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Atlas Sensor Technologies Selected To Join the Wells Fargo Innovation Incubator Program

Wells Fargo, the National Renewable Energy Lab and the Donald Danforth Plant Science Center will provide world-class research support and \$250,000 in non-dilutive funding

El Paso, Texas -- July 8, 2021 -- The [Wells Fargo Innovation Incubator](#) (IN²), a technology incubator and platform funded by the Wells Fargo Foundation and co-administered by the U.S. Department of Energy's [National Renewable Energy Laboratory](#) (NREL), has selected Atlas Sensor Technologies and four other startups to participate in the program's ninth cohort.

Atlas has been selected alongside other companies that are developing technologies to help make indoor agriculture more sustainable. Launched in 2014 with an initial focus on scaling energy efficient solutions in commercial buildings, IN² expanded into sustainable agriculture in 2018 to accelerate technologies that help the agriculture sector overcome barriers and costs of implementing sustainable farming solutions.

"We appreciate the opportunity to work together with Wells Fargo, NREL and the Donald Danforth Plant Science Center to advance our nitrate sensors," said Malynda Cappelle, Atlas CEO and co-founder. "It's a great validation of our team's work and we'll use this opportunity to evaluate our sensors in several use cases, analyze our sensor materials, and accelerate the deployment of our technology into indoor and outdoor agriculture locations."

Monitoring nitrate will allow farmers to fine-tune the water chemistry necessary for optimal plant growth while mitigating environmental harm from excess nutrients.

Atlas was nominated to the program by the [Austin Technology Incubator](#), a member of IN²'s nationwide Channel Partner network, which includes more than 60 cleantech and agtech business incubators, accelerators and university programs. Atlas underwent in-depth review by Wells Fargo, NREL, Donald Danforth Plant Science Center and IN²'s expert advisory board.

Atlas and the other selected companies will receive up to \$250,000 in non-dilutive funding from Wells Fargo. They will conduct research and development activities at NREL and the Donald Danforth Plant Science Center in St. Louis, Missouri, a program partner and the world's largest independent plant science research institute.

About Atlas

Atlas Sensor Technologies is commercializing a suite of sensors that enables our customers to have a real-time understanding of water quality. This knowledge enables optimal performance of water



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treatment equipment, maximizes crop yield, and minimizes the impact from waste discharges. Atlas Sensor was formed in 2014 to develop hardness sensors for water softeners. Since its establishment, Atlas has utilized founder and grant funds to obtain the US and foreign patents, perform research leading to a working beta product, and perform commercialization research. Atlas is based at the Medical Center for the Americas Foundation's Cardwell Collaborative building in El Paso, Texas. Learn more at atlassensortech.com.

About the Wells Fargo Innovation Incubator (IN²)

The Wells Fargo Innovation Incubator (IN²) is a \$50 million technology incubator and platform funded by the Wells Fargo Foundation. Co-administered by and housed at the National Renewable Energy Laboratory (NREL) in Golden, Colorado, IN²'s mission is to speed the path to market for early-stage, clean-technology entrepreneurs. Launched in 2014 with an initial focus on supporting scalable solutions to reduce the energy impact of commercial buildings, IN² has since expanded its focus to advance technologies that address the sustainable production of agriculture and housing affordability. Companies selected for participation in the program receive up to \$250,000 in non-dilutive funding from Wells Fargo, technical support and validation from experts at NREL and the Donald Danforth Plant Science Center, and ongoing connections to organizations across value chains. For more information, visit in2ecosystem.com.

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