



**IDTEXPO**  
innovation + design + technology

# First Annual IDT EXPO

Norris Conference Center | Houston, Texas

Thursday, June 28, 2018 | 8:00 AM – 4:30 PM

Dr. Chris Alexander, PE

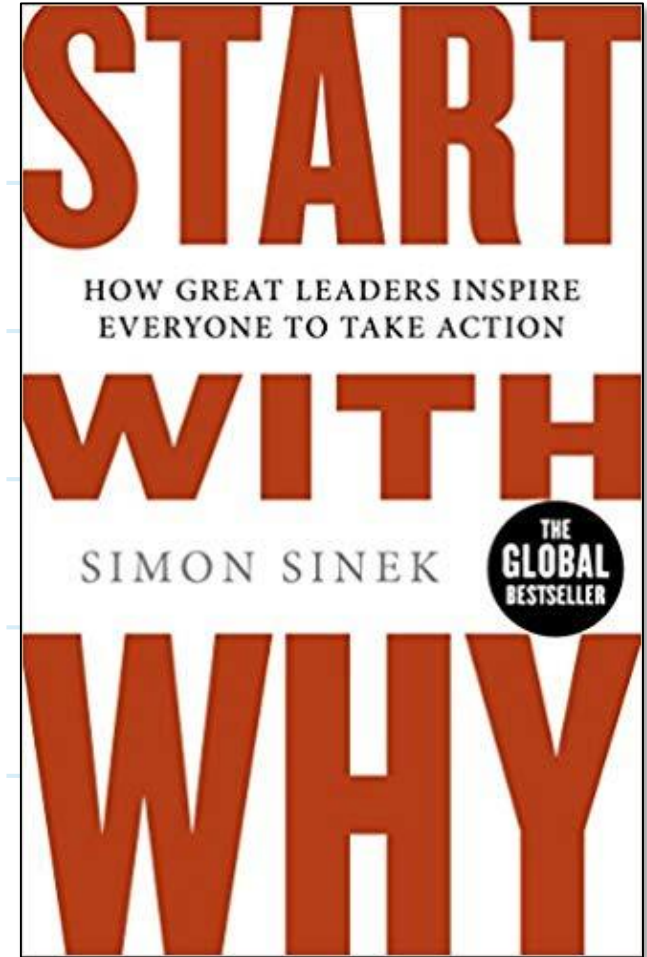
(President of ADV Integrity, Inc. and Co-Founder of IDT EXPO, LLC)



**IDTEXPO**.COM

# Why are we here?

- It all starts with **WHY?**
- Today's problems are often so complex their solutions require **collaboration** and **partnerships**
- Technology has to work
- We must be vigilant in looking towards the future...



# A little story for you...



Daddy,  
I'm OK.

...But her car wasn't.



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# Avoiding the “uh-ohs”; it’s all about: ANTICIPATION

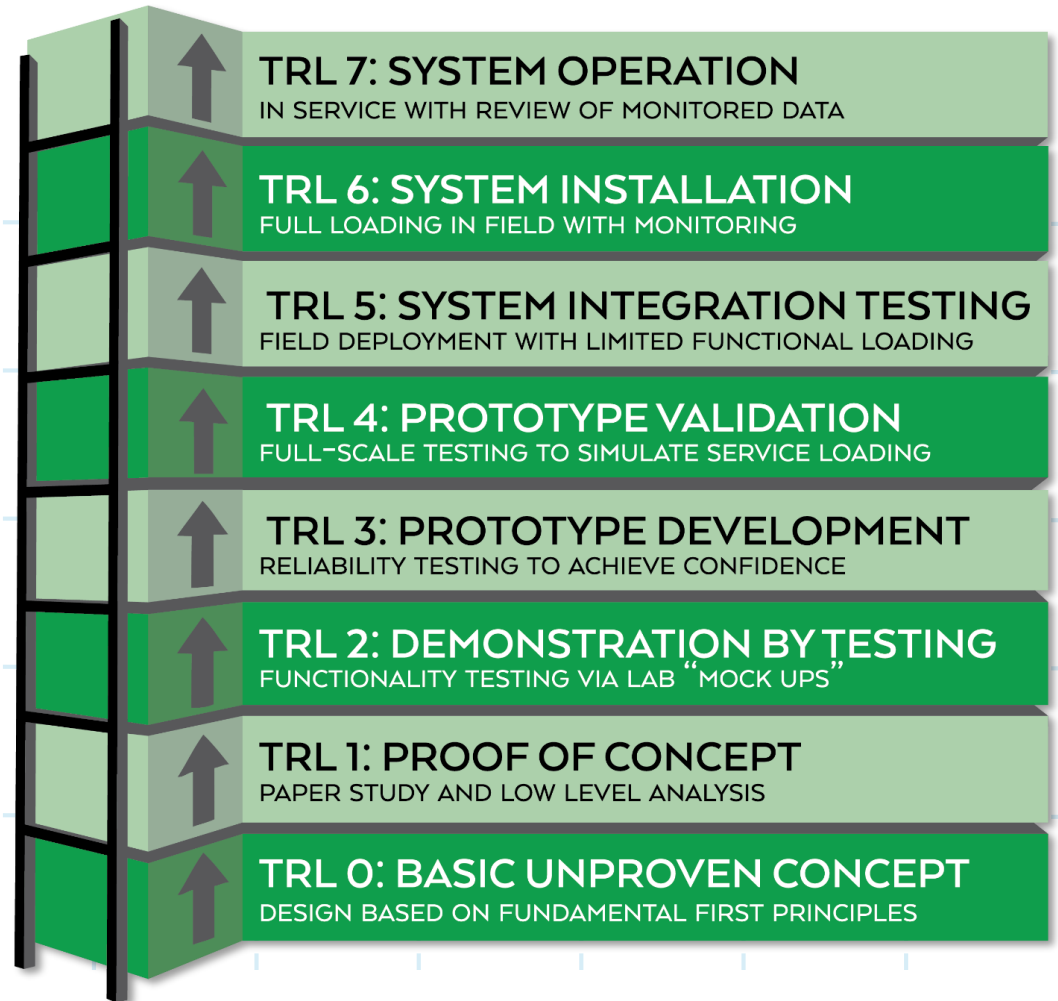
- What separates “great” athletes from “good” is **anticipation**; they **GO** where the ball’s going
- The same is true in solving problems in **engineering** and **business**
- To *anticipate* we must:
  - Understand the problem
  - Know what resources are at our disposal
  - Engage really smart, creative, and experienced people
  - Eventually - **solve the problem!**



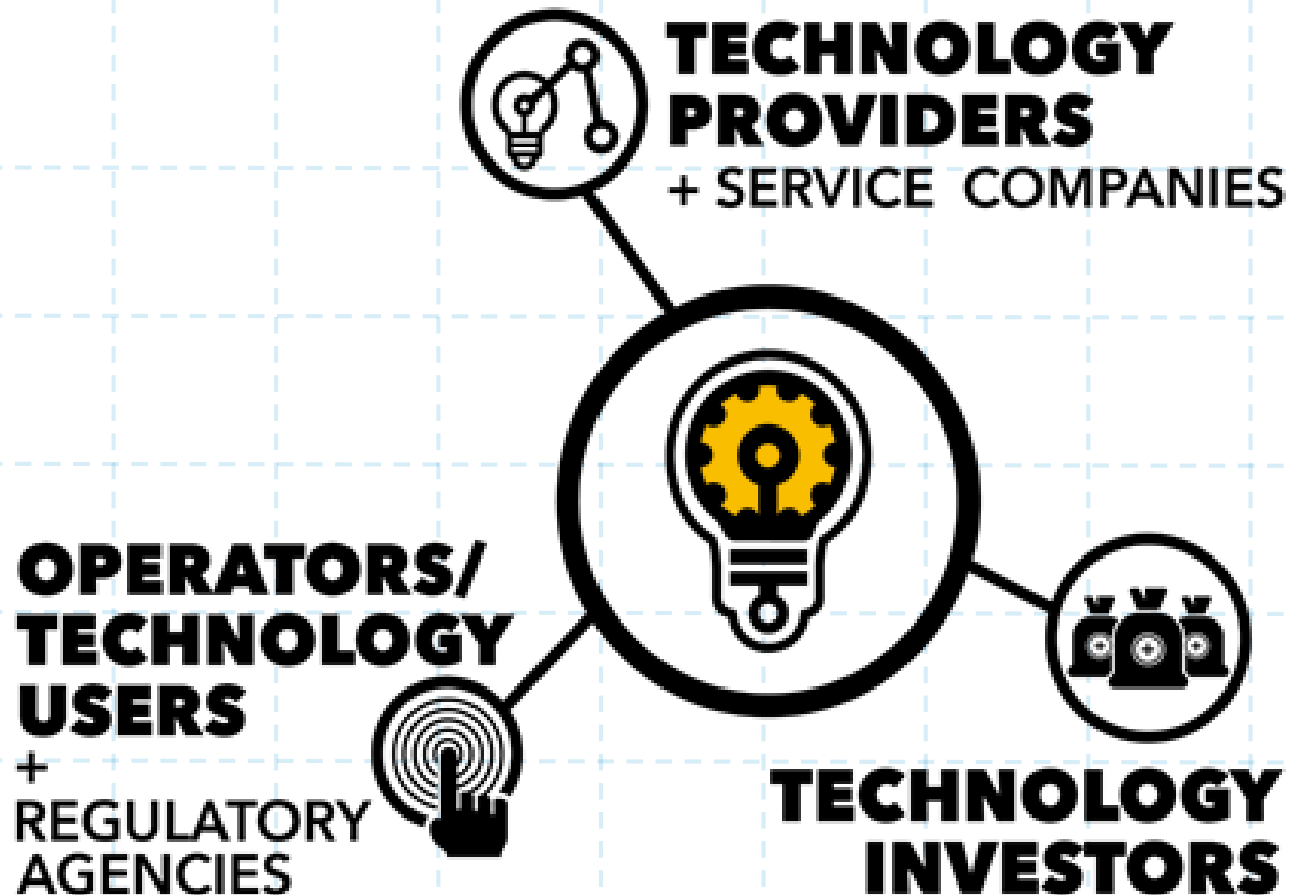
# Technology Readiness Levels (TRLs)

The TRL “ladder” provides us with a *process* to advance technologies from **concept** to **full implementation**.

It provides us with a vehicle for measuring progress.



# Understanding IDTEXPO: *Stakeholders*



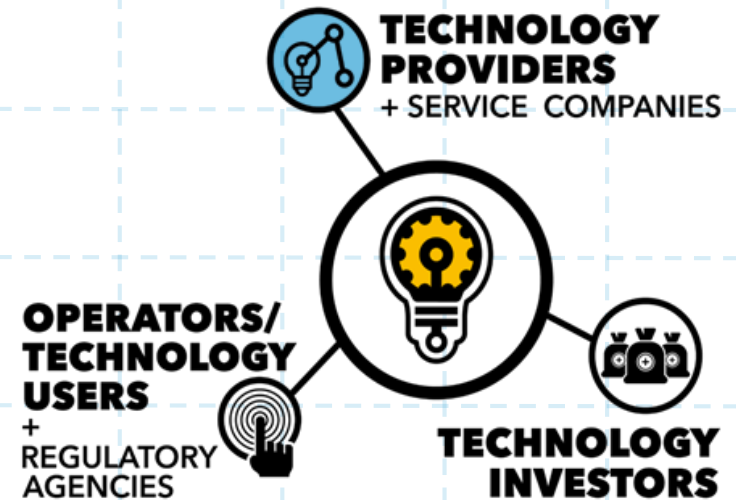
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# Benefits

## *Technology & Service Companies*

- Huge networking opportunity
- Platform to show your goods
- Engage with industry leaders and see the latest technologies
- Participation in Users Groups
- Portfolio acquisitions for larger companies

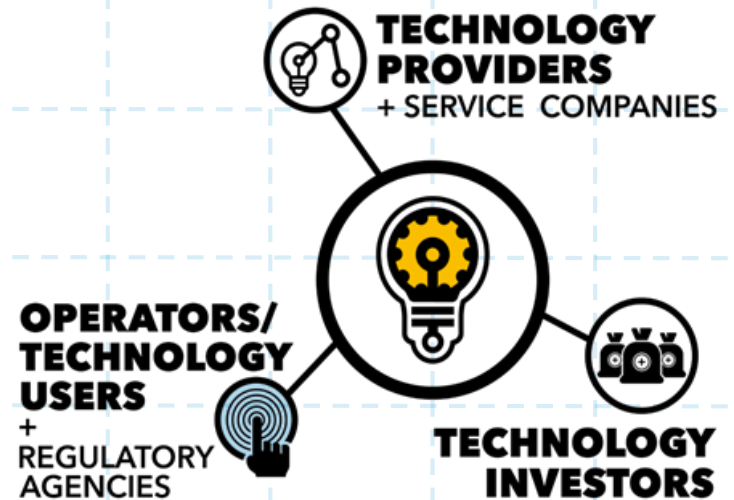




# Benefits

## *Operators, Regulators, & Technology Users*

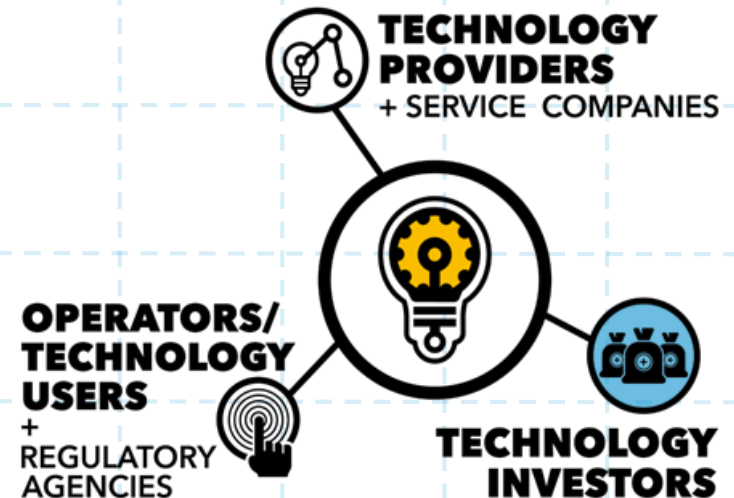
- Opportunity to learn about the latest and greatest technologies
- Select from among the top, vetted technology and service companies
- Influence industry via participation in Users Groups
- Organize JIPs to tackle industry's challenging problems



# Benefits

## *Technology Investors*

- Opportunity to learn about the latest and greatest technologies
- Select from among the top, vetted technology and service companies
- Manage risk by investigating in the best available technologies
- Mergers & Acquisitions



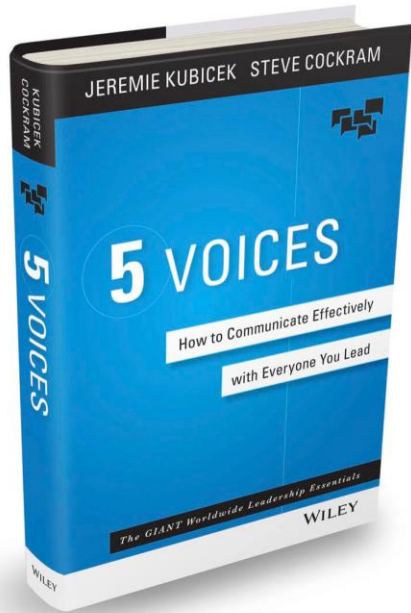
# What's the difference?

- The conventional conference ends when the conference ends
- LinkedIn and other social media platforms offer no face-to-face opportunities
- IDT EXPO has been created to *mind the gap*



# It's all about relationships...

This is my response to – What's "good" 20 years from now?



believers challenge

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# Closing Comments

- It's all about relationships and harnessing the power of connections
- Two main goals with IDT EXPO:
  - Help you **grow** your business
  - **Connect you** to people who can use your unique ideas, skills, technology, and resources to make their lives and companies better
- Go to **IDTEXPO.com**, set-up a profile, and start posting articles

