



## Press Release

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Contact:

Louann DeCoursey, CEO

Open Water Foundation

Office Phone: 970-286-7439

On-Site Phone: 970-372-8126

[openwaterfoundation.org](http://openwaterfoundation.org)

Email: [Louann.decoursey@openwaterfoundation.org](mailto:Louann.decoursey@openwaterfoundation.org)

### **Open Water Foundation Selected as a Finalist for SXSW Eco's Startup Showcase Competition**

August 26, 2014, FORT COLLINS, CO – The Open Water Foundation, located in Fort Collins, Colorado has been selected as a finalist in the ***Social Impact: Not-for-profit*** category for SXSW Eco's entrepreneurial pitch competition, the Startup Showcase, taking 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 will compete 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 emcee for the Social Impact category will be William McNulty, cofounder of Team Rubicon, a Finalist from the 2013 Startup Showcase. Judges will include Courtney Bickert (United Nations Foundation); Carey Meyers (The Rockefeller Foundation); Steve Wanta (Whole Planet Foundation); Cody Nystrom (SJF Ventures); Gene Han (Target).

"The Open Water Foundation is 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."

"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. "This year's finalists were selected out of our most competitive applicant pool yet, and we look forward to the excitement they will bring to the stage and the change they will drive in the coming year."

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

<http://sxsweco.com/startup-showcase/finalists>

### **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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