



**Helping Build the Green Economy...One Deal at a time**

@ The  **GREEN TECH CONNECT FORUM**

# A Quick Show of Hands

- ▶ How many folks recycle?
- ▶ How many folks reuse?
- ▶ How many folks use green products?
- ▶ How many GREENtrepreneurs in the room?



# What makes a Green Product\*?

- ▶ Energy Efficient, Durable and Low maintenance
- ▶ Incorporate Recycled contents
- ▶ Don't contain or by-produce toxic products
- ▶ Can be re-used
- ▶ Readily-recycled
- ▶ Bio-Degradable
- ▶ Made using Natural and/or renewable resources
- ▶ No ozone depleting substances
- ▶ Obtained from local resources and manufacturers

\*Conservation Value Institute



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# Green Consumer Products/ Industry Groups

- ▶ Green Building
- ▶ Renewable Energy
- ▶ Socially Responsible Investing
- ▶ Alternative Transportation
- ▶ Healthcare
- ▶ Natural, Organics
- ▶ Nutritional products
- ▶ Dietary supplements
- ▶ Home and Office Products
- ▶ Tourism
- ▶ Travel



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# Corporate Trends in Green Market

- ▶ Wal-Mart's Sustainability Product Index
  - Higher Quality
  - Lower Cost
  - Measure sustainability of products
  - Help customers live better in 21<sup>st</sup> century
- ▶ New titles in every organization
  - VP of Sustainability
  - Chief Sustainability Advisor



# Where's the Green?

- ▶ US GDP: \$13.84 Trillion
- ▶ Revenues from clean energy sources: \$1 Trillion by 2030 (Morgan Stanley)
- ▶ Increasing number of VC's and Angels
- ▶ Socially responsible and Institutional investors
- ▶ American Reinvestment and Recovery Act (ARRA): \$70 Billion
- ▶ Green Building Market: \$96 - \$140 Billion by 2013 (McGraw-Hill Construction)
- ▶ Organic Product Sales in 2008: \$25.6 Billion (Organic Trade Association)



# How can Clean Green Guy™ help?

- ▶ Building world's largest Green COMMUNITY online
- ▶ Connects GREENtrepreneurs with investors, financiers and manufacturers for their green products
- ▶ Make sense of GREEN
- ▶ Green Classifieds
- ▶ Green Jobs
- ▶ Example...



# Who can Clean Green Guy™ help?

- ▶ GREENtrepreneurs
- ▶ Manufacturers
- ▶ Investors
- ▶ Financiers
- ▶ Government agencies
- ▶ Community



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# What do you do next?

- ▶ Currently in Alpha release
- ▶ Visit [www.CleanGreenGuy.com](http://www.CleanGreenGuy.com)
- ▶ Get listed in world's largest GREEN community and directory for FREE
- ▶ Create a FREE profile
- ▶ Participate in Discussions, Articles and read Logs
- ▶ Connect with other professionals and organizations online





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