

# Winners of the 2010 Rochester Regional Business Plan announced

Emily Shearing • Staff writer • April 30, 2010

Tenrehte Technologies Inc. was the top winner at the 2010 Rochester Regional Business Plan Contest, which encourages entrepreneurship and recognizes new, high-growth ventures in the Greater Rochester New York Region.

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.

The business was awarded \$25,000 plus incubation and marketing services.

Second place was awarded to FloodWatch, with their water detector device, and third was given to Wi3, a company that makes a device to connect home devices to one network. Winners were chosen from five finalists who were also awarded cash and service prizes.

Advertisement