Enoch Lenge ’07 is hoping to ride a green wave to success. Just four months after his graduation from the Barney School of Business, he and a partner are hard at work building a business that will help protect the environment. Called EarthGuard LLC, it markets and sells biodegradable supermarket packaging for foods like tomatoes, mushrooms, and strawberries.

Using the packaging sold by EarthGuard LLC as his subject, Lenge won the University of Hartford business plan competition last December. Two days later, he captured the Connecticut Collegiate New Venture Enterprise undergraduate business plan competition. He was also a finalist at the 20th Annual New Ventures World Competition. In March, Lenge presented his business plan at the NASCENT 500 competition at the Indianapolis Speedway, where he came in second.

**HOW DID YOU FIND THE PRODUCT YOU NOW MARKET THROUGH EARTHGUARD LLC?**

My father is in international business and sells packaging. He told me he met a chemist named Timothy Huang who had developed a packaging material made from corn and starch as an alternative to petroleum-based plastics. I called him and we also met face-to-face. Then my partner and I formed a partnership and set up a small office in Southington, Conn.

**HOW DID YOU CONVINCE HUANG TO ENTRUST YOU AND YOUR PARTNER WITH HIS PRODUCT?**

We asked him if we could find out if there was a market out there. Then we came back with our research showing potential customers like Whole Foods, Wild Oats, and Wal-Mart. We gave him the volume figures of what these companies could potentially purchase—they were astronomical. He was really excited when he saw the numbers, and that helped us earn his trust.

**WHAT’S YOUR BIGGEST CHALLENGE RIGHT NOW?**

Getting the whole facility and manufacturing up and running and the right team of people in place. To set up a facility, we would need more than $1 million. From the competitions, three serious investors contacted us. We’re trying to set up meetings with them. This could take off pretty quickly. It’s exciting.

**SOMEHOW YOU FOUND TIME TO GET MARRIED OVER THE SUMMER. HOW DID YOU MEET YOUR WIFE?**

I actually met Melissa [Hines ’06] when I was working at Macaroni Grill restaurant in West Hartford. She was working there too, and we discovered that we were both students at the University. Melissa majored in music theatre at Hartt. She’s a dance teacher.

**WHERE WOULD WE FIND YOU IF YOU’RE NOT AT EARTHGUARD?**

Probably on a tennis court. I’ve gotten Melissa into it, and we play together. Or playing any sport. I have a lot of energy.