

REGEN Energy Mark Kerbel

Background:

In 2005, Mark Kerbel and Roman Kulyk co-founded REGEN Energy, based in Toronto. Their Envirogrid Controllers form a wireless energy management solution designed to lower utility bills by reducing peak current draw. The principles in Johnson’s *Emergence* coupled with inspiration of the swarm logic of bees led to the development of the product. Within the case, Mark Kerbel presents a lot of great advice for anyone considering technical entrepreneurship.

At UDM, this case study is planned for integration into an Engineering Economics course. It could easily be applied to other course areas as well, including a controls course, a communications course, or a software



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