



## O<sub>2</sub> ENVIRONMENTAL INC

*Water Technology Market Experts*

### Company Profile

If you are involved in the water technology industry and are looking for market insights, technical expertise and commercial perspectives, O<sub>2</sub> ENVIRONMENTAL offers an unparalleled source of specialist knowledge and expertise. We are experts in the business of water technology commercialization and innovation. We work with water technology companies and investors to identify opportunities and realise value from emerging trends.

### Company Resources

The O<sub>2</sub> ENVIRONMENTAL **Technology Assessment Group (TAG)** is a global team of engineers, scientists and investment experts specialising in the environmental technology industry. A short biography of key staff is provided on the company website.

The expertise of the team is supplemented with an extensive database of market analysis reports, conference proceedings, research papers and completed reports. O<sub>2</sub> ENVIRONMENTAL maintains the **BlueTech Tracker™**, a comprehensive database which tracks the progress of emerging water technologies.

### Services

#### Market Analysis

O<sub>2</sub> ENVIRONMENTAL carries out Market Analysis studies to determine the value of target markets and provide intelligent information upon which to base a marketing strategy. We provide independent reviews of business development plans and comment on assumptions in terms of competitiveness and market share.

#### Technical Due Diligence

O<sub>2</sub> ENVIRONMENTAL provides independent technical reviews for emerging technologies. We review the underlying principles of operation, analyze performance data and carry out operational audits of existing facilities.

#### Business Development

O<sub>2</sub> ENVIRONMENTAL assists companies in setting up sales representative and licensing agreements. Through a global network of contacts within the environmental industry we help companies identify prospects and assist in bid preparation.

#### Environmental Funding

There is a broad range of Research & Development support mechanisms available to help start-up companies bridge the gap between proof-of-concept and commercialisation. Often, it is time consuming for individual companies to navigate their way through the bureaucracy that surrounds these initiatives. O<sub>2</sub> ENVIRONMENTAL identifies available support mechanisms and streamlines the application process.

## O<sub>2</sub> ENVIRONMENTAL Customers

- Water Technology Companies
- Private Equity, Venture Capital and Angel Investors
- University Technology Transfer Offices
- Municipalities and Industries

## O<sub>2</sub> ENVIRONMENTAL Consultancy Products

- BlueTech Tracker™
- Go/NoGo™
- QuickLook™
- Market Analysis
- Technology Niche Analysis™
- Commercialization Plan

## Track Record

O<sub>2</sub> ENVIRONMENTAL has worked with many of the leading water technology start-ups and Venture Capital investors in Europe and North America and is widely regarded as a preeminent source of expertise in emerging water technologies.

O<sub>2</sub> ENVIRONMENTAL produced 'Water Technology Markets 2010 – key opportunities and emerging trends' published by Global Water Intelligence.

If you would like to obtain a copy of this report please contact us.

# Water Technology Markets 2010

## Key opportunities and emerging trends

By Sze Chai Kwok, Heather Lang and Paul O'Callaghan, with contributions from Christopher Gasson, Ankit Patel, Matthew Stiff and Jablanka Uzelac.



A Global Water Intelligence publication  
[www.globalwaterintel.com](http://www.globalwaterintel.com)



## Contact Details



**O<sub>2</sub> ENVIRONMENTAL INC**  
Water Technology Market Experts

**North America**  
1500 - 701 West Georgia,  
Vancouver, BC, V7Y 1C6, Canada  
Tel + 1 604 676 3581  
Toll Free: 1 866 583 1423  
E-mail: [info@o2env.com](mailto:info@o2env.com)  
[www.o2env.com](http://www.o2env.com)

**Europe**  
Building 1000, Unit 1201,  
City Gate, Mahon, Cork, Ireland  
Tel + 353 21 240 9133  
Fax + 353 21 240 9001  
E-mail: [info@o2env.com](mailto:info@o2env.com)  
[www.o2env.com](http://www.o2env.com)