



## Press Release

**FOR IMMEDIATE RELEASE: 10/10/2014**

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### **Open Water Foundation Wins SXSW Eco's Startup Showcase Competition**

October 10, 2014 FORT COLLINS, CO – The Open Water Foundation, located in Fort Collins, Colorado was the winner of the ***Social Impact: Not-for-profit*** category for SXSW Eco's entrepreneurial pitch competition, the Startup Showcase, which took place on October 6-7, 2014 at the Austin Convention Center in Austin, TX.

The Startup Showcase, now in its third year, is a rapid-fire pitch competition spotlighting innovative early stage companies in the areas of greentech, cleanweb and social impact. Finalists in these categories were selected out of a pool of hundreds of applicants from around the world and competed at SXSW Eco in front of a live audience and panel of Judges from companies the likes of Target, Shell Technology Ventures, the Whole Planet Foundation, New Enterprise Associates (NEA) and Sprint. In the past two years, participating companies have gone on to raise over \$27M in funding and acquire global brands as clients.

"The Open Water Foundation was excited to be a part of SXSW and showcase our unique business model as a nexus of open data and software applied to complex water resource issues," said Steve Malers, founder of the Open Water Foundation. "Water is a shared resource and requires an open and transparent software platform to facilitate decision-making. OWF initiatives focus on open data

and software, increased access to information and education, and application to sustainable agriculture, natural river systems, and municipal water use.”

“Winning the SXSW Start-Up Challenge will be a gamechanger for Open Water!” said Louann DeCoursey, CEO of the Open Water Foundation. “This allows us to access a national platform to help solve a wide array of wicked water problems.”

“Each year, we are honored to spotlight the companies that are offering the most innovative new solutions to our social and environmental challenges,” said Carolyn Harrold, SXSW Eco Startup Programming Producer.

For a complete list of SXSW Eco Startup winners, visit the following site:

<http://sxsweco.com/news/2014/announcing-sxsw-eco-awards-winners>

### **About Open Water Foundation**

Open Water Foundation (OWF) is a 501(c)3 social enterprise that develops and supports open source software to help organizations make better decisions about water. We believe that wicked water resource problems require open collaboration to develop sustainable solutions. We amplify the positive impact of government, nonprofit, and for-profit partners by producing quality open source software that improves access to information and increases transparency for complex water resource decisions. Open data. Open software. Open solutions.

### **About SXSW Eco**

Now in its fourth year, SXSW Eco attracts a global community to explore, engage and co-create solutions for a sustainable world. A uniquely inclusive platform for professionals, SXSW Eco examines the critical challenges of our times through a kaleidoscopic lens of design innovation, policy tipping points, technological breakthroughs, conservation practice, entrepreneurial spirit and a culture of creativity to transform inspiration into action. The conference takes place October 6-8, 2014 at the Austin Convention Center in Austin, Texas. SXSW Eco is sponsored by Austin Energy, Austin Technology Incubator, Lagunitas, the Austin Chronicle and KDRP.

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