

# HYP GENE™

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## VCs See Potential in Green Businesses



By David Worrell | Entrepreneur Magazine

Venture capital is cleaning up its act. Long berated for investing only in high-tech industries such as software and biotech, VC firms across the country are quietly lining up behind companies with environmentally friendly products and technologies.

So-called "green" or "clean" technologies like water purification, solar energy, biodiesel and waste reclamation are garnering billions in growth capital from a new breed of VC firms, and from many of the old guard in the VC industry, too. Early entrants into this field, like the Global Environment Fund and SJF Ventures, are being joined by new boutique funds like Rockport Capital Partners and SAIL Venture Partners. Even the largest and oldest funds have caught green fever:

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Global venture funds like 3i and Draper Fisher Jurvetson have dipped their toes into the water by adding investments in green technology to their portfolios. Earlier this year, Kleiner Perkins Caufield & Byers, one of the largest VCs in the U.S., launched a \$100 million "Greentech Initiative" as part of its \$600 million 12th fund.

Lest we forget, green investing is still about profit. The rush to cash in on green technologies is sometimes cloaked in what insiders call the "social mission" of doing the right thing for the planet. But the underlying nature of venture investing has not changed, and neither has the underlying nature of business. Being green does not mean balancing profits with environmental concerns, but rather finding fresh solutions that are both more environmentally beneficial and profitable.

Posted by HYPOGENE at 2:44 PM 

Labels: [Entrepreneurs](#), [Green Business](#), [Venture Capital](#)

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#### 1 comments:

 [Ron Robins](#) said...

I'm glad to see this post on green investing!

For your information, I've been following green and ethical investing for many, many years and have a website which covers all the latest global green and ethical investing news at [www.investingforthesoul.com](http://www.investingforthesoul.com)

Best wishes, Ron Robins

February 1, 2008 7:26 AM

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About Me

 Khari Parson

New York, NY, United States

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