

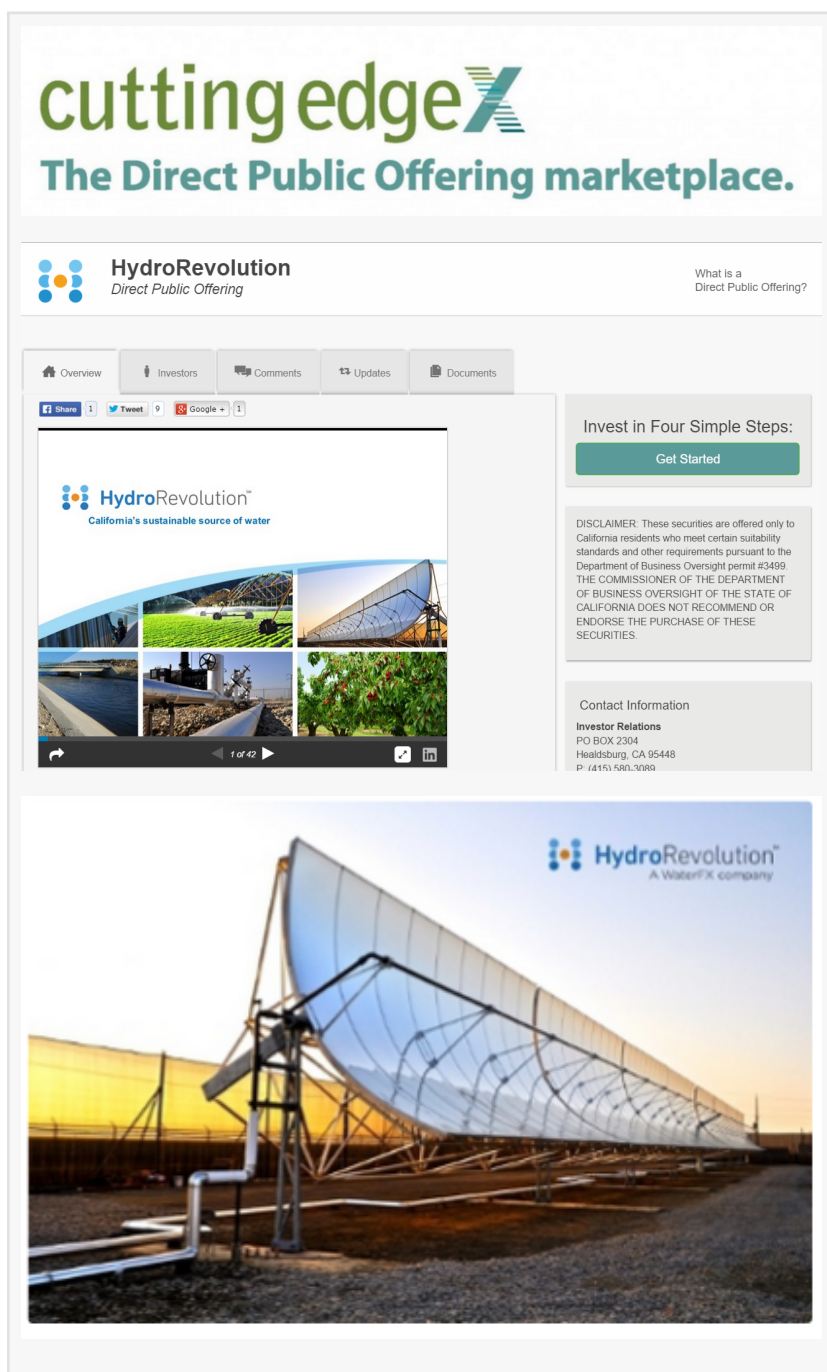
The World's Most Sustainable Water Source To Raise \$10 Million In California Direct Public Offering

Direct Public Offering facilitated by Cutting Edge Capital; Investment Opportunity listed on CuttingEdgeX

OAKLAND, CALIFORNIA, UNITED STATES, September 8, 2015 /EINPresswire.com/ -- Cutting Edge Capital (CEC), a leading firm helping social ventures and entrepreneurs raise capital, announced today that its client WaterFX Hydro I, Inc., dba [HydroRevolution](#), received regulatory approval for a California limited public securities offering (DPO) to accredited and non-accredited investors in the amount of \$10 million. The offering is being listed on CuttingEdgeX, a web-based platform that showcases DPOs for all types of investors. CuttingEdgeX's [Online Investment Tool \(OIT\)](#) streamlines the investing process by allowing issuers like HydroRevolution to post the offering documents, explain the investment, stay in compliance with the securities laws, and receive commitments from investors, all electronically.

Using solar energy to reclaim compromised groundwater, HydroRevolution is the first desalination plant in the U.S. that does not use fossil-fueled electricity to desalinate water, which leads to higher levels of atmospheric carbon and is thought to lead to global climate change, a problem it is trying to remedy. True to its pioneering ways, it is employing the

"Direct Public Offering" approach to raising capital, as opposed to the traditional route many start-up ventures take by seeking funding from accredited investors only. The \$10 million that HydroRevolution raises will be leveraged with an additional \$20 million in debt financing for the construction of the \$30 million project. The HydroRevolution DPO represents the largest offering of this type filed by Cutting Edge Capital and its sister law firm, [Cutting Edge Counsel](#).



The screenshot displays the Cutting EdgeX website, which is described as "The Direct Public Offering marketplace." The main listing is for HydroRevolution, a "Direct Public Offering" for "California's sustainable source of water." The page includes a navigation bar with links for Overview, Investors, Comments, Updates, and Documents. Below the navigation bar, there is a video player showing a collage of images related to water and solar energy. To the right of the video player, there is a section titled "Invest in Four Simple Steps:" with a "Get Started" button. Below this, a disclaimer states: "DISCLAIMER: These securities are offered only to California residents who meet certain suitability standards and other requirements pursuant to the Department of Business Oversight permit #3409. THE COMMISSIONER OF THE DEPARTMENT OF BUSINESS OVERSIGHT OF THE STATE OF CALIFORNIA DOES NOT RECOMMEND OR ENDORSE THE PURCHASE OF THESE SECURITIES." At the bottom right, there is a "Contact Information" section for Investor Relations, including the address: PO BOX 2304, Healdsburg, CA 95448, and the phone number: P (415) 580.3080. The bottom of the page features a large image of a solar panel array at a desalination plant, with the HydroRevolution logo and "A WaterFX company" text in the top right corner.



The tools we have developed are designed to allow everyone to make a big impact with a small investment, all within the boundaries of securities laws.

*John Katovich, President,
Cutting Edge Capital*

“The tools we have developed are designed to allow everyone to make a big impact with a small investment, all within the boundaries of securities laws,” said John Katovich, Cutting Edge Capital’s President. “For the New Economy to grow, we must offer equitable opportunities for everyone to invest, allow meaningful interpersonal connections between investors and companies, and provide benefits to the entire ecosystem,” he added.

“We’re moving ahead with construction of HydroRevolution, and Cutting Edge has enabled us to create an offering and

marketing strategy that will allow any California resident to become a part of this water revolution,” said Aaron Mandell, Chairman of WaterFX and Member of the Board of HydroRevolution. “More than just a financial return, HydroRevolution is a new, reliable source of sustainable water for the long term,” continued Mandell.

HydroRevolution is offering up to 2,000,000 shares of Series A Preferred stock at a price of \$5 per share. The minimum investment in HydroRevolution is \$2,000 for non-accredited investors and \$5,000 for accredited investors. The offering will be capped at 2,000 total investors. The stock is non-voting and provides a 6% annual dividend. Proceeds from the DPO are to be held in a third-party managed impound account until the company receives \$ 7,500,000 of investments. The DPO campaign will run for a period of up to one year.

Available for decades as the original securities-based crowdfunding model, Direct Public Offerings are a popular option for companies to self-underwrite and self-administer public securities offerings directly to both accredited and non-accredited investors in one or more states. DPOs have helped many companies successfully raise capital from the crowd, including Ben & Jerry’s, Annie’s Homegrown, and Real Goods. Unlike platforms like Kickstarter and Indiegogo that facilitate donations or pre-purchases from individuals who may in return get a T-shirt or the product, DPOs are a true public offering of securities with the opportunity to earn a return on investment.

A company can market and advertise its offering publicly by any means it chooses. Not only do DPOs allow organizations to raise money from their most fervent supporters, but they allow unaccredited investors to join with wealthier investors to invest in something they all believe in, and in alignment with their values.

About Cutting Edge Capital

Cutting Edge Capital provides small and mid-sized businesses and nonprofits with the information, tools, and expertise they need to raise capital in a way that fits with their unique business model and long-term goals. As experienced business lawyers, entrepreneurs, and finance experts, the CEC team has identified capital raising strategies that allow businesses to solicit non-traditional sources of funding. These strategies allow businesses to build public support and recognition at the same time they are raising funds. Cutting Edge Capital has successfully completed DPOs including Massachusetts composting business CERO Cooperative; California organic farm Capay Farms (known as Farm Fresh to You); Washington general store Quimper Mercantile; and California community grocery store People’s Community Market. In addition, seven new DPOs filed by the firm are currently live and raising funds, with another 25 DPOs being structured by the firm or in the process of being approved by state regulators.

For more information, please visit www.cuttingedgecapital.com.

About CuttingEdgeX

The United States' only listing site for Direct Public Offerings ("DPOs"), CuttingEdgeX connects accredited and unaccredited investors with social ventures that need growth capital. The site currently lists DPOs prepared and filed by its sister businesses Cutting Edge Capital/Cutting Edge Counsel, as well as those of mission-aligned for profit and non-profit organizations.

For more information, please visit <https://www.cuttingedgex.com/listing>.

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