

Latest News [View All](#)

- 5:48p Chinese Currency: Investing Strategy, Risk, Reward
- 5:36p Chevron, Nabors drop as energy stocks fall back
- 5:34p U.S. stocks mostly lose gains ahead of Fed
- 5:27p Adobe, Oracle shares rise in after-hours trading

DOW	+7.65	NASDAQ	-22.59	S&P 500	-2.00
11,408.66	+0.07%	2,590.24	-0.87%	1,202.09	-0.17%

Video



Google's network play
 The assault on rival Facebook broadens by opening the Google+ online social network to the public. Will more people join the party now?

press release
 Sept. 20, 2011, 4:00 p.m. EDT

Greenstart Begins Cleantech Accelerator Program

Introduces First Companies at Commencement with San Francisco Mayor Edwin Lee



PR Newswire United Business Media

SAN FRANCISCO, Sept. 20, 2011 /PRNewswire via COMTEX/ -- Greenstart executives, joined by San Francisco's Mayor Edwin Lee, held an opening ceremony at their company headquarters today to inaugurate the first startup accelerator exclusively designed for the cleantech industry.

At the same time, Greenstart introduced its first group of startup companies. The four companies represent a broad swath of the cleantech industry, including smart appliances, renewable energy, consumer software and energy efficiency. They also all come to the program at different stages; some with a new idea, others with a developed product. All four represent "fast cleantech" startups - those that are capital efficient and capable of generating revenue in 12 months or less.

Greenstart's debut companies are:
 Lono, LLC

Lono, LLC is the maker of SmarterShade, a proprietary technology for smart glass that allows varying levels of light to enter through a window based on user controls. SmarterShade can be applied to any window or glass surface and can offer up to 40% in energy savings. SmarterShade received the \$100,000 Kleiner Perkins Clean Tech Prize at the 2011 Rice University Business Plan Competition.

Sylvatex is the maker of SmartFuel, a cost-saving, renewable diesel fuel that significantly decreases petro-diesel consumption by replacing a portion of diesel fuel with readily available biomass-derived ingredients, significantly reducing carbon emissions. The company was voted "Most Likely to Succeed" at the 2011 Silicon Valley Launch conference.

Tenrehte Technologies
 Tenrehte Technologies is the maker of PICOWatt, a WiFi enabled smart plug designed to address the real-time energy monitoring and control market. PICOWatt won Best of the Consumer Electronics Show (CES) 2010 in the Green product section.

Wa.tt
 Wa.tt is a free energy monitoring tool that brings together information from multiple energy accounts, automatically categorizes energy transactions, and helps manage energy use. Wa.tt intends to save consumers 15% on their energy bills while better informing them of their energy use and the different sources it comes from.

"We're thrilled to welcome these four startups to the Greenstart Accelerator. Of all of our applicants, these clearly stood at the top," said Greenstart Managing Partner Mitch Lowe. "Each of these companies stands to make a big difference in the global energy challenge, and we're excited to help accelerate their businesses and make them smarter, faster, less risky and better capitalized."

"Today I am proud to welcome Greenstart and their first four startups - Lono, Sylvatex, Tenrehte Technologies and Wa.tt - to San Francisco," said Mayor Lee. "As the first cleantech accelerator in San Francisco, Greenstart will serve as an engine for starting new companies, driving economic growth and creating green jobs in our City. San Francisco is at the center of the cleantech industry, and I remain committed to supporting the growth and success of this critical sector."

Greenstart's participants were vetted through a highly-competitive process that began with 129 applicants. The chosen companies will receive ongoing mentorship from a pool of more than 30 successful entrepreneurs and experts in the startup and cleantech communities, gain valuable business resources and have introductions to angel, venture

Most Popular

- PAUL B. FARRELL
Dow hits 20,250 by 2020, but first a big crash
- SLIDE SHOW
The 10 most expensive streets in the U.S.
- PORTFOLIO INSIGHTS BY BRETT ARENDS
Is Netflix doomed? Remember Krispy Kreme?
- DAVID WEDNER'S WRITING ON THE WALL
Short the euro, and make a buck
- INDICATIONS
U.S. stock futures rise on Greece, Fed hopes

Partner Center »

[Find a Broker](#)

GO PRO™
 Free for 90 days

Trade with Fidelity

TRADE FREE FOR 60 DAYS
 E*TRADE SECURITIES L.L.C.

Trade Free for 60 Days. E*TRADE Securities.

Ameritrade
 FREE LEVEL II QUOTES

Trade free for 60 days at TD Ameritrade.

Scottrade

Open. Fund. Trade with Scottrade

\$3.95
 flat-rate stocks

Why Pay More? Switch to OptionsHouse.

capital and strategy investors. In addition, Greenstart has invested between \$25,000 and \$100,000 in each company.

Greenstart provides an open, collaborative and green workspace at its headquarters in downtown San Francisco, as well as additional resources to help them grow their businesses faster. These include access to prototyping and test space, legal counsel, grant writing assistance, and video and design support.

The 12-week program will conclude with a pitch day in December, when companies will have the opportunity to present to angel, venture capital and strategic investors.

Greenstart will begin accepting applications for its second session on its website www.greenstart.com beginning October 2.

About Greenstart:

Greenstart is a cleantech accelerator program providing a fast runway to success for entrepreneurs addressing the energy challenge. Greenstart provides seed funding, mentoring, and connections with fellow entrepreneurs and investors in order to give startups an advantage in launching the cleantech ideas of tomorrow. The company is based in San Francisco. Additional information can be found at www.greenstart.com.

SOURCE Greenstart

Copyright (C) 2011 PR Newswire. All rights reserved



Penny stocks soaring 900%

Come experience penny stock gains with our free & accurate newsletter
www.PennyStocksUniverse.com

Find Hot Penny Stocks

Get Today's Hottest Penny Stock for free. Join Now!
www.RumbleStocks.com

91% Accurate Stock System

No Guessing. No Hunches. No Missed Trends, Ever! Learn More
www.MarketTrendSoftware.com

Penny Stock of the Day

Penny Stock Pick of the Day Emailed to You. Huge Gains for Traders!
www.PennyStockAlerts.com

Suggested stories

You might like:

Inside the Trillion-Dollar Underground Economy Keeping Many Americans...

Commentary: Israel's untapped cleantech potential

Silvercorp pushes on with buyback, shares rise

Disable Your Computer's Parasites

Press Release: Fifth Annual Clean Energy Venture Summit 2011

Today in Green IT: Cleantech meet mobile

From Around the Web

Content from Sponsors [What's this?](#)

Selected for you by our sponsor:

New Patent law is Unfair: Entrepreneurs (TheStreet)

11 More Ways to Get Extra Cash (Kiplinger)

GE Pays Back Warren Buffett (TheStreet)

3 tips for today's CD investors (BankRate)

What is Quickbooks? (Money & Business)

[\[what's this\]](#)

Featured Stories



Oracle results reflect resilience in IT budgets



Gold settles higher, reclaim \$1,800 level

Getting ready for a 'twist' by the Federal Reserve

The Federal Reserve is expected to announce a plan on Wednesday to swap shorter-maturity government...

Short the euro, and make a buck

If you thought the government's response to the U.S. financial crisis was bad, the EU, in its 2-year-old...

China bank halts swaps with some European banks

The Bank of China reportedly halts foreign-exchange swaps with several European banks, though accounts...

MarketWatch.com

Enter Symbols or Keywords

- Site Index
- Topics
- Help
- Feedback
- Newsroom Roster

- Company Info
- Code of Conduct
- Corrections
- Advertising Media Kit
- Advertise Locally

MarketWatch on Facebook
Like **65K**

MarketWatch on Twitter
292K followers

THE WALL STREET JOURNAL Digital Network

- WSJ.com
- Barron's Online
- BigCharts
- Virtual Stock Exchange
- All Things Digital

- MarketWatch Community
- Financial News Online
- WSJ.com Small Business
- FINS: Finance, IT jobs, Sales jobs