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CHEROKEE CHALLENGE ANNOUNCES 2012 CLASS: LYF SHOES, JOULEBUG AND SANITATION CREATIONS

From Shoes to Apps to Toilets, Inaugural Class of Environmental Ventures is Ambitious

(Raleigh, July 12, 2012) -- The Cherokee Challenge, a greentech accelerator designed to identify, fund and develop high impact environmental ventures, announced its inaugural class today. Cherokee hopes its environmental business experience will prove beneficial to these early stage, high impact ventures.

Greentech startup ventures from across the country submitted applications. The three startups to receive funding now are:

[LYF Shoes](#), Raleigh, NC

[JouleBug](#), Raleigh, NC

[Sanitation Creations](#), Carrboro, NC

The three ventures will each receive:

- \$20,000 seed funding
- Complimentary office space in Raleigh from June-August, 2012
- Back office support
- Mentoring from an [advisory committee](#) of experienced entrepreneurs and investors

“The quality of the applications we received was encouraging,” said the Challenge’s JT Vaughn. “We appreciate not only the effort made by all the startups that applied, but the high impact ideas they’re advancing. In an ideal world, all business models would be environmentally net positive, not just less bad. We don’t live in that world now, but we are thrilled to be working with an inspiring group of entrepreneurs who share our business and environmental ideals.”

Visionary Trio

LYF Shoes is a company dedicated to making footwear for a better planet by integrating local assembly and sustainable design with a custom fit product. The founders envision job creation, customer service and sustainability as outcomes of these advances in the manufacture of footwear. Knowing that common manufacturing processes are toxic and environmentally detrimental, and that 97% of footwear purchased in America is made overseas, LYF shoes is intent on redefining how and where shoes are made. After 8 years of research and invention LYF Shoes invites consumers to “Love Your Footprint.”

JouleBug is developing a mobile app that encourages good energy behavior. The app rewards energy conservation and sustainability in a playful, interactive and competitive way. Players earn points and badges by taking small steps to improve their efficiency at home, at work and on-the-go. Users receive instructions on larger energy-saving projects through embedded videos and infographics, and see their sustainability progress and ranking on the Leaderboard.

JouleBug links to your utility bill to create a graphic, easy-to-read analysis of a player's savings, which are estimated to average \$200 a year.

Sanitation Creations is developing the Dungaroo: an odorless, waterless, hygienic and cost efficient portable toilet aiming to solve a worldwide sanitation crisis. Two billion people are without proper toilets, leading to sickness and death. The Dungaroo, which will begin consumer trials shortly, looks to alleviate both issues by providing an economical and sanitary option to places without toilets. It maintains a closed-loop system where neutralized waste fuels bio-gas digesters. Sanitation Creations plans to provide solutions to the transportation and camping industries as well as in the developing world.

Charging Up the Challenge

The Challenge is sponsored by Cherokee Investment Partners. Cherokee has raised over \$2 billion in private equity funds focused on brownfield remediation, founded a number of environmental businesses and invested in over 70 startups or venture funds in the past 28 years. Through the Challenge, Cherokee hopes to lend their experience and expertise to other environmentally focused entrepreneurs.

For more, visit www.cherokeechallenge.com or email JT Vaughn at jvaughn@cherokeefund.com or challenge@cheorkeefund.com