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# Superhero Backstories – Teaming up to Fight Goliath

Posted by [Aprille Byam](#) on September 3, 2013 · [Leave a comment](#) · [Uncategorized](#)

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Once she completed her degree in Electrical Engineering at RIT, Jennifer Indovina headed out into the corporate world. She landed at a semiconductor company in China. The work was thankless and it was easy to feel like a cog in a machine. When the company started replacing American employees and sending them home, she knew she was ready for a change.

She came back to the States determined to work on technology that mattered. To make her place in a field that represented the biggest problem in the lives of everyday people and therefore the biggest opportunity for a winning solution. She set up shop in her father's basement and began building prototypes.

The resulting product, Picowatt, helped to put her young company, [Tenrehte](#), on the map. Launched in 2010, Picowatt is now sold in 13 countries. New products are also under development by the expanded team of 5 full-time and 5 contract employees.



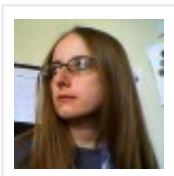


Jennifer likes to think of what she's doing as pairing David with Batman to fight Goliath. Together, they face off against not only those who profit from increasing energy consumption and other big names trying to put their stamp on "green", but also the inertia of ordinary people, so used to a life of consumption that change can be amazingly hard. It is through the expanding technology toolkit that Batman brings – added to David's courage – that this battle will be won.

Her mission: reducing waste and consumption to save the planet while improving people's lives. Piece of cake for this TEDx superhero.

Her **TEDxRochester** talk focused on specific steps that people can take to reduce waste. With her product, she has an automated and guilt-less solution. This will also serve the Third World well – giving people there opportunities to do the right thing in terms of energy use without asking them to forgo consumption-heavy lifestyles that have accompanied the rise of the middle class in Western nations – the picture of prosperity does not have to radically shift.

And the David/Batman solution looks to be working. Tenrehte won the **cnet** "Best of CES" award in 2010. Jennifer is also a **TED2010** Fellow – a group of "young world-changers and trailblazers who have shown unusual accomplishment and exceptional courage".



## About Aprille Byam

Bearing the title of Chaos Muppet at her company, Storychick, Aprille brings a storytelling flair to the TEDxRochester team. A native Rochesterian, her goal is to celebrate the awesome in our city while helping people to recognize the wonder in their daily lives. Aprille's favorite TED talks include Jane McGonigal, Sarah Kay, Temple Grandin, and Daniel Kahneman.

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