

NJMC Business Accelerator

Drives Green Technology Innovations in the Meadowlands

New high-tech businesses focused on green technologies are finding support and success at the New Jersey Meadowlands Commission Business Accelerator, which helps entrepreneurs grow their sustainable ideas into self-sustaining businesses.

A dozen start-up companies now call the accelerator's Lyndhurst offices home. The accelerator was launched in October 2008 and is funded primarily by a \$1.5 million, three-year grant from the NJMC. Accelerator clients are off to a great start, generating nearly \$1 million in new business and attracting more than \$2 million in third-party investments.

Clients benefit from accelerator services, including unique access

to the Meadowlands Environmental Research Institute (MERI), the scientific and technological arm of the NJMC. MERI scientists monitor environmental conditions, conduct research on ecology and develop and apply technology to address environmental issues in the Meadowlands District.

Working with MERI, accelerator client Gotham Analytics helped the NJMC develop a remote, solar-powered digital flood control monitoring system that uses cutting-edge military technology to better protect critical areas in the Meadowlands from flooding.

In November 2009, the accelerator received a \$100,000 grant from the New Jersey Commission on Science and Technology (NJCST) to expand its client programming.

The accelerator is also working with Rutgers University's Environmental Research and Extension Center to develop a program to attract high-tech, renewable energy companies to New Jersey and further support existing businesses focused on green technology. The joint program recently received a \$55,800 grant from the NJCST. ■

Michel Bitritto, Ph.D., is the director of the NJMC Business Accelerator. Visit www.njmccaccelerator.com for more information.

Accelerator Clients Include:

Solaris Cybernetics

Donal McNally, Rudy Behrens, Steve Moy, Principals
donal.mcnally@solariscybernetics.com
 Solaris is a renewable energy company developing sea-based robotic technology to grow algae which can be converted to clean fuel. The company is developing a first-generation vessel and was recently awarded a \$55,000 Pre-Seed Grant from the New Jersey Business Incubation Network.

Gotham Analytics

Yogi Sookhu, CEO and Founder
www.gothamanalytics.net
 Gotham is a hardware/software integration company that creates data collection and management systems focused on environmental monitoring. The company recently designed data collection software for the NJMC's new digital flood control monitoring system.

BioEnergia America LLC

Robert Evangelista, Founder
Robert@energiaamerica.com
 BioEnergia America is a renewable energy company focused on the technology, design, assembly, sales and servicing of customized micro and small scale equipment to make clean burning bio-fuels. The company provides the tools for clients to manufacture bio-diesel for transportation, heat and power from the customer's waste and agriculture feedstock.

GlobalNES of New Jersey

Jim LaCanna, Business Development Manager
jim@globalnj.com
 GlobalNES of New Jersey is an alternative energy company offering primarily solar, wind, geothermal, hydro and hybrid grid-connected and remote off-grid power systems for homeowners and small to medium size businesses.

Common Ground Recycling

John Michowski, CEO and Founder
www.commongroundrecycling.com
 This manufacturing company provides the equipment and services needed to recycle tires in a low-energy, environmentally friendly fashion. Its process produces dense, symmetrical pellets which can be used directly in a number of applications, including septic systems.

RPG Associates

Robert Gebhard, President
www.rpgassociates.com
 RPG Associates is an energy efficiency company that designs, produces and markets advanced commercial/industrial air conditioning units. The design incorporates a fan system with a new motor technology that is up to 30 percent more efficient than traditional motors, compressors and heat exchangers.

JD Giron, LLC

Jovanky De Los Santos, CEO and President
www.jdgiron.com
 This early stage technology company offers customer-focused media solutions and services for small businesses, including efficiency management and Internet marketing development. Giron allows businesses to green their operations by reducing their material, energy and operating costs through technology and automation of common tasks.

ROC One, LLC

Rainer Ochsenkuehn, President
www.roc-one.com
 ROC One is a sustainability consulting firm assisting predominantly small and mid-size companies to establish, implement and improve their sustainability strategies. Expertise ranges from business strategy and management systems to life cycle assessment and cost accounting.

Waterfront Health Care Service LLC

Dr. Vincent Grasso, CEO and Founder
Vincent.grasso@lqsglobal.com
 Waterfront is a health care information technology company. Its patented technology enables physicians to connect with the chronically ill, seniors, and other home-bound patients and underserved populations.

BY MICHEL BITRITTO, PH.D.

