

Sutro to Showcase Game-Changing Water Technology at SXSW Eco 2016

Sutro has been selected to pitch at 2016 SXSW Eco Startup Showcase where they will present game changing water monitoring sensor technology.

SAN FRANCISCO, CA, UNITED STATES, August 24, 2016 /EINPresswire.com/ -- San Francisco, CA - August 25, 2016 - [Sutro](#) has been selected to pitch as a Finalist in the Water category of the 2016 [SXSW Eco](#) Startup Showcase where they will present game changing water monitoring sensor technology. SXSW Eco, a conference that celebrates the power of design, technology and business to drive global change, takes place October 10-12 at the Austin Convention Center in Austin, TX.

“We’ve been developing our game-changing technology for two years, and now we’re ready to show it off at SXSW Eco,” said [Ravi Kurani](#), Sutro’s co-founder and CEO. “As we make our debut as the check-engine light for the pool and spa industry, SXSW Eco’s innovative platform helps us bridge the gap between what the water industry has been, and what it needs to be to keep up with modern day technology.”

The Startup Showcase, now in its fifth year, is a pitch competition spotlighting innovative early stage companies in the areas of: Energy, Food + Agriculture, Internet of Things + Software, Social Impact, Reuse + Recycling and Water.

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Ravi Kurani, CEO at Sutro

Forty-six Finalists, 8 per category, were selected out of a pool of over 240 applicants from around the world to present at the conference. The Finalists will deliver their best elevator pitch in front of a live audience and panel of judges from top VC firms and corporations, ranging from Kleiner Perkins Caufield & Byers to Target.

In the past four years, participating companies have gone on to raise over \$70M, acquire global brands as clients, and develop other significant business relationships. The 2015 class of Startup Showcase Finalists has already raised over \$12M in funding since last October.

SXSW Eco creates a space for business leaders, investors, innovators and designers to advance



solutions that drive economic, environmental and social change. The conference will feature collaborative events to facilitate direct connections, as well as focused panel sessions and exciting competitions that will introduce attendees to transformative technologies, policies, products and ideas. Keynotes include Bill Nye, Kate Brandt, Robert F. Kennedy, Jr., William McDonough and Sarah Richardson. The SXSW Eco 2016 schedule is now live and can be viewed at sxsweco.com/schedule. To attend SXSW Eco, you can find pertinent registration information at sxsweco.com/attend.

Sutro's CEO Ravi Kurani has been in the pool industry for over 25 years. Located at 9 Pier, San Francisco 94111, Sutro prides itself on providing solutions for water and developing a high quality product, bringing the pool industry into the 21st century. For more information please visit <https://mysutro.com/>

Stay connected with us on Facebook at facebook.com/mysutro & Twitter at twitter.com/mysutro.

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