

What Kind of Green Technology Does a Traditional IT Venture Capital Firm Invest In?

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Tom Blaisdell, a general partner at DCM, isn't interested in green tech that won't pay off. He's looking for things that any good venture capitalist wants: protectable investments, disruptive technology, and ROI. But with so many greenwashed companies touting their energy-saving miracle technology, what's worth paying attention to?

"Our primary bets are on energy efficiency. That's the lowest hanging fruit," Blaisdell told FastCompany.com at this week's Green:Net conference. "We do out of the box investments, but we haven't spent much time with biofuels, wind power, cars, or building materials."



DCM's big out-of-the-box greentech investment is in MIOX, a company that produces an onsite water disinfectant technology that uses just salt, water, and power--no need to store nasty chemicals onsite. MIOX can make its systems small enough to be used by a backpacker taking a solo trip or large enough to serve a municipality the size of Dallas. So far, MIOX has appealed primarily to municipalities, but the company is expanding its reach to beverage companies (including Coca-Cola) as well as countries with less reliable clean water supplies like China. "There isn't a water shortage in the world. There's a shortage of getting it where we want it, when we want it, and at the quality we want it," Blaisdell said.