

Cleantech

Promising Industry Sees Sunnier Times

No longer the "next new thing," cleantech has matured to the point when companies must generate positive economics for the customer while generating profit. Our survey respondents cite the double whammy of uncertainty in government policy and little investor interest as challenges as they work toward widespread adoption of their technologies, including expansion opportunities in new markets.

Although they're slightly less challenged in finding qualified workers than software startups (81% vs 92%), cleantech companies report that the cost of salaries and benefits makes it hard to compete for talent. Still, executives are more optimistic than in the past two years, with 85% rating current business conditions the same or better than last year and 80% saying future conditions will be the same or better.

OPPORTUNITIES

"With the economy trending in a better direction, interest and spending on Energy Efficiency will become more important."

"We see the transition to a smart utility grid as a major opportunity that will create a market for our products and services."

CHALLENGES


"Our challenge is to help companies understand the urgency and missed cost savings opportunities (of energy efficiency)."

"We're reducing our product costs to remain competitive and increase profitability."


HIRING



90% 
Plan to hire this year,

15% 
Have women on founding team

BUT

81% 
Say finding skilled employees is challenging

51% 
Have foreign-born on founding team

REVENUE AND PROFITS

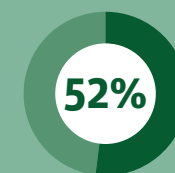


58% 
Generate revenue

BUT

10% 
Are profitable

THINGS ARE LOOKING UP?



Say 2012 conditions better than 2011



AND



Say 2013 promises to be better than 2012

INTELLECTUAL PROPERTY

72% 
Say IP is a valuable asset & worth the cost

BUT

36% 
Say IP protection diverts resources from more productive uses

