

Cool New Software  
(free of charge)  
PAGE 42

**NORM BRODSKY**  
"Should I sell my company?"  
PAGE 55

**FAST AND CURIOUS**  
Look what small companies are making now!  
PAGE 67



# Inc.

The Handbook of the American Entrepreneur



**Ray Anderson**  
is building the world's first billion-dollar sustainable company

**Michelle Kaufmann**  
manufactures green houses for humans

*The Eco Advantage*

## Do Good Get Rich

*What's not to like?*

**Peter Corsell**  
got \$18 million from Goldman Sachs

**Eric Hudson**  
is the radical recycler

**Jason Salfi**  
produces his skateboards in a solar-powered factory

**50**  
*Cutting Edge Companies*  
PAGE 78

November 2006  
\$4.99 US \$5.99 Canada



## OPERATIONS

# The Futurists

From solar panels to clean coal, betting big on the future of energy. 

BY INC. STAFF

---

## Get ready for "the TiVo of electricity"

One of the most troubling realities of the power industry is that it has to produce more than we need. There's no way to store electrons for later, so energy providers produce enough power for peak hours virtually 24 hours a day. **Gridpoint** of Washington, D.C., may have a solution. The company's CEO, 28-year-old Peter Corsell (whose resumé includes a stint with the CIA), calls his product a "thinking" power storage device. It's a refrigerator-size box that does three things. It provides homes and businesses with backup power, for use in an outage or when prices are high. It regulates that power, allowing customers to pick and choose when their house pulls in energy. And it eliminates the complex installations required by wind and solar--when the masses are ready for renewables, they'll have a plug-and-play appliance to link up with. Corsell also likes to call his product "the TiVo of electricity."

Gridpoint's early investors include Esther Dyson and former U.S. Senator Bill Bradley; more recently Goldman Sachs kicked in some \$18 million. The big emissions payoff, however, will come when Gridpoint shifts its focus from selling to contractors and busts into the utility market. The plan: Power companies will lease the \$10,000 Gridpoint boxes to customers the way Comcast leases its cable box, creating a smart grid of hundreds of thousands of nodes that can draw enough waste out of the system to preclude building more and more smokestacks.