

3:26 PM, Tuesday, August 2, 2011



The Voice of New England Innovation

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Startup Watch: Five you should follow

As part of each week's Startup Report, Mass High Tech highlights five startup companies and their business goals and provides guest access to their company profiles in the New England Tech Directory. With each week's Startup Watch, Mass High Tech will choose the weekly featured companies by soliciting nominations through a poll of 10 startup companies, with links to their respective websites.

Please choose five startups that you would like to know more about for the August 9 edition of Mass High Tech's weekly Startup Report e-mail by visiting www.masshightech.com/startup-watch.

For guest access to today's directory listings, visit the following companies:

Clovr Media Inc.: Clovr Media is a 2010-founded company in Boston that has built a platform to build loyalty from credit and debit card holders through web, video and mobile ads that convert to savings.

Floop Inc.: Floop is a social opinion application for mobile platforms located in Woodbridge, Conn. The company was founded in 2010.

Loffles LLC: Founded in 2010, Loffles is an online sweepstakes firm that gives users access to prizes in return for users' time in watching promotional videos. The startup is located in Providence, R.I.

Neptune Wind LLC: Founded in 2009, Neptune Wind develops utility-scale offshore wind energy projects in coastal New England waters. The company is based in Winchester.

Sustainable Real Estate Solutions Inc.: Sustainable Real Estate Solutions develops a software-as-a-service platform to measure and assess energy and sustainability metrics for real estate properties. The Trumbull, Conn.-based company was founded in 2008.