

MOST PROMISING START-UP

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Acknowledging an early-stage, commercially viable technology company that demonstrates significant potential

WINNER

PowerTab teaches residential energy conservation

Energy demand management is a key strategy to becoming energy self-sufficient and reducing our environmental impact. To allow residential consumers to monitor and reduce their energy costs in real-time, Energy Aware Technology has developed the PowerTab, an in-home display (IHD) that communicates with the utility's smart meter to continually notify residents of their power usage and associated costs.

The PowerTab's LCD display prioritizes simplicity by communicating the current and cumulative energy usage and utility prices in real time. The PowerTab also has a notification system to alert homeowners

of pricing intervals and changes. The easy-to-read console allows residents to reduce their energy consumption by up to 15 per cent and their costs by even more.

While the success of the PowerTab is reliant upon the deployment of Zigbee protocol compliant smart meters, Energy Aware estimates that these smart meters will be deployed to over 29 million homes by 2012.

With its roots in an entrepreneurship project at the University of British Columbia, the company has confirmed Comverge, a leading provider of clean energy solutions, as its North American distributor and is selling through utilities internationally.

In addition to its successful licensing agreement with Comverge, and project opportunities being pursued in Australia, Energy Aware will be providing over 1,000 PowerTab units for the Olympic Village at



the Vancouver 2010 Winter Olympic and Paralympic Games.



www.energy-aware.com

FINALISTS

Reducing costs with innovative energy management software

Buildings are responsible for 30 per cent of the world's greenhouse gas emissions and consume 75 per cent of all electricity. Enter Pulse Energy, a software start-up founded to deliver intelligent energy management tools that enable building managers to reduce energy consumption. In addition to tools for building managers and executives, Pulse software also provides a dashboard view for all building occupants to show real-time energy use against expected consumption.

To deliver on its growth opportunity, Pulse Energy has assembled a world-class team around co-founders Greg Kerfoot and David Helliwell. Kerfoot was previously responsible for building business

intelligence leader Crystal Decisions from a four-person software consultancy to its acquisition by Business Objects, while Helliwell brings 15 years of experience in the energy sector.



www.pulseenergy.com

Strong team drives another successful start-up

Combine firsthand knowledge of a critical market problem with a proven management team and you have the key ingredients for developing a successful technology company. Meet the Bixby brothers, Jonathan and Joshua, and their new company, Strangeloop Networks.

Modern Web 2.0 websites are essentially web applications, stitching together information in real-time. Unfortunately, their dynamic nature often leads to per-

formance issues when trying to scale. In their previous company, the brothers found that the industry norms of increasing infrastructure and optimizing code page by page was both costly and ineffective. Pioneering a unique understanding of application performance issues, the duo created the AS1000 Application Scaling Appliance to optimize ASP.NET and AJAX data-handling behaviours in real-time.

Founded in July 2006, Strangeloop's global customers currently serve over 400 million page views each month. Strangeloop has filed patents on several mechanisms.



www.strangeloopnetworks.com