

Announcing the 2010 GoingGreen Silicon Valley 100

Posted by Weston McBride on October 18, 2010

Smart money and clever business innovations push the green community to create new solutions for tomorrow's clean world.

Global economic depression. Dropping energy prices. Increased international competition. The past year has challenging for the greentech sector, but smart money, clever business innovations, and government support have pushed the industry along and identified winning strategies.



As the industry grows and matures, narrowing down the top 100 greentech companies becomes an increasing challenge. Industries that were seldom looked at in Silicon Valley are now getting a green facelift, reinvesting in cleaner and more efficient systems.

This year's GoingGreen Silicon Valley 100 Top Private Companies list is characterized by companies weathering stormy economic weather through innovative business models, multinational partnerships, and creative use of government incentives. Adhering to the usual criteria, our judges evaluated hundreds of companies, assessing the breakthrough potential of their technologies, market size, management team, and investors. In many cases, we selected mature companies, but for the overall winner, we chose the energy-efficiency customer-engagement experts OPOWER, a young company with a proven business model, a seasoned management team, and a long list of premier clients.

In the RESOURCE RECOVERY AND WASTE MANAGEMENT category, RecycleBank shows creative problem-solving by encouraging consumers to recycle by giving them everyday rewards for travel, shopping, and more. Similarly, Glacier Bay takes a low-tech approach in the ENERGY STORAGE category with its ClimaCab APU product that recharges ACs in freight trucks overnight with batteries instead of diesel fuel. In the business of virtualized computing and winning the DATA CENTER EFFICIENCY category, MokaFive provides a wide array of non-energy benefits to its customers by moving processing and storage to an optimal centralized location.

SolarCity, our winner in the SOLAR ENERGY category, leverages existing solar technology, financing from large banks, and existing rooftop space to provide attractive solar installations with little upfront cost. The company is also beginning to offer an integrated solar and building energy efficiency service with its recent acquisition of Building Solutions.

Also offering bundled services and our GREEN MATERIALS AND GREEN BUILDING winner, Serious Materials bundles its green building materials with an energy management and commissioning service to maximize and maintain energy savings in commercial buildings.

In the realm of those who have excelled with the help of strategic partnerships, Better Place leads our GREEN AUTOMOBILES AND TRANSPORTATION category with its EV-charging infrastructure. It has partnerships across the world, from Renault-Nissan and GE to the leading financial institutions and forward-thinking governments.

Silver Spring Networks also heavily leverages a strong network of partners and wins the ENERGY MANAGEMENT, SMART GRID, AND ENERGY EFFICIENCY category, providing the hardware, software, and services that connect every device on the smart grid. Amyris, our BIOTECH, BIOFUEL, AND AGRICULTURE winner, leverages partners for biofuel production both in the U.S. and in the emerging market in Brazil.

Lastly, innovative companies like BioPetroClean deliver ecological solutions for industrial wastewater using bacteria, this year's WATER TECHNOLOGY AND TREATMENT category winner. Our winner in the CLEAN ENERGY category is Accelergy, which has a technology that turns coal into clean liquid fuel.

The amazing thing about this year's GGSV100 is that it is just a small sampling of the talent and enthusiasm in the greentech industry. Many more unmentioned companies-some now large, publicly traded entities and others that are still in a garage laboratory-are changing the world we live in by constantly asking how things can be done better, faster, cheaper, and cleaner. Congratulations to this year's winners and the rest of the green innovators, who keep on questioning assumptions and creating new solutions for tomorrow.

Weston McBride is AlwaysOn's greentech editor.

The winners of this competition will be officially honored at:

GoingGreen Silicon Valley 2010

Where Green Entrepreneurs Take on Big Business

October 12th - 14th, 2010

The Presidio's Golden Gate Club

San Francisco, CA

Introducing the GoingGreen Silicon Valley 100:

Clean Energy (not solar or biofuel)

Category winner

Accelergy

Houston, TX

www.accelergy.com

FloDesign

Wilbraham, MA

www.flodesign.org

Energy Storage Systems

Deeya Energy

Fremont, CA

www.deeyaenergy.com

Solar Energy

Abound Solar

Fort Collins, CO

www.abound.com