



Top 50 VC-Funded Greentech Startups

Greentech Media Announces the Top 50 Startups in Greentech

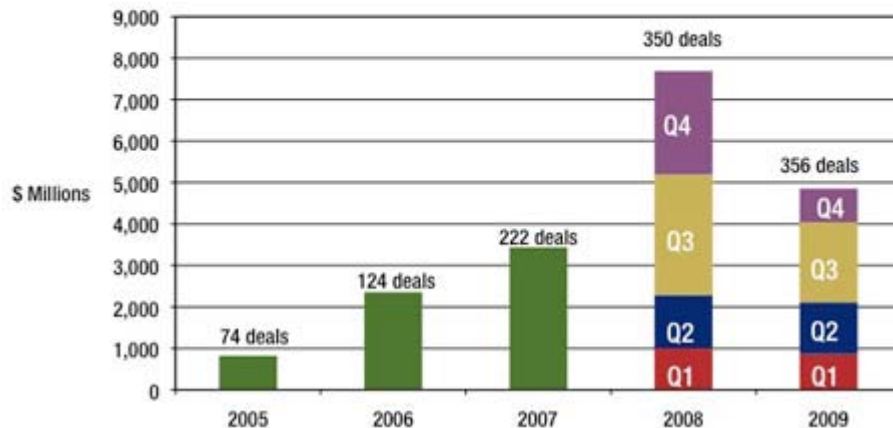
March 8, 2010

Venture capital firms have invested almost \$20 billion into hundreds of greentech startups since 2005. All of these firms are looking to launch a disruptive force into their target markets, scale rapidly and grow quickly.

Very few of these firms will actually make it.

We put our energy analysts, reporters and editors to the task of picking fifty VC startups in greentech that have at least a fighting chance of succeeding as VC-funded start-ups and making an impact on our energy-intensive lives.

VC in Greentech 2005-2009



Selection criteria:

- Technological edge
- Potential to severely disrupt the market
- Great management team
- Massive market opportunity

Substantial war chest

Feasible exit strategy

Sheer hype power

Only venture-backed private firms

Methodology: We spread the names of 500 VC-funded firms on the Greentech Media dance floor and cut the head off of a chicken. Wherever the chicken landed - that was a winner. We stopped when we ran out of chickens.

Green Buildings, Lighting

Bridgelux: Bridgelux is focused on lowering the cost of LED-based solid-state lighting to a penny per lumen -- a disruptive price achieved through clever packaging and innovating in the epitaxial processes of building the phosphor-coated film. Early this year, new CEO and ex-Seagate CEO, Bill Watkins took over the reins and announced a \$50 million funding to finance a new fab, bringing its substantial fund-raising totals to over \$150 million from investors including DCM, El Dorado Ventures, VantagePoint Venture Partners, Chrysalix Energy and Harris & Harris Group. Our sources indicate that the firm is generating significant revenue. The big question is whether they can outrun the big guys like Philips and Osram.

Water

Miox: The disruptive aspect of Miox' business plan is distributed water purification instead of the current centralized model. The company makes onsite water purification systems for gray water remediation and water recycling. Distributed water purification could potentially open up a flood of investment into water. Miox's trick is in making the process cost-effective. The company's system can purify a given amount of liquid with a volume of salt that is one-fourth the amount of liquid chlorine that would be required. Investors include Sierra Venutres, DCM, and Flywheel Ventures.

Green IT

Sandforce: The company has created a chip that makes it possible for search companies, banks and other companies with large datacenters to swap out storage systems made out of hard drives in favor of drives made of flash memory, which only use about 5 percent of the power. In real terms, that means dropping the power budget for storage systems from \$50,000 for five years to \$250. Storage giant EMC has invested.