



FOR IMMEDIATE RELEASE

Wisconsin's PeaPod Homes Invades the East Coast

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PeaPod Homes LLC, a newly established company in the Door County Business Development Center, was recently named as one of 29 semifinalists in the MIT Enterprise Forum “Ignite Clean Energy” Competition. The competition is one of many events produced by the Energy Special Interest Group (Energy SIG) of the MIT Enterprise Forum. The goal of the Energy SIG is to help build the clean energy industry cluster by assisting entrepreneurs in the creation and deployment of startup companies providing any product or service that reduces the demand for fossil fuels. The finals of the competition are to be held in May.

“We are very excited about this recognition because the East Coast will be a very valuable market for us,” said PeaPod Homes co-founder Van Krzywicki. “By integrating multiple energy saving steps into a performance-engineered core package and launching the right product at the right time, we project gross annual revenue over \$30 million dollars within five years.”

PeaPod Homes officially launched their product March 12 at the Northeast Sustainable Energy Association Expo in Boston. The company also participated in the prestigious MIT Clean Energy Entrepreneurship Prize competition. PeaPod Homes’ next East Coast show is the Hudson Valley Green Fair, April 26-27 in Rhinebeck, NY.

PeaPod Homes, LLC, is an innovative design concept for homes that achieves dramatic reduction in energy usage. Peapod Homes will design, manufacture and market truly “green” high thermal mass passive solar envelope kit homes. The homes are beautiful, functional spaces engineered for performance and designed for living. Each core model is designed for further expansion, allowing the home to grow with the customer’s needs. The company was founded by Van B. Krzywicki, Kathleen Lugosch AIA and Mark Rittle, who bring decades of entrepreneurial, real estate, architectural and renewable energy experience and expertise to the project. www.peapodhomes.com

Door County Economic Development Corporation (www.doorcountybusiness.com) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park.