

**From:** Ed Carlevale <ecarl@mit.edu>  
**Subject:**  
**Date:** March 17, 2010 7:00:44 PM EDT

---

Erika Diamond  
V.P. Business Development  
[erika@thinkecoinc.com](mailto:erika@thinkecoinc.com)

## **ThinkEco**

ThinkEco, Inc. is a NY-based early-stage company developing disruptive energy efficiency technologies. Our goal is to make it easy for everyone to conserve energy and money. Our first product, the modlet®, is a patent-pending, hardware/software solution for monitoring and managing electricity at the plug-load level (i.e. appliances plugged into electrical outlets).

Plug loads are the fastest-growing energy drain in homes and offices (expected to triple by 2030) and that the number of new appliances that draw wasteful standby power is also on the rise. This growing pool of wasted energy use is unnecessarily bad for the environment and hurts everyone's wallets. To exacerbate this problem, manually unplugging appliances when they are not being used is exceedingly cumbersome and impractical in most situations, especially as the number of appliances increase.

### **Project:**

ThinkEco needs a summer marketing associate to assist with the launch of our first product, the modlet. ThinkEco seeks someone to refine its go-to-market strategy, to tailor messaging to its customer base and to make specific marketing recommendations. The summer intern will work with senior management of the company (reporting the CBO) on a well-defined project, with the objective of assessing and refining the company's value proposition in the markets it serves.

If individuals are looking to get into the cleantech industry, this is an amazing opportunity to work directly with a growing start-up.

### **Requirements:**

The project will require research to understand the customer base and their needs. The intern should have experience in marketing and be comfortable working through ambiguous tasks and finding simple, easy to adopt solutions. We are looking for someone that is passionate about clean/sustainable technology, smart, flexible, and self motivated.