

# INFINITE WATER

## **PRESS RELEASE**

INFINITE WATER INC.

News provided by

Infinite Water Incorporated

<https://InfinitemwaterUSA.com>

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### *Why a better mouse trap?*

**Infinite Water Inc.** is familiar with the expression “If you build a better mouse trap, the world will beat a path to your door.”. There are thousands of businesses that have failed to prove that this expression is true. As **Infinite Complex**, dozens of hopeful entrepreneurs present why they believe their IP, or idea, is better than the status quo. While the phrase has become an axiom for the power of successful innovation, an easy Google search will show that there have been dozens claiming to have ‘better mouse traps’ since the original simple device with a heavily spring-loaded bar. Yet, not any beaten paths.

**Infinite Complex** is ever vigilant for innovations, which while they may not prove to be a ‘better mouse trap’, does prove to be a worthwhile innovation to be explored. **Infinite Complex**, a sophisticated **Operational Private Equity** investment firm, like most investors focuses on a short check list. Will the applicant provide a decent ROI? will the venture provide a need to a substantial market? will there be few obstacles for success? are the principals devoted to the project? These are serious questions requiring more than just satisfactory answers.

**Infinite Complex** has found that traditional commodities are safe but usually provide modest returns. **Infinite Complex** has also found that investment in environmental IP, patents which are forward looking and provide a barrier to competition have greater potential. The greatest potential lies in the ability of **Infinite Complex** to provide leadership, and resources, while allowing the existing executives to thrive and grow with a safety net of guidance.

**Infinite Water Inc** along with their subsidiaries, are proof that the **OPE** path to investment works towards success better than investment made with nothing more than fingers crossed while following trends.