

The background features several large, colorful, abstract swirls in shades of purple, green, and blue. Interspersed among these swirls are numerous small, yellow, triangular shapes that resemble confetti or starbursts, creating a vibrant and dynamic visual effect.

# **“The Cleantech Bandwagon in Canada – Should you jump on or off”**

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Business Columnist, SW&R and  
Hazmat Management**



# What is Cleantech?

- For some, “cleantech” is not “green tech”
  - For some, cleantech refers to “clean” biofuels and bioenergy, renewable power generation, and green energy infrastructure (biomass, solar, small-scale hydro, and wind)
  - For some, cleantech refers to a wide range of environmental goods and services
  - For some, cleantech means “designing, developing, and manufacturing innovative technologies that reduce negative environmental impacts.”
  - For government, cleantech means sustainable, “green collar” jobs
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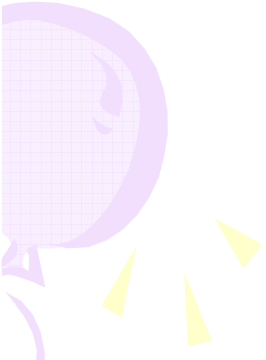


# The Global Cleantech Market

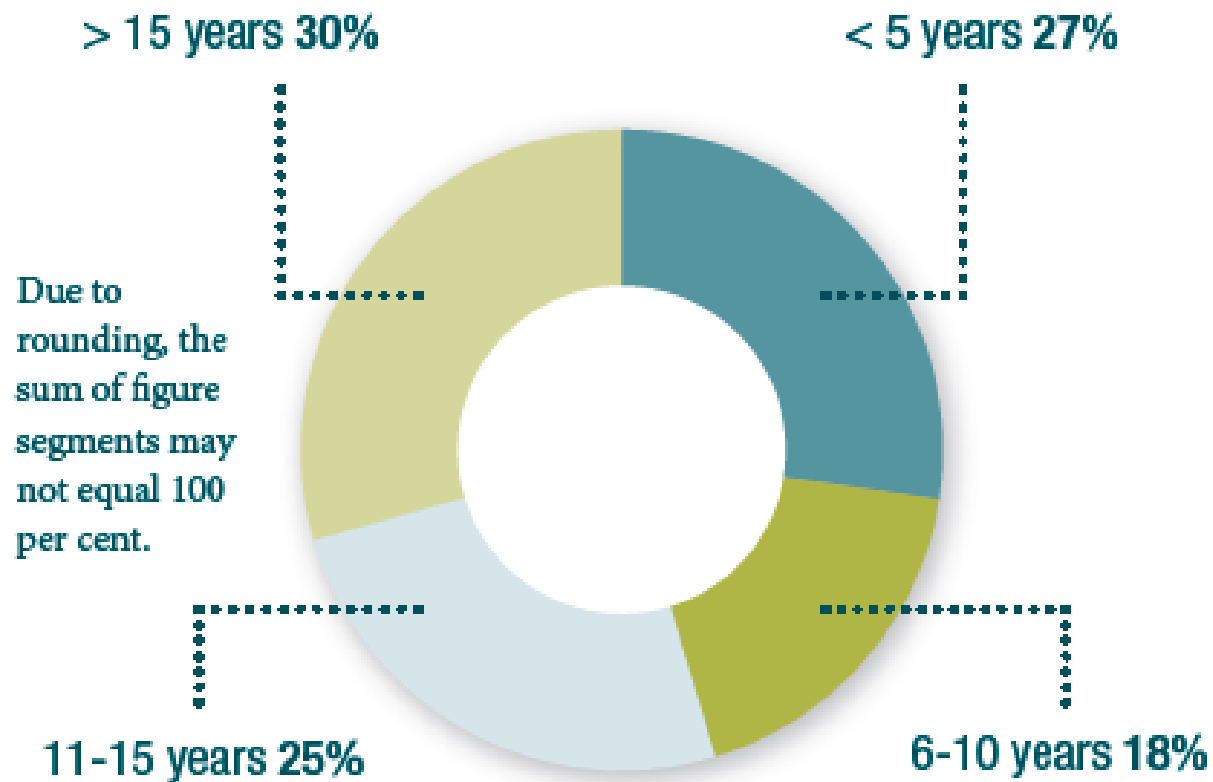
- Global capital investments in clean technology companies:
    - 2008, \$8.4 billion (U.S.)
    - 2007, \$6.1 billion (U.S.)
  - Ontario Cleantech Sector
    - In 2008, there were 2,600 environmental companies, employing 65,000 people and generating \$7 billion (Cdn.) in revenue (the majority of firms were consulting firms)
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# Who are these guys?

- There are 110 Ontario-based clean technology companies
  - Profile of Sector based on
    - Age
    - Development stage
    - Sub-sector
    - Business model
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# Ontario Cleantech Companies Age



Source: The Clean Technology Report™ (2009)

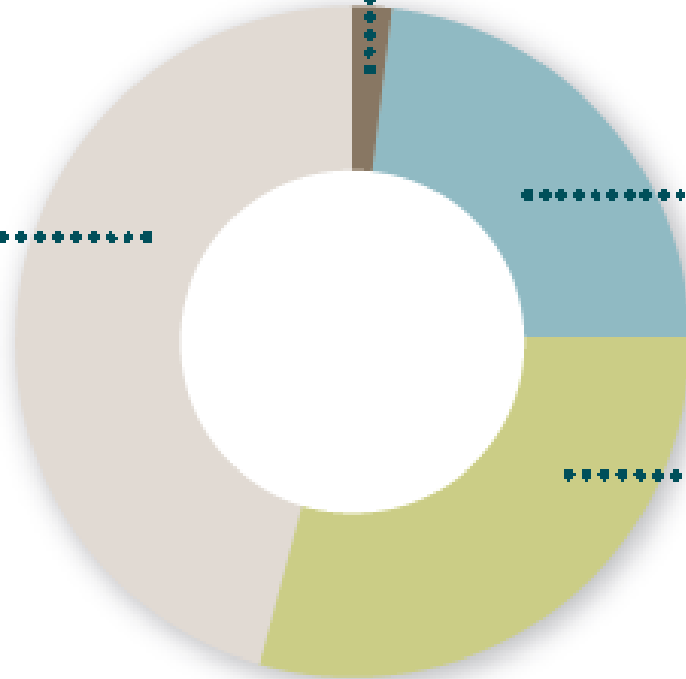
# Ontario Cleantech Companies Development Stage

Market Entry & Market Volume 45%

Pre-Commercialization (Fundamental & Applied Research) 2%

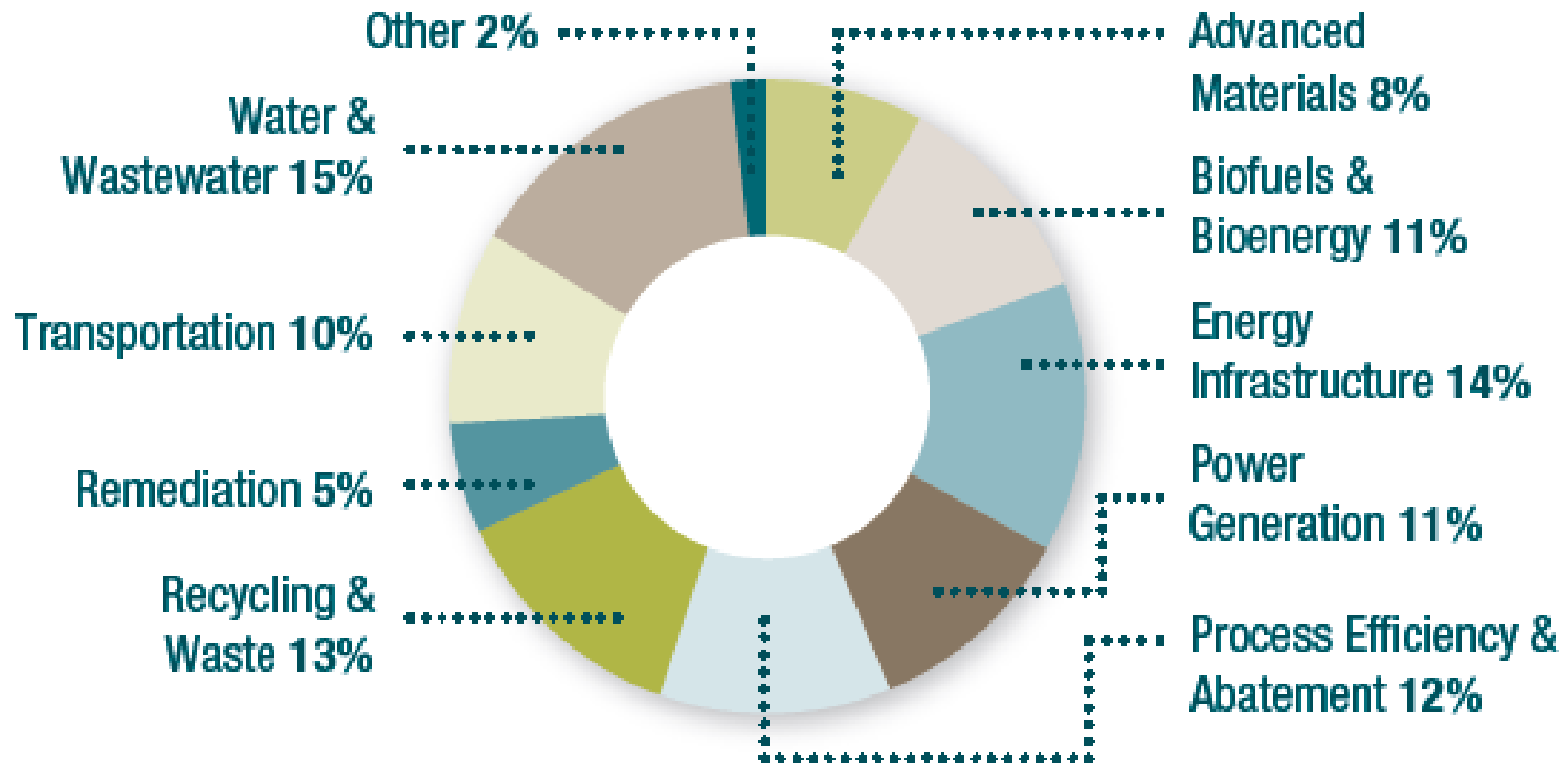
Technology Development & Demonstration 23%

Product Commercialization & Market Development 30%



Source: The Clean Technology Report™ (2009)

# Ontario Cleantech Companies Subsectors



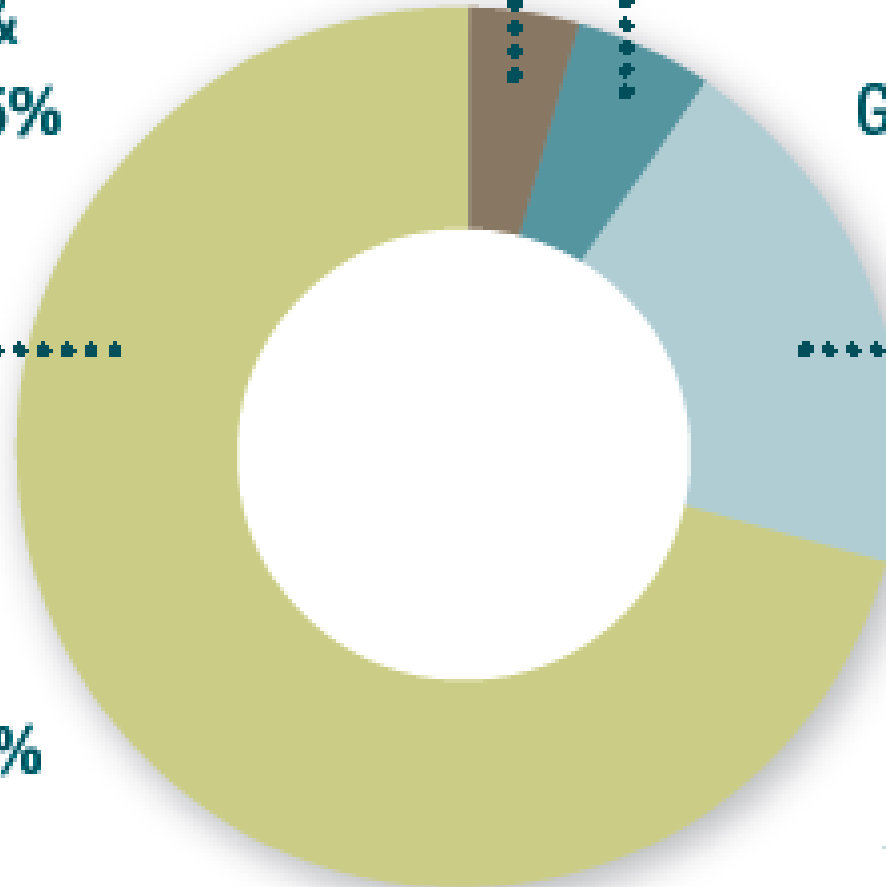
# Ontario's Cleantech Companies Business Model

Large-Scale  
Processing &  
Generation 5%

Distributed  
Processing &  
Generation 5%

Technology  
Products 71%

Technology-  
Enabled  
Services 20%



Source: The Clean Technology Report™ (2009)





# Ontario's Cleantech Companies

(Where's the next Zenon?)

- **BIOREM**

- World leader in providing engineered biofilters for odour control from point emission sources
- Publicly traded (TSXV: BRM).

- **Blue-Zone Technologies**

- Technology captures “sleeping gas” used in hospital operating rooms and cleans for reuse.

- **Envirotower**

- Technology cleans water from cooling towers without the need of conventional chemicals at 20% less cost.



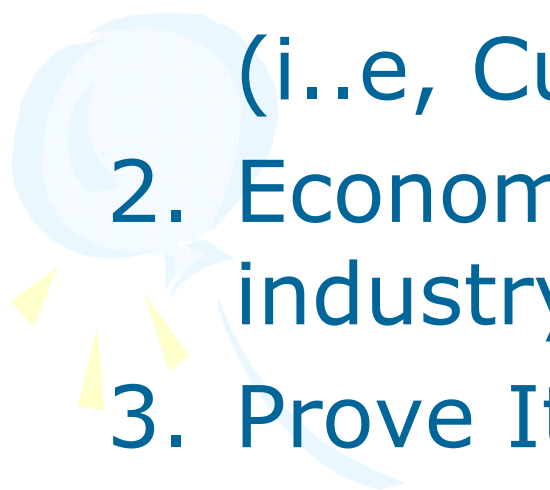
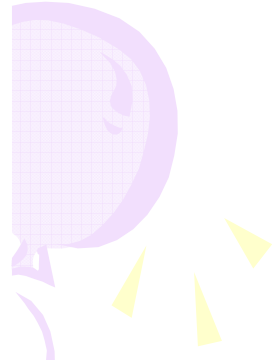
# The Cleantech Challenge

- Ontario's Cleantech sector will require \$800 million to \$1.2 billion in investment for product commercialization over the next 3 to 5 years. (ref.:The Cleantech Report™)
  - The investment needs does not include funding for demonstration plants or proof-of-concept equipment.
  - The time, expense, and hassle of the environmental permitting process in Ontario adds to the challenge of commercializing clean technologies.
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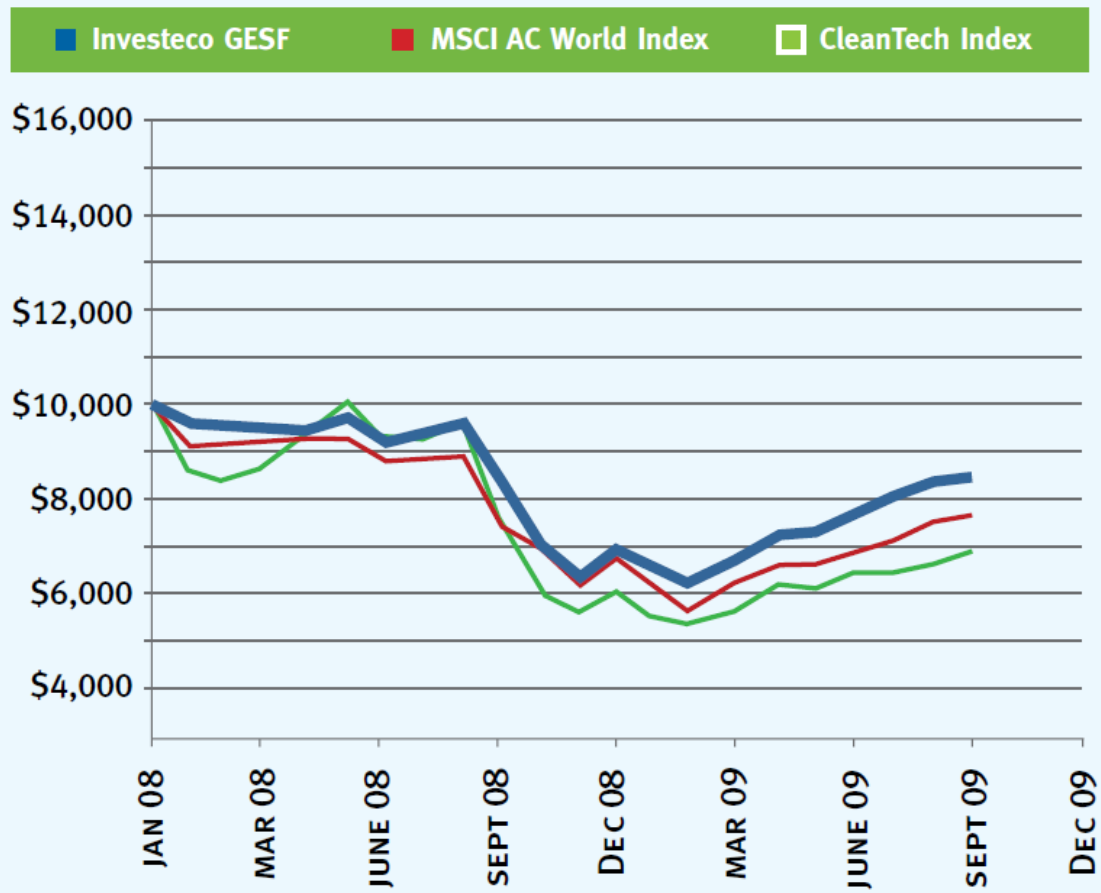
# Finding Success in your Cleantech Venture

What works with Cleantech?

1. Sell the product, not the technology  
(i.e., Customers want solutions)
  2. Economic Value (i.e., ROI for  
industry is 24 months)
  3. Prove It (i.e., NETE, ETV)
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# Investing in Cleantech

GROWTH OF \$10,000 (CLASS A UNITS)




GESF = Global Environmental Sectors Fund  
MSCI = Morgan Stanley World Index  
Cleantech Index trades on the NYSE

Source: Investeco Newsletter, Sep09



## Finding the Stars, Avoiding the Dogs

- Cleantech can be a good investment but the same rules apply as for any investment
  - due diligence should be ignored just because the company is in a new “hot” space
  - Analysis of the product, the people, the regulatory climate, and the competition should be no different for a clean tech company than if one was considering investing in start-up in a well-established sector
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