

## Jennifer Indovina and a 'smart' plug

Jennifer Indovina, CEO and co-founder of [Tenrehte](#), had a whirlwind first year in business.

In 2009, she launched the company with her father, Mark, and friend, Russell Priebe and during the next year the company won several awards, including a round of funding from the Rochester Business Plan competition that helped [Tenrehte](#) launch the [PICOWatt Smart Plug](#) in time for Earth Day.

[PICOWatt](#) can be plugged into any outlet at home and allows consumers to monitor, via the Internet, the energy use of those outlets. It also lets users remotely turn on or off plugged-in devices such as a small appliance, lamp or radio.

We caught up with the 28-year-old innovator and entrepreneur to learn how a trip to Kenya opened her eyes about energy use, the role of the Seneca Park Zoo in her work life, among other things.

**It wasn't until I traveled to Kenya:** On safari with my family that I learned about underdeveloped global power systems. Everyone in the world does not have access to safe and affordable electricity. I started working on [Tenrehte](#) two weeks after returning from Kenya.

**Tenrehte is "ethernet" spelled**

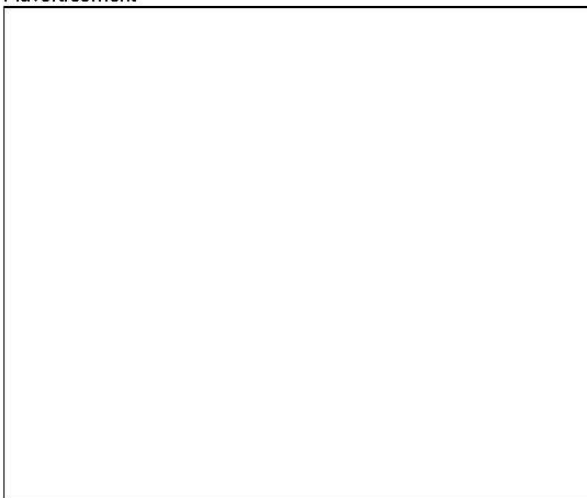
**backwards:** We decided to call it that because the crux of the company is to rethink new applications for wireless technology and Internet connectivity.

**We have customers all over the world:** So I spend my mornings on conference calls and answering e-mails. Lunch at [Tenrehte](#) is always a team status meeting, shared over a soup and sandwich combo. We discuss everything from upcoming events to product development to financing. In the afternoons and evenings, I'll do calls to the west coast, work on marketing outreach and visit our suppliers.

**As a startup, you face a new challenge daily:** Most of them have to do with the allocation of resources — how much time, energy, manpower and money do you have and how do you use those resources most effectively? A startup company is a juggling act, and you have to juggle with style.

**I deal with stress at work:** By shifting tasks. If I want exercise, I'll go for a swim. If I am about to have a meltdown, I'll go

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grab a latte and walk around the Seneca Park Zoo .

**In five years:** We want to have an office, in Rochester, with the most incredibly talented local engineers. Is it too much to ask that we want to be the largest high-tech employer in Rochester by 2020? Probably not.

*Shengulette is a Rochester-area freelance writer. Submit story ideas and comments to [RocNext@DemocratandChronicle.com](mailto:RocNext@DemocratandChronicle.com).*

**Jennifer Indovina**

**Age:** 28

**Residence:** Rochester

**Occupation:** CEO and co-founder of Tenrehte Technologies

