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ATLAS SELECTED FOR MASSCHALLENGE TEXAS 2018 ACCELERATOR PROGRAM

Atlas Regeneration Technologies joins global network of startups

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El Paso, TX, 21 February 2018 – Last week, Atlas Regeneration Technologies, LLC, was selected to participate in MassChallenge Texas’ 2018 accelerator program. Atlas was one of over 520 startups to apply for the four month accelerator located in Austin, Texas, and will join 84 other startups from across Texas and around the world.

“We are excited for this opportunity and look forward to the opportunity of meeting and working with other MassChallenge Texas companies. We look forward to meeting investors and possible partners as part of this program.” Malynda Cappelle, CEO and Co-Founder

Atlas will participate in MassChallenge’s Texas accelerator program, where it will receive access to MassChallenge’s global network, world-class mentoring from industry experts, tailored programming, free co-working space, and unrivalled access to corporate partners. The accelerator culminates on August 2018 at the MassChallenge Texas Awards Ceremony, where selected startups will pitch for the opportunity to win a portion up to \$500K in no-equity awards.

Atlas was formed in El Paso, Texas, and is developing a hardness sensor that can improve the efficiency and performance of water softeners and other water treatment equipment. Our company mission is to produce easy-to-use, cost-effective devices for the detection of calcium and other ions in water. Our vision is to change the paradigm of salt-regenerated water softening by introducing a novel method for on-demand regeneration and smart water treatment systems.

Atlas has the sole license for the patented technology used to measure the composition of fluids (US Patent 9,778,299; international patents pending). Our co-founders include the two inventors, Dr. Tom Davis and Dr. David Nemir, President/CEO Malynda Cappelle. Dr. Davis and Malynda have worked together for more than a decade. All are engineers with small business experience.

We are currently finishing a research project sponsored by the National Science Foundation's Small Business Technology Transfer Research Program (STTR) and will be continuing with the commercialization of our hardness sensors this year. We plan to use the MassChallenge Texas experience to develop our path to market and expect to meet new advisors, investors, and business experts that will help us succeed.

About Atlas

Formed in 2014, Atlas Regeneration Technologies, LLC is a spinoff company from The University of Texas at El Paso. We are developing and commercializing the hardness sensor, which can be installed on virtually any water softener. The patented sensor will reduce water and salt consumption dramatically. The issued patent (US 9,778,299) detect a change in resistance of an ion-exchange material in a continuous configuration. The resistance is measured using solid-state electronics.

About MassChallenge

MassChallenge is a global network of zero-equity startup accelerators. Headquartered in the United States with locations in Boston, Israel, Mexico, Switzerland, Texas, and the UK, MassChallenge is committed to strengthening the global innovation ecosystem by supporting high-potential early stage startups across all industries, from anywhere in the world. To date, 1,495 MassChallenge alumni have raised over \$3 billion in funding, generated over \$2 billion in revenue, and created over 80,000 total jobs. Learn more about MassChallenge at masschallenge.org.

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