



## Sustainable Industries

### Sustainable Industries Free Web Conference: TrendWatch 2010

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<b>Dave Chen</b> Founder Equilibrium Capital	<b>Don Simon</b> Partner, LEED-AP Wendell, Rosen, Black and Dean	<b>Rachel Sheinbein</b> Senior Associate, Energy and Materials CMEA Capital
<b>Brian Back</b> Founding Editor and Publisher Sustainable Industries	<b>Charles Redell</b> Associate Editor Sustainable Industries	

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**Thanks,  
Uncle Sam!**

- **\$787 Billion:**  
The American Recovery & Reinvestment Act
  - **By 12/09:**  
\$18 Billion has been allocated
- Big winners:**
- **Solyndra** (thin-film solar): \$535M DOE loan guarantee
  - **Tesla Motors** (electric vehicles): \$80M VC funding + \$500M from DOE
  - **A123 Systems** (lithium-ion batteries): \$380M VC funding + IPO
- **\$3B in VC:**  
CleanTech companies in first

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*What challenges do you think CleanTech startups will face when stimulus dollars run out?*

**Rachel Sheinbein**  
Senior Associate  
Energy and Materials  
Group, CMEA Capital



**Dave Chen**  
Principal  
Equilibrium Capital Group



**Thanks,  
Uncle Sam!**

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Companies using lifecycle assessment (LCA) for carbon emissions & eco-impacts:

- Wal-Mart's **Sustainability Index**
- Home Depot's **EcoOptions**
- France & Japan >> **Environmental Product Declarations**

**Beyond  
Shelf Life**

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*In what ways might increased emphasis on lifecycle assessment create opportunities for manufacturers and lifecycle assessment experts in the coming year?*

**Donald Simon**  
Partner  
Wendell, Rosen, Black & Dean



**Beyond  
Shelf Life**

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- **Green Chemistry:** *The design of chemical products and processes that reduce or eliminate the use of hazardous substances.*
- Various factors are driving the push for nontoxic chemicals.
- **Biggest VC winners in 2009:**
  - DNP Green Technology (\$12M)
  - Novomer (\$14M)
  - Elevance Renewable Sciences (\$40M)
  - Solazyme (\$57 million)
- Change is slowly coming – education, EPA, major corporations

**Green Chemistry  
Experiment**

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**Green Chemistry  
Experiment**

*What are some of the biggest opportunities for startups looking to develop nontoxic building blocks for products?*

**Rachel Sheinbein**  
Senior Associate  
Energy and Materials  
Group, CMEA Capital



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**Ecosystem  
Markets**

- Expanding from carbon into other ecosystem markets:
- **Global carbon market:**  
\$122B (2008) to \$1.9T (2020)
  - **Biodiversity markets:**  
\$3.4B (2008) >> \$4.5B (2010)
  - **Pilot Projects:**
    - Oregon's Willamette Basin
    - Chesapeake Bay
    - Ohio River Basin

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### Ecosystem Markets

What is driving ecosystem markets?

What's happening in the market to help companies and investors understand these new opportunities?

**Dave Chen**  
Principal  
Equilibrium Capital Group



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### Relating to Buildings

- **Background:**  
U.S. buildings cause:
  - 39% of CO2 emissions
  - 40% of U.S. energy consumption
  - 13% of U.S. water consumption
- **Problem:**  
Buildings not performing as designed
- **Why:**  
Stakeholders don't get accurate data
- **Potential Solution:**  
More designers are developing building performance monitoring programs
  - LEED Building Performance Initiative

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### Relating to Buildings

How are people tackling the behavioral challenges of green building investments?

From a legal standpoint, what should clients be concerned about if their building does not perform as intended?

**Donald Simon**  
Partner  
Wendell, Rosen, Black & Dean



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### Charging Electric Vehicles

- **DOE Grants:**  
\$2.4B from ARRA Awards for Transportation Electrification program
- **Tax Subsidy:**  
\$7,500 EV-purchase
- **Big Winners:**
  - Fisker
  - Tesla Motors
  - A123 Systems
- **Newcomers:**
  - Nissan all-electric Leaf
  - Chevy Volt
- eTec & Nissan to install test charging networks (Oregon, Washington, California, Arizona & Tennessee)

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### Charging Electric Vehicles

What are some of the challenges that still need to be overcome to move automakers into the all-electric realm?

**Dave Chen**  
Principal  
Equilibrium Capital Group



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### Great GMO Debate

- **Organic food sector growing:**
  - \$22.9B (U.S. 2008) = 15.8% growth
  - Whole Foods Market Inc: \$425M in investment capital (2009)
- **GMO food sector growing too:**
  - 91% of soy (2009)
  - 87% of cotton (2009)
  - 73% of corn grown (2009)
- **Monsanto:**  
More than \$6 billion in profit in 2009 (up 9% from 2008)

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### Great GMO Debate

What does this mean for growers, certifiers and retailers?

**Karen Lewotsky**  
Certification Director  
Food Alliance



**Sustainable Industries**

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Portland State

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