



The Power is Yours

Corporate Backgrounder

- **Founded:** 2004
- **Headquarters:** Boulder, CO
- **Employees:** 100
- **Customers:** Tendril secured 20 pilot programs in 2010, providing products and services to utilities and their customers in 14 states throughout the country. Representative customers include:
 - Baltimore Gas & Electric (Maryland)
 - Commonwealth Edison Company (Illinois)
 - Consolidated Edison (New York)
 - Indianapolis Power and Light (Indiana)
 - Kansas City Power & Light (Missouri)
 - NSTAR (Massachusetts)
- **Partners:** Tendril's Partner Program currently includes leading energy ecosystem vendors such as: GE, Intel, Itron, Silver Spring Networks, Landis + Gyr, Energate, Entek, CURRENT, Utility Integration Solutions Inc. (UISOL), ThinkEco and many others.
- **Key Executives:** Adrian Tuck, Chief Executive Officer
Tim Enwall, Founder & Executive Vice President
Mark Pougnet, Chief Financial Officer
- **Venture Backing:** Tendril is venture backed by VantagePoint Venture Partners, Good Energies, RRE Ventures and GE.
- **Funding:** \$73 million to date
- **Industry Accolades:** World Economic Forum Technology Pioneer of 2011
Greentech Media's Top 50 VC-Funded GreenTech Startups
BusinessWeek's 25 Most Intriguing Energy Innovators
MIT Tech Review's Top Private Company to Watch in the energy sector
The Guardian's annual Global Cleantech 100
Always On's Global 250 and Going Green 100 award lists
- **Web site:** www.tendrilinc.com

Who is Tendril?

Tendril is the Energy Platform company, delivering end-to-end consumer engagement products, applications and services powered by Tendril Connect™—an open, secure and scalable platform that takes the complexity out of the Energy Internet and creates a dialogue between energy service providers and their customers. Delivering consumer engagement software, in-home products and applications as well as easy to integrate utility solutions such as Demand Response and Energy Efficiency, Tendril offers unparalleled insight into energy decisions, making the Energy Marketplace a reality.

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