



Young Scientists and Entrepreneurs Taking Their Technology to the Next Stage in California - 21 Sept 2015

New water quality detection technology attracting global attention.

Alberta entrepreneurs selected for first ever Singularity University Lab's Accelerator Experience in California.

Calgary, AB – September 21, 2015 – A new, made-in-Alberta technology enabling people to quickly and reliably determine what's in their water, is starting to get a lot of attention.

Based in Calgary, FREDsense Technologies Corp. is seeking to change how people think about water. Co-founded by students from the University of Calgary, the FREDsense team is producing a device called the Field Ready Electrochemical Detector (FRED). The FRED device uses the science of synthetic biology and electrical engineering to make it easier for companies to use water responsibly.

Watch this video to learn more: <https://www.youtube.com/watch?v=B8vcAmYdW1o>

"As we increase the pressure on our water resources, knowing what is in our water is becoming even more important. We want to make this process easy, cost effective, and reliable so that companies can better respond to environmental contamination" says David Lloyd Co-CEO of FREDsense.

FREDsense may be a young company, but they are attracting international attention. The team has been selected as one of ten companies that will be part of Singularity University's first ever accelerator program located in California. "It is an incredibly opportunity to be part of world class technologies that have truly been part of changing our world. We are incredibly honoured to be representing Alberta on this stage" commented David.

The team will spend two months in Silicon Valley learning how to turn their first prototype into a fully formed product. Singularity University Labs focuses on "tackling humanities grand challenges" by leveraging next generation technologies making it a truly unique accelerator program. Additionally, the university's graduate student programs have focused on developing world changing technologies and ideas. The FREDsense team sees this as the next step in proving out their water detecting device.

"Before we can bring FRED to market, we need to produce our first prototype. We have been designing our own equipment working in a 100 square foot space in the basement of a research facility. We believe in what we do and can't wait to start accelerating our business"



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The FREDsense team has won numerous technical competitions including awards at the International Genetically Engineered Machines (iGEM) competition in 2012 and 2013 as well as five major business plan competitions across Canada, including first place at the Queen’s Entrepreneurship Competition. The team has stated they plan to return to Alberta after the program to grow their company here locally. “We believe in Alberta and our ability to grow our company here. Being close to an excellent testing site, having tax incentives, and being a home grown team has always been important to us.”

To learn more about the Singularity University Accelerator check out:

<http://startup.singularityu.org/accelerator/>

Twitter: @fredsensetech

Website: www.fredsense.com

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Media Contacts:

David Lloyd

Co-CEO FREDsense Technologies

davidlloyd@fredsense.com

Tel: 587-227-0540

About FREDsense

Water. It is essential to our lives, our industry, and our environment. It is our most precious resource. And yet, despite the importance of water in our lives, we lack the tools necessary to continuously monitor the quality of our water resources. At FREDsense, we’re building the next generation of remote water-monitoring technologies. Our leading product, FRED – the Field-Ready Electrochemical Detector – is a portable, autonomous, and connected biosensor that provides users with real time water quality data. We have designed our technology for the oil and gas and mining industries to allow for better detection of compounds in water resources. We are a group of young and passionate biologists and entrepreneurs that want to change the way we think about knowing what’s in our water.