applied so that participants can immediately put them into use.</td>
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<td>12:00 pm – 12:30 pm</td>
<td><strong>109 LIFT: Game On! LIFT Passport to Innovation</strong>&lt;br&gt;Moderator: A. Fisher&lt;br&gt;With hundreds of companies on the WEFTEC exhibit floor, it can be overwhelming to find the latest promising innovations. The LIFT Passport to Innovation is a fun way to guide you to new technologies of interest, including the latest advancements in nutrient removal and recovery, energy savings and generation, water reuse, and more. Get your LIFT Passport stamped and win prizes. This session will provide an introduction to how the game works along with a game card (or you can pick one up anytime at the WE&amp;RF booth #3144). The session will also include an overview of several LIFT innovation tools and programs to help you continue your innovation journey long after WEFTEC is over, including LIFT Link and a new utility travel scholarship program to see and visit innovations in the U.S. and abroad.</td>
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<td>12:30 pm – 1:00 pm</td>
<td><strong>110 Smart Water Networks Forum: Creating the North American Alliance</strong>&lt;br&gt;Moderator: M. Bracken&lt;br&gt;The Smart Water Networks Forum (SWAN) promotes the use of data-driven technologies in water and wastewater networks, making them smarter, more efficient and sustainable. At WEFTEC 2016, SWAN will introduce the SWAN North American Alliance focused on accelerating smart water and wastewater development in the U.S. and Canada by offering free webinars, a utility workshop and educational resources. Join us for a special session with leading SWAN industry experts discussing how to successfully advance the North American water sector.</td>
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<td>1:00 pm – 2:00 pm</td>
<td><strong>237 Innovations From NSF SBIR Companies</strong>&lt;br&gt;Moderator: P. Balan&lt;br&gt;Come see the National Science Foundation’s (NSF) Small Business Innovation Research (SBIR) companies as they try to win over our panelists of investors, advisors, industrial, and municipal customers. Each company will pitch for 3-5 minutes after which the panel will grill them about their business model, technology, intellectual property, marketing strategy, and more. Nothing is off limits in these lightning fast pitches that are modeled after the successful Shark Tank TV show. This session is sponsored NSF. After the pitch session, feel free to spend more time with these innovators in the NSF Booth 5725.</td>
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INNOVATION SHOWCASE

2:00 pm - 3:00 pm
238 BlueTech Research: Analysis of Success (and Failure) Factors in Water Strategy
Moderator: P. O’Callaghan
This session will delve into innovation theory developed by BlueTech Research. We have developed theories and models to study the diffusion of water technology innovation in the marketplace, and this session will focus on notable success (and failure) factors in water strategy (for both small companies and multi-national enterprises).

Relevant areas that will be discussed include:
- case studies in terms of success factors and failure nodes in market entry, commercialization, and scale-up strategy;
- the associated timelines and necessary “velocity” to cross the chasm in the water industry;
- the timing & balance between R&D (organic growth) and M&A (inorganic growth) – S-curve theory and market analysis tools that support decision making;
- trends and opportunities in various strategies – roll-ups, M&A, open innovation, etc.;
- the importance and role of internal/external accelerator programs, water hubs, and the participation of the investment community (VC, PE, etc.);
- partnering considerations – identifying what strategic partners are looking for, investment & acquisition trends, success stories and pitfalls

Speaker: P. O’Callaghan

239 $10M Water Prize
Moderator: R. Kröger
Think you have the skills, knowledge, and science to solving a global water crisis? Learn more as the Everglades Foundation launches the George Barley Water Prize, a multi-year $10 million tech and innovation challenge seeking solutions to the phosphorus pollution problem plaguing freshwater bodies around the world.

Speaker: R. Kröger

4:00 pm - 5:00 pm
240 BREW Tank
Moderator: E. Thelen
These start-ups have won the BREW (Business Research Entrepreneurship in Water) and in The Water Council’s accelerator program, but can they win over our panelists of investors, advisors, industrial, and municipal customers? Each company will pitch for 3-5 minutes after which the panel will grill them about their business model, technology, intellectual property, marketing strategy, and more. Nothing is off limits in these lightning fast pitches that are modeled after the successful Shark Tank TV show. This session is sponsored by The Water Council and the BREW participants can be seen in Booth 3145.

5:00 pm - 6:00 pm
Reception
Featuring The Water Council
Reconnect with innovation experts or turn new acquaintances into connections at the Innovation Pavilion reception. Prize winning innovative companies and startups will be on hand, as will WEF’s Innovation Partners, Imagine H2O and BlueTech Research, to show you new technologies and help you learn. All while enjoying complimentary beverages. Come by for a quick chat before heading out for the evening!

3:00 pm - 3:30 pm
TUESDAY, 9.27
7:30 am – 9:00 am 335 BlueTech Breakfast Briefing (By Invitation Only)
9:00 am – 10:00 am 336 BREW Tank II: Water Council Startups Pitch to Our Experts
10:00 am – 10:30 am 337 LIFT: Development of a National Test Bed Network
10:30 am – 11:00 am 338 LIFT: Converting Biosolids into Biocrude
11:00 am – 11:30 am 339 Exclusive Access to Water Start-Ups: Guided Tour of the Innovation Pavilion
11:30 am – 12:30 pm 340 Delivering Value: How Data Startups Are Revolutionizing the Water Sector
12:30 pm – 1:00 pm 341 How the US Department of Energy’s Wastewater Accelerator Helps Utilities
1:00 pm – 1:30 pm 342 Biogas Impact on Water Resource Recovery Facilities
1:30 pm – 2:30 pm 343 The CROC Tank: Imagine H2O Water Start-Ups Pitch to Our Experts
3:00 pm – 4:00 pm 345 The CROC Tank: BlueTech Water Start-Ups Pitch to Our Experts
4:00 pm – 4:15 pm 346 Unveiling the WEF Water Reuse Roadmap
4:15 pm – 5:00 pm 347 Potent Potables Smackdown: Reuse for Beer Brewing
5:00 pm – 6:00 pm Reception: Featuring Innovation From Our Federal Colleagues and Sponsored by the Cleveland Water Alliance

7:30 am – 9:00 am
335 BlueTech Breakfast Briefing: The Impact of the 4th Industrial Revolution on Water
Moderator: P. O’Callaghan
This invitation only breakfast briefing will present Innovation Case Studies in industrial applications, Technology Horizon Scans and networking with fellow Industrial Water Leaders. Highlights will be presented from BlueTech Research data and analysis on innovation in the water market across 4 core research areas, Water Reuse and Alternative Water, Energy and Resource Recovery, Oil & Gas and Extractives and Smart Water.

Speakers:
P. O’Callaghan
J. Guild
9:00 am – 10:00 am

336 BREW Tank II
Moderator: E. Thelen
These start-ups have won the Corporate BREW (Business Research Entrepreneurship in Water) competitions sponsored by Veolia and AO Smith and participate in The Water Council’s accelerator program. Can they win over our panelists of investors, advisors, industrial, and municipal customers? Each company will pitch for 3-5 minutes after which the panel will grill them about their business model, technology, intellectual property, marketing strategy, and more. Nothing is off limits in these lightning fast pitches that are modeled after the successful Shark Tank TV show. This session is sponsored by The Water Council and the BREW participants can be seen in Booth 3145.

10:00 am - 10:30 am

337 LIFT: Development of a National Test Bed Network
Moderator: A. Fisher
This session features the National Water Resource Recovery Test Bed Facility Network and Directory which connects researchers, new technology providers, and other innovators in the water industry with test facilities appropriate for their needs. Test bed support tools such as LIFT Technology Scans, LIFT Link, and a program to better connect universities and utilities will also be highlighted. Future plans for the National Test Bed Network will be outlined and an opportunity will be provided for discussion and input.

Speakers:
M. Philbrick
J. Turgeon
B. Schottel

10:30 am - 11:00 am

338 LIFT: Converting Biosolids into Biocrude
Moderator: R. Bhattarai
This session highlights results from a LIFT project to determine if hydrothermal processing (HTP) technology has the potential for converting wastewater biosolids to energy (B2E). In particular, it looked at the Genifuel HTP technology which converts organic material into biocrude oil, natural gas, or both. HTP uses the same processes by which fossil fuels naturally form, (heat, pressure, time, and water), but amplifies these conditions so the conversion occurs in less than an hour. The session includes a discussion of the project as an example of how to engage in technology collaboration through LIFT.

Speakers:
P. Marrone
J. Oyler
P. Kadota

11:00 am – 11:30 am

339 Exclusive Access to Water Start-Ups: Guided Tour of the Innovation Pavilion
Moderator: T. Ferguson
Innovative and award winning companies in the Innovation Pavilion are bringing new and exciting developments to the industry. Join a personal tour of these companies given by WEF’s innovation partners who can provide insights into their technologies and potential impacts for you.

11:30 am - 12:30 pm

340 Delivering Value: How Data Startups Are Revolutionizing the Water Sector
Moderator: T. Ferguson
The water sector is undergoing a fundamental transformation that will define how it develops in the coming decades. That transformation? From “Dumb” to “Smart”. We present three companies that are generating both operational and revenue value for a range of utilities companies, and speak to a national leader in utility operations. Data is critical to good management, but solutions must deliver value to the user. This conversation will cover how, when and why market leaders are using cutting edge technology and information services to solve fundamental problems.

Speakers:
Biju George, COO, DC Water
Ariel Stern, CEO, Ayyeka
Allie Janoch, co-Founder, Mapistry
Pranam Joshi, President & co-Founder, NJBSoft

12:30 pm - 1:00 pm

341 How the US Department of Energy’s Wastewater Accelerator Helps Utilities
Moderator: A. Dasek
This session gives an overview of an exciting new program from DOE. The DOE’s Wastewater Infrastructure Accelerator will work over three years with state, regional, and local agencies that are engaging with water resource recovery facilities in their jurisdiction to accelerate a pathway toward a sustainable infrastructure of the future. The Accelerator aims to catalyze the adoption of innovative and best-practice approaches in data management, technologies, and financing for infrastructure improvement. Partners will seek to improve the energy efficiency of their participating water resource recovery facilities by at least 30 percent and integrate at least one resource recovery measure.

Speaker: A. Dasek

1:00 pm - 1:30 pm

342 Biogas Impact on Water Resource Recovery Facilities
Moderator: P. Serfass
Innovations in biogas are greatly impacting the way in which WRRFs provide services. From innovations in emerging and existing technologies, as well as progress in energy markets and recovered resource development and implementation, biogas is playing a key role in effective utility management decisions. The American Biogas Council will provide updates on biogas energy production, incentives for nutrient recovery, and the use of public private partnerships to access tax credits.

Speaker: P. Serfass

1:30 pm - 2:30 pm

434 The CROC Tank: Imagine H20 Water Start-Ups Pitch to Our Experts
Moderator: T. Ferguson
These start-ups have won awards, but can they win over our panelists of investors, advisors, industrial, and municipal customers? Each company will pitch for 3-5 minutes after which the panel will grill them about their business model, technology, intellectual property, marketing strategy, and more. Nothing is off limits in these lightning fast pitches that are modeled after the successful Shark Tank TV show. This session is sponsored by Imagine H20 and their winners will be featured.

Expert Panelists:
Jay Iyengar (Xylem)
David Stanton (Suez North America)
Nicole Neeman Brady (Edison Water)
Phil Rolchigo (Pentair)

Companies:
Ayyeka
Mapistry
Sourcewater
NADalyze
NJBSoft
APANA

APANA
INNOVATION SHOWCASE

3:00 pm - 4:00 pm
435 The CROC Tank: BlueTech Water Start-Ups Pitch to Our Experts
Moderator: P. O’Callaghan
These start-ups have won awards, but can they win over our panelists of investors, advisors, industrial, and municipal customers? Each company will pitch for 3-5 minutes after which the panel will grill them about their business model, technology, intellectual property, marketing strategy, and more. Nothing is off limits in these lightning fast pitches that are modeled after the successful Shark Tank TV show. This session is sponsored by BlueTech Research and their winners will be featured.

Expert Panelists:
Marc Barbeau, Ovivo
Cindy Wallis-Lage, B&V
Henry Charrabé, RWL
Steve Kloos, True North Venture Partners

Companies:
Spiral Water
Fathom
PaveDrain
OriginClear
NX Filtration
Element Six

4:00 pm - 4:15 pm
436 Unveiling the WEF Water Reuse Roadmap
Moderator: B. Liner
Learn about streamlining your path to implementing water reuse and drink some reuse beer with your closest friends at the unveiling of the WEF Water Reuse Roadmap. Building on the two successful roadmaps, on Energy (2012) and Nutrient Management (2014-2015), WEF is partnering with WateReuse, WE&RF, and National Water Research Institute (NWRI) to develop the roadmap. Water reuse is a multi-faceted issue and WEF’s specific contribution to the issue via a “maturity model” approach as used in the two existing roadmaps.

4:15 pm – 5:00 pm
437 Potent Potables Smackdown: Reuse for Beer Brewing
Several cities are already known for their craft beers. Three cities have taken it even farther and are taking water reuse to the ultimate – brewing beer with reused water. This session gives you all the details on how Portland (OR), Milwaukee (WI), and Hillsborough County (FL) overcame barriers and are producing excellent brews. This smackdown will be fun to watch, then stick around and sample the brews at the reception immediately following the session.

5:00-6:00
Reception: Featuring Innovation From Our Federal Colleagues; Sponsored by the Cleveland Water Alliance
Reconnect with innovation experts or turn new acquaintances into connections at the Innovation Pavilion reception. Prize winning innovative companies and startups will be on hand, as will WEF’s Innovation Partners, Imagine H20 and BlueTech Research, to show you new technologies and help you learn. All while enjoying complimentary beverages. Come by for a quick chat before heading out for the evening!
11:15 am - 11:30 am
Operations Challenge

How do operators and technicians overcome flooding, a sewer collapse, process failure and other emergencies? Do you ever wonder what transpires behind the scenes during the operation of a wastewater treatment facility? Some of the best wastewater collection and treatment personnel in the world display their skills at Operations Challenge 2016 on Monday and Tuesday. Come see the Operations Challenge 2016 winners in five events (collection systems, laboratory, process control, maintenance and safety) are acknowledged for their display of the diverse skills required for the operation and maintenance of wastewater treatment facilities, their collection systems and laboratories.

Speaker:
S. Harrison

11:30 am - 11:45 am
Certified Mission Critical Professionals: Who Are They?

What is Mission Critical Operations? A business that relies on continual operation is defined as mission critical. Water and Wastewater facilities are most certainly mission critical! Mission critical operators are individuals whose job is to keep those facilities running and protected. The need for mission critical operators is on the rise.

Certified Mission Critical Professional (CMCP) is a high stakes credential being developed by the International Society of Automation through initiatives created under the National Consortium for Mission Critical Operations (NCMCO). This goal of the CMCP is to set a credential that reflects an industry standard for the knowledge base expected from a professional in mission critical operations. This session will give an overview of this exciting certification.

Speaker:
S. Mustard

11:45 am - 12:15 pm
Professional Operator: POWER New Orleans

Moderator: P. Bishop

Professional Operators are a powerful and heroic presence in their communities. These dedicated water and wastewater operators provide us with clean water, safety, and peace of mind; preserve life, Earth, and the environment; and protect our health, families, and communities. By voluntarily choosing to complete the challenging Professional Operator (PO) certification and designation program, operators earn a credential that was designed to be recognized the world-over as the hallmark of expertise in operations. Join us as we celebrate the newest Professional Operators during POWER New Orleans.

Speaker:
P. Bishop

12:30 pm – 1:30 pm
536 Innovations From Leading Water Clusters

Moderator: B. Liner

12:30 pm – 1:00 pm
Cleveland Water Alliance Presents AquaHacking 2017:
United for Lake Erie

The Cleveland Water Alliance (CWA), in partnership with IBM, AT&T, Gasepe Beaubien Foundation, and DigitalC presents AquaHacking 2017: United for Lake Erie. The water quality data challenge puts environmental and technological innovation to work for water by focusing on Lake Erie and its supporting watersheds, consists of a two-day summit in Cleveland (May 2, 3 of 2017) on water-related data and innovation, and a series of bi-weekly hackathons (data challenge) taking place over two months (March/April 2017) with hacking teams from each of Lake Erie's major metropolitan areas (Cleveland, Detroit, Toledo, Buffalo), along with Toronto. The program is an opportunity to leverage the public's interest in apps, hacking, open data and new technology to elevate the value of clean water, and improve understanding of its importance to the economic vitality of the Great Lakes region. It is also an opportunity to drive innovation in the water technology sector including shared water quality data platforms, and an opportunity to engage younger people pursuing technical careers in the “Blue Economy.” The final hacking event and a two-day Conference in Cleveland will feature more than $100k in prizes.

Speaker: B. Stubbs

1:00 pm – 1:30 pm
Winning with NEWIN: Updates From Members of the New England Water Innovation Network

NEWIN provides a panel comprised from its region's leading water-tech innovators. The panel will highlight updates and progress against business and innovation milestones achieved in 2016.

Speaker: M. Gay

1:30 pm - 3:00 pm
617 What We Learned About Energy at WEFTEC: Key Takeaways

Moderator: B. Liner

From biogas from biosolids, to the US Department of Energy's wastewater accelerator, to regulatory complexity about the water energy nexus, experts will discuss the lessons learned from all the energy related content at WEFTEC in a wrap up panel discussion. Come hear what DOE, EPA, and WEF experts learned during the week in this interactive session. If you didn't make it to all the energy presentations at WEFTEC, make it to this one and hear some of the fascinating developments on energy.

3:00 pm - 4:00 pm
618 Systems Thinking in the Water Sector

Moderator: J. Pyne

Based on a survey of WEFTEC attendees at the Innovation Pavilion from Monday to Wednesday morning, this a discussion of how water professionals score on a Systems Thinking continuum and what the implications are for the future of water infrastructure. Come to this fun session to find out how we “rate”!

Speaker: J. Pyne
Accelerating Water Technology

A revolutionary change is coming to the water industry—one that will facilitate adoption and integration of innovative technologies faster than ever before. WERF is starting a new Technology Evaluation Program as part of a joint WEF/WERF initiative called LIFT (Leaders Innovation Forum for Technology).

We will pull together the best scientific minds and industry specialists to collaboratively screen, evaluate, and integrate new technologies to meet facility owner needs. In the process, utilities and industry will gain:

- A credible, well-documented vetting system to screen new technologies and processes
- The ability to more rapidly deploy new technologies and remove existing impediments
- Mitigation of the risk and cost of innovative technology deployment through collaborative partnerships
- Peer-reviewed information about available/emerging technologies

Visit www.werf.org and www.wef.org to learn more today.

BlueTech Research is the premier source of water market intelligence for strategic business decisions on innovative technologies and for innovative companies.

Our aim is simple—we assist you in making smart decisions.

www.bluetechresearch.com