



Our mission is to tech-enable the water management and flood control industries in order to protect lives and property and maximize the precious resource of water in drought and flooding, using simple integrated hardware, software, and automation solutions.

The Simplicity Difference

Over 100 years collective experience in industrial measurement, software design and automation. Our team has the right tools to solve water problems.

A Certified Women-Owned Small Business. Founded in 2020 with women professionals experienced in cloud computing, app and website development, C-Suite leadership and financial and business leadership.

Intellectual Property. Awarded a US patent in 2023 for the application of sensors in high water or urban areas.

What We Do

Simplicity is using proven devices that are simple to deploy to collect useful data that can drive action related to water management. We are a complete water management integrated solutions provider. Our custom solutions utilize a combination of hardware, software, infrastructure, data and analytics that can enable automation, are low-cost and easy to deploy.

Customer Verticals

- Private Land Holders (includes HOAs)
- Government at all levels
- Real Estate Developers
- Water Authorities
- Professionals (e.g. lawyers, engineers, insurance)

The Problem

Flooding is the nation's leading natural disaster, accounting for the greatest loss of life, property damage, and economic impact. Water management plays a pivotal role in slowing climate change, supporting better human health, more sustainable energy use, increasing food security and simplifying the agriculture business. Drought and water scarcity is quickly becoming a global issue, so developing solutions to utilize non-potable water and closely monitoring supply is critical.

The Solution

“It all starts with GOOD Measurement.”

By integrating measurement hardware and software that is best suited for each unique situation, our solutions provide fully automated, granular data collection systems which can integrate with valves, security, lighting, testing, and early warning systems for our customer verticals.

The Need

This opportunity has a potential for high impact in this emerging currently low-tech market, however, we need funding to develop data and evidence for each of the technical areas of our solution including predictive analytics and testing for our automation designs in each of our customer vertical areas.

Contact Us



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www.simplicityintegration.com