



2013 “Start-up Day” Company Summaries

AgentBright, Inc. – AgentBright delivers real estate excellence through simplicity. Its innovative platform provides Real Estate Agents with a consumer-like user interface and best practice automation. It optimizes performance with contextually relevant and timely interactive coaching and guidance.

ARiES Energy – This Lenoir City-based company is a leading energy contractor that delivers turnkey, clean, and renewable energy solutions. The ARiES acronym stands for Alternative Renewable Innovative Economic Solutions for Energy. The company develops strategies to avoid rising energy costs and provide the quickest return on investment for its clients by utilizing available incentives, grants, and appropriate technologies.

Ferre Beau School Of Thought – Preston Farabow’s passion for beautiful ironwork led him to form The Ferre Beau School of Thought. This non-profit school was created for anyone who is at risk, groups or individuals, ranging from inner city youth and alcohol and drug treatment centers to suburban housewives and corporate America. At the school anyone can learn something about creative thinking while making art and furniture in metal.

Fiveworx – Fiveworx helps utilities increase participation in their energy efficiency programs while dramatically reducing their marketing costs, thereby delivering deeper and broader energy savings for every marketing dollar they spend. The company leverages its proprietary Efficiency Segmentation Profiles – or Fiveworx ESP™ – as well as leading behavior change principles and big data analytics to deliver a highly personalized, meaningful and relevant list of the energy efficiency actions each American should take to see a true difference in his utility bills and comfort.

Knoxville Music Warehouse – Knoxville Music Warehouse is the best way to follow Knoxville's music scene. You can discover music from local bands, see what touring artists are coming in to town, and most importantly hear what these bands sound like.

LED North America – LED North America (LEDNA) has an exclusive intellectual property license with Oak Ridge National Laboratory for use of a graphite foam technology used in thermal management of LED lighting. LEDNA has developed a patent-pending LED module that is void of the traditional aluminum heat sink. This technology reduces the size and weight of the fixture and is being incorporated into the company’s new SuperSport arena luminaire.

Little FishKopp, LLC – Little FishKopp is a German-inspired kids' clothing brand specializing in sleep bags for babies and toddlers. A baby sleep bag offers a safer and better sleeping environment in a crib than loose blankets.

Peroxygen Systems – Peroxygen Systems is focused on providing onsite hydrogen peroxide production. Its unique patented technology enables the most convenient way for industry to use hydrogen peroxide. By adopting the Peroxygen technology and using its service, industries that need large amounts of hydrogen peroxide can greatly reduce their costs and also eliminate the trouble associated with the shipping and handling.

Retailius – This company enables small businesses to optimize, streamline, and grow their businesses through intelligent software. The Retailius point of sale software allows small businesses to efficiently and effectively reach consumers through the integration of selling channels.

Sonopore – This company offers a system to allow cheaper and faster genetic engineering of microorganisms which are capable of producing a variety of compounds used in everyday life from plastics and commodity chemicals to fuels and pharmaceuticals.

Southern Rock Fitness Club – Southern Rock is a 10,000 square foot indoor climbing gym that will be full of energy, life and fun. When entering the front doors, the owners say customers are going to be blown away by the mere size of the climbing walls, the eye popping colors, and the amount of energy and excitement. "

Style with Benefits – While purchases that donate to charity are on the rise, virtually none of these products is sourced in a way that causes social impact. That's what Style With Benefits aims to change. By working with artisan groups that fund women's education and provide fair wages in developing countries, they plan on sourcing quality products that create social change.