



CleanTech's Evolution: From Platitudes to Profits?

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Energy efficiency. Going green. Sustainability. Are these corporate feel-good buzzwords ready to make the leap from platitudes to profits? As the risk of trotting out a few more PRisms, we are indeed at a tipping point, being fueled by a perfect storm of key business drivers. But in order for emerging companies to cash in on fast moving market developments, they are going to need the sphere of influence and market education reach provided by PR and marketing professionals.

So what are the key market drivers in alignment with this CleanTech perfect storm? First, the American Clean Energy and Security Act that has already passed the House and is now a bill standing before the Senate. If you buy the fundamental premise, this will be a major catapult that will create nearly 2 million jobs when coupled with the economic stimulus package passed by Congress this past winter. And if you want to look through blue-sky lenses, MIT has projected that passage of the ACES has the potential to triple the GDP by 2050.

Second, the demand and pricing for energy has never been more volatile, creating a high-stakes horserace for innovation in energy efficiency and sustainability. Companies with first-mover advantage will be handsomely rewarded as the greening economy moves into the next phase of commercialization.

Third, the adoption of energy efficiency best practices is transitioning from a social responsibility stance to a regulatory reality. Going green is no longer "PC", it's becoming the law.

Fourth, the mandate to comply with regulatory issues related to climate change will drive demand for transparency, hence a major opportunity for innovative compliance reporting technologies.

And fifth, companies of all sizes are highly motivated and increasingly incentivized to cut their annual energy spend which constitutes a considerable portion of their operating budgets.

The daunting question facing angel-backed, venture-funded, and emerging CleanTech companies is “How do we cut through the deafening noise of the market with a highly differentiated value proposition that positions us for long term success?” Give us a call.