



Greenbox Technology: an interactive energy management platform

Matt Smith and Patrick Boyle, alumni from the 2007 Green Technology Entrepreneurship Academy, learned first hand the power of the network when they reconnected after the academy and brought together two ideas into one—Greenbox Technology.

Matt Smith and Patrick Boyle met while rooming together at GTEA 2007 and found they had a common interest in energy efficiency and the utility consumer. As an undergrad at Penn State, Patrick founded **i-conserve**, a company designed to help households and small businesses save money on utilities by giving the occupants more information about how those utilities were being consumed. Meanwhile, Matt was finishing his MBA at the Presidio School of Management and would soon join a new company, GreenBox, founded by several inventors of Flash, with a similar business model and focus.

In September 2007, the Center for Entrepreneurship invited Patrick to the GoingGreen 2007 conference to meet potential investors and entrepreneurs in the energy-efficiency space. Patrick and one of his co-founders, Brad Bogolea, coordinated a meeting with Matt Smith and Greenbox during their visit and began a series of conversations which eventually led to an agreement to transfer **i-conserve**'s Intellectual Property portfolio and technology assets to Greenbox.

Today, Greenbox Technology is creating an interactive energy management platform that enables households to save money and reduce their carbon footprint. Greenbox recently made the 2008 GoingGreen 100 Top Private Companies list in Energy Efficiency and Management. Matt Smith currently serves as Vice-President of Marketing for Greenbox Technology.

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