

ICE INSTITUTE

INNOVATION COMMERCIALIZATION EXCHANGE

LINKING RESEARCH,
TECHNOLOGY, AND
INNOVATION TO
INDUSTRY NEEDS



WHAT IS ICE INSTITUTE?

ICE Institute is an initiative of The Water Council that aggregates, evaluates, and connects emerging technologies that address water issues across a wide range of industries including utilities, agriculture, and manufacturers.

Nationwide scouting team that identifies emerging technologies and processes.

Detailed database and clearinghouse of pre-screened innovations, allowing members to evaluate options for their industry sector and specific needs.

Product matching and development teams that match promising technologies with users with advance products to market.

HOW DOES ICE INSTITUTE WORK?

RESEARCH

FEDERAL LABS
R&D INSTITUTIONS
CORPORATE R&D
UNIVERSITIES
ENTREPRENEURS
SMES

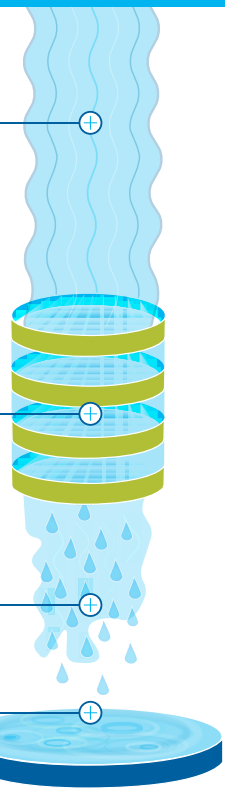
ICE INSTITUTE

FILTERS & MATCHES
TO NEEDS OF
INDUSTRY SECTORS

TECHNOLOGY &
INNOVATION

INDUSTRY

UTILITIES
AGRICULTURE
MANUFACTURERS



THE WATER COUNCIL

ICE INSTITUTE CONNECTS INDUSTRY IN ALL SECTORS WITH ADVANCED, TIMELY SOLUTIONS TO REDUCE GROWING WATER RISK

The time to prepare is now. In the United States, the concentration of industry and employment—paired with the regional challenges in water management, quality, and quantity—present an ever-increasing threat for industry. In fact, the estimated cost to business from 2011 to 2040 is projected to be \$7.5 trillion in lost sales and \$4.1 trillion in lost GDP.*



BENEFITS OF ICE INSTITUTE

1 FILLS THE GAP

- Finds targeted solutions
- Identifies emerging technology/processes from federal, university, and private labs, and entrepreneurs from across the country and around the globe

2 EXPANDS ACCESS

- Aggregates and filters water and water-related research
- Evaluations conducted by global industry and subject matter experts

3 SAVES TIME & COST

- Avoids the need to investigate technologies that have limited current opportunities
- Reduces time to market for needed technologies

PARTNERS



BECOME A MEMBER

Contact **Dr. David Garman**, Chief Technology Officer, at 1.414.339.4889 or dgarman@thewatercouncil.com for more information.

thewatercouncil.com/ice

*EDR Group and LIFT Model, University of Maryland, INFORUM Group 2011



THE WATER COUNCIL