

# Potential Labs

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## **Kickstarter campaign aims to launch smart home energy tracker**

FOR IMMEDIATE RELEASE

Athens, Ohio (July 9, 2017) – Potential Labs, a hardware technology startup, is launching a Kickstarter campaign today to raise the capital needed to manufacture their smart home energy tracker.

The fundraising goal for the product, named Glow, is a minimum of \$75,000. “75k allows us to manufacture at least 500 units and invest in creating tooling around production of those units,” says Ben Lachman, co-founder of Potential Labs.

Glow is a smart energy tracker for the home – a hardware device with an accompanying smartphone app. The device gives users visual real-time feedback about their energy use, leading to energy savings and reduced impact on the environment. Glow analyzes a home’s energy use data to understand how and when it uses energy. If it’s using more than normal, Glow turns amber, then red. When a home is saving money, Glow turns green.

Lachman hopes to also reap the benefits of the Kickstarter campaign in terms of the publicity it will give the product launch – and its potential to raise awareness of energy intelligence. “We’re giving people an easy first step to take control of their energy use and to raise their level of energy intelligence,” he says, “The more we can do that on the national stage, the better.”

Glow is on track to be American made. Much of the manufacturing, such as circuit board assembly, is already planned be completed domestically.

The ‘early bird’ backer level starts at \$150 and is limited to the first 150 units, the Kickstarter Exclusive backer level is \$200. An upgraded hardwood version is available as well. With a successful campaign, backers will begin to receive Glow units once they are produced, estimated to be in the first half of 2018.

Watch the Kickstarter video about Glow at <http://bit.ly/glow-energy-tracker>  
Learn more at <http://meetglow.com>

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View and download photos at: <http://meetglow.com/press>

# Glow