



# **Green Venture Capital: Leading VCs on Analyzing Greentech Market Opportunities, Evaluating Investment Potential and Risks, and Predicting the Future for Green Investing (Inside the Minds)**

*Multiple Authors*

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Green Venture Capital is an authoritative, insider's perspective on the leading strategies for investment success within the clean and green technology industries. Featuring venture capitalists in the green technology arena, these experts provide advice for venture investors on identifying opportunities in sustainable businesses, completing a risk analysis for potential investments, and keeping an eye out for new cleantech developments. Emphasizing the importance of finding a balance between being environmentally conscious and financially successful, these VC leaders discuss the evolution of green business and the role venture capital funding has played in building the industry. These seasoned experts discuss their unique tactics for assessing risks, creating funding proposals, developing financial and societal metrics, and monitoring portfolio companies for progress in achieving these goals. Additionally, the authors provide advice to the boards of venture-backed green companies on what VC investors look for in a business plan and a management team prior to entering into an investing relationship. The different niches presented and the breadth of perspectives represented enable readers to get inside some of the leading venture capital minds of today, as these insiders offer up their thoughts around the keys to successful investment development in this rapidly growing industry.

Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

Chapters Include:

1. Maurice E.P. Gunderson, Senior Partner, CMEA - "Capital Greentech Investing: The Fundamentals"
2. Michael J. Brown, Chairman, Chrysalix Energy Ventures - "Rethinking the Model: The Nuances of VC Investing in the Green Arena"
3. John K. Balbach, Advisor, Beetle Capital Partners - "The Evolution and Future of Green Venture Investing"
4. Kef Kasdin, General Partner, Battelle Ventures LP - "Greentech is a Business, Not a Movement"
5. Steve Westly, Founder and Managing Partner, The Westly Group - "How the World's Greatest Challenge May Turn Into the World's Greatest Business Opportunity"
6. Jon Sakoda, Partner, New Enterprise Associates - "Analyzing Greentech Through an Economic Lens"

Appendices Include:

Appendix A: Sample Deal Evaluation Memo

Appendix B: Sample Company Quarterly Report

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