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### **Innovation Strategies in the Water-Energy Ecosystem**

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Scientific advances in water treatment ultimately must end up in the commercial market for their benefits to be realized. But few research scientists have experience taking early-stage technologies through the circuitous path to successful commercialization. Many academic researchers consider technology commercialization to be a "magical" process performed by tech transfer offices and "entrepreneurs" and not involving them. In my presentation, I will describe the actual landscape of technology commercialization and provide the research community with a fresher perspective on how successful technology commercialization happens, and what they can do to increase the odds that their research will have commercial impact and be utilized to improve water availability for mankind.