

CNET News

[CNET News](#)

- sign in with
- log in
- join CNET
- [Home](#)
- [Reviews](#)
- [You are here: News](#)
- [Downloads](#)
- [Video](#)
- [How To](#)

Search

Go

- [Latest News](#)
- [CNET River](#)
- [Latest News](#)
- [Apple](#)
- [Crave](#)
- [Business Tech](#)
- [Green Tech](#)
- [Wireless](#)
- [Security](#)
- [Blogs](#)
- [Video](#)
- [Photos](#)
- [More Menu](#)

[Green Tech](#)

Ad Info ▾

FILED UNDER: [GREEN TECH](#)

Greenstart unveils latest clean-tech startups

- [Review](#)
- [All Review](#)

By: [Candace Lombardi](#)

SEPTEMBER 21, 2011 10:33 AM PDT

Recommend { 3 } | [Share](#) |

At a ceremony attended by San Francisco Mayor Edwin Lee, Greenstart showcased its first four investments in [green tech](#).

The green-tech incubator, which has been described as [a Y Combinator for green tech](#), had announced in June it was looking for ideas that could produce what is known as fast startups--small, nimble companies that are "capital efficient and capable of generating revenue in 12 months or less."

Yesterday afternoon, Greenstart announced its first picks.

The [Picowatt from Tenrehte Technologies](#) is a Wi-Fi-enabled plug with the ability to collect and send data over a home network. It enables electronic devices to be controlled with regard to energy consumption, and avoid what's known as vampire power, appliances sucking down electricity unnecessarily while not in use. The [Picowatt was also a Best of CES 2010](#) selection.

The [Wa.tt](#), based in Portland, Maine, also offers energy monitoring; only this system enables users to monitor multiple energy sources in different locations, while informing the consumer of its energy use. Wa.tt claims its system reduces consumer energy bills by 15 percent.

Lono makes smart glass technology called [SmarterShade](#), a material that can be applied to windows and skylights for greater energy efficiency. At the flip of a switch, the SmarterShade material, which is installed between the panes of a double-pane glass window, will tint a window and let users regulate the degree of tint. SmarterShade also offers an after-market option; it can be applied to existing skylights, windows, and doors. The technology was developed at the University of Notre Dame, and received \$100,000 from venture capital firm Kleiner Perkins Caufield & Byers as the clean-tech winner of the 2011 Rice University Business Plan Competition.



San Francisco Mayor Ed Lee (center) with David Graham (left) and Mitch Lowe (right) at the formal opening of Greenstart at its downtown headquarters.

(Credit: Greenstart)

At the other end of the green-tech spectrum, [Sylvatex](#) has developed a biodiesel fuel made from renewable biomass that can be mixed with traditional diesel fuel to reduce carbon emissions. Sylvatex calls its concoction SmartFuel.



(Credit: Greenstart)

In addition to investing between \$25,000 and \$100,000 in each of the startups, Greenstart provides its charges help with prototyping, legal counsel, design, and grant writing, as well as setting up meetings with potential investors during a 12-week program.

[Greenstart](#) begins accepting applications for its next session, starting October 2.

Recommend 3 | 37 | Share 8 | Share | Print | E-mail

[Candace Lombardi](#)

[E-mail Candace Lombardi](#)

Like 209

Candace Lombardi, a freelance journalist based in the Boston area, focuses on the evolution of green and otherwise cutting-edge technologies, from robots to cars to scientific innovation. She is a member of the CNET Blog Network and is not a current employee of CNET.

Comments

- [Camcorders](#)
- [Car Tech](#)
- [Cell Phones](#)
- [Digital Cameras](#)
- [GPS](#)
- [Laptops](#)
- [TVs](#)

- News
- [All News](#)
- [Business Tech](#)