

Antonio Ertze

Lightcom



“ I saw an opportunity to reduce the cost of lighting by producing "green" energy. ”

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| COUNTRY | Mexico |
| INDUSTRY | Energy |
| EMPLOYEES | 20 |
| YEAR SELECTED | 2005 |
| WEBSITE | www.lightcom.org |

COMPANY SNAPSHOT

Imagine lighting your entire home or office for a small fraction of your current electricity bill. With 14 patents and years of research and development, Antonio and Jon — a father-and-son team — drastically reduce the cost of lighting to clients. Lightcom's energy savings are generated from modifications to a client's existing system and installation of proprietary luminaries that incorporate energy generation from solar panels or wind generators.

ENDEAVOR AND LIGHTCOM

In addition to attending an Entrepreneur Summit, the Entrepreneurs benefited from various seminars, workshops, and customized projects regarding operations and business practices. Endeavor facilitated media exposure, helped secure financing for various projects, arranged meetings with future clients, furnished Bain consultants to define a business plan, and provided legal support on patent issues. The Entrepreneurs have also benefited from a custom advisory board.