

# Tenrehte takes top prize at regional business plan competition

Emily Shearing • Staff writer • May 1, 2010

Rochester has a history of innovation.

And the next wave of businesses is no different.

Tenrehte Technologies, Inc. beat out four other finalists — Exiscan, FloodWatch, TopDown Images and Wi3 — to win first place in the 2010 Rochester Regional Business Plan Contest. Winners were announced at the second annual Celebration of Entrepreneurship Luncheon Friday at the Hyatt Regency Hotel.

Tenrehte was awarded \$25,000 plus incubation and marketing services. Their product, PICOWatt, a Wi-Fi enabled device that plugs into home appliances to monitor usage, also won the 2010 Best of CES Award for green technology in January.

"This is proof that small companies from Rochester can do great things," said CEO and co-founder Jennifer Indovina.

Second place was awarded to FloodWatch, for their water detector device, and third was given to Wi3, a company that makes a device to connect home devices to one network. All five finalists received cash or service prizes.

The finalists presented their business plans to a panel of judges Friday morning, and winners were selected based on growth potential, having a clear business plan and presentation and probability of success, according to Jim Senall, president of High Tech Rochester, a non-profit economic development organization that sponsored the event.

Now in its sixth year, organizers said, the contest is a way to stimulate more entrepreneurship and startup businesses in the Greater Rochester New York Region. "Kodak, Xerox, Bausch + Lomb — entrepreneurs are what built this community," said Senall. "Also, we are a very highly skilled technical community. There is no shortage of people with ideas."

The luncheon, which was added last year, also featured a speech by Mark Gentile, president, CEO and founder of Odyssey Software, Inc., the winner of the first Rochester Business Plan Contest. He spoke about the evolution of his company (which has designed software for Microsoft, Wal-Mart and Pepsi) and stressed the importance of innovation to room of 250 attendees.

"Rarely does a revolutionary idea come from the masses," Gentile said. "They come from passion in your area of expertise, having a vision for how to approach a problem differently, knowledge and the ability to execute."

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Dixon Schwabl's Howie Jacobson hands a hockey stick to Tenrehte Technologies' Jennifer Indovina. The stick is symbolic of the curve up in a business plan. (CARLOS ORTIZ staff photographer)



From left, Mark Indovina, his daughter Jennifer, and Carlos Barrios show off the PICOWatt, which provides remote energy monitoring. (KATHARINE SIDELNIK file photo 2009)

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