



## GoingGreen East 50 Winners



Innovation is brewing in all greentech sectors.

by *Ed Ring*

In our evaluation of several hundred private cleantech companies, we examined several key variables. Probably the most important was the disruptive potential of the company's technology combined with its likely feasibility: How big a market is there for the innovation, and how close is the company to bringing this innovation to market? We also looked at the strength of the management team, the credibility of the investors, the clarity of the company's mission, and the strength of its claim to belong to the cleantech revolution. This time around, of course, we paid special attention to companies that appear likely to thrive in spite of tight credit and cheap energy.



What is remarkable is that the 50 winners we selected come nearly equally represented from most of the cleantech sectors we identify. Our winners include eight companies in solar energy, eight in resource recovery, seven in energy efficiency category, six in energy storage, five in building materials, five in nanotech, four in biofuel, and at least one in every other category. This is a welcome validation of our belief that cleantech is a robust, transformative economic phenomenon that will continue to experience growth.

Our overall winner, GreatPoint Energy, was chosen based on all the preceding criteria. GreatPoint is commercializing a technology that converts raw coal into natural gas. This technology can yield dramatic near-term improvements in terms of reducing the pollution associated with coal, which remains the most widely used energy source on earth.

Narrowly edging out other categories in the overall quantity of winners is solar energy companies, and to see so many excellent companies in the solar category is a firm indication of solar's ongoing growth. Each of our winners in this category—1366 Technologies, EPV Solar, Konarka Technologies, Plextronics, Sencera, Suniva, Wakonda Technologies, and Xunlight—are developing third-generation photovoltaic technologies. These companies are all on the trail of delivering solar energy for well under \$1.00 per watt, a price at which solar should be able to compete with conventional energy without subsidies.

It is encouraging that resource recovery, creating energy from waste, should have so many winners—companies such as Plasco Energy Group, Enerkem, EnerTech, IST Energy, and Ze-gen are all pioneering cost-effective ways to take waste streams destined for landfills and instead cleanly convert them into energy. Another winner in this category, ECORE International, converts waste rubber products into an array of floor coverings and other building materials.

The winners in our energy efficiency category also demonstrate how cleantech is probably a countercyclical sector, as the winners all promise cost-effective innovations that will deliver more usable energy for the same amount of raw energy input. The smart grid companies among our winners are a perfect example: CURRENT Group, Ember, Optimal Technologies International, BPL Global, Eka Systems, and SmartSynch. Another winner in this category is Renaissance Lighting, developing spectacular and energy-sipping solid-state lighting that is almost invisible, like wallpaper, yet can be controlled with extraordinary flexibility to emit user-defined colors and intensities.

All our GoingGreen East Top 50 Private Companies are pursuing extraordinary innovations, from Oasys Water Systems, who has a breakthrough desalination technology, to Hycrete, who has developed a non-toxic and durable concrete additive that renders it impervious to water, greatly increasing the life of reinforced concrete structures, and all the rest.

Cleantech is not so much a sector as it is a sector of sectors—cleantech embraces everything. The values that define cleantech are well suited to whatever the economic tides may bring. Environmental sustainability reduces costs, as does energy sustainability—and this translates easily into sustainable business models. Cleantech is here to stay. We are proud to announce the GoingGreen East Top 50 Private Companies, and we extend our admiration and congratulations to all our winners.

*Ed Ring is the greentech editor of AlwaysOn and the editor of EcoWorld.*

*The GoingGreen East 50 will be honored on March 10, 2009 at GoingGreen East in Boston, MA. [Click here to register.](#) **Click here to register.***

### **AlwaysOn GoingGreen East 50 Overall Winner**

**CATEGORY: Clean Energy**

**[GreatPoint Energy](#)**

#### **Biofuels**

**[Coskata](#)**

**[GreenFuel Technologies](#)**

**[Mascoma](#)**

**[Oteros](#)**

**[Plasco Energy Group](#)**

#### **Clean Energy**

**[CoalTek](#)**

**[Enerkem](#)**

**[FloDesign](#)**

#### **Clean Manufacturing and Clean Products**

**[Advanced Electron Beams](#)**



## **Energy Efficiency and Energy Management**

[BPL Global](#)

[CURRENT Group](#)

[Eka Systems](#)

[Ember](#)

[GridPoint](#)

[Optimal Technologies International](#)

[Renaissance Lighting](#)

[SmartSynch](#)

## **Energy Storage Systems**

[A123 Systems](#)

[Boston-Power](#)

[Lilliputian Systems](#)

[Premium Power](#)

[Solicore](#)

## **Green Automobiles and Transportation**

[EcoMotors](#)

## **Green Materials, Green Buildings**

[ArborGen](#)

[ARXX Building Products](#)

[ECORE International](#)

[Hycrete](#)

[Luminus Devices](#)

## **Green Nanotech and Synthetic Genomics**

[Codon Devices](#)

[Novomer](#)

[OD Vision](#)

[Rive Technologies](#)

[Zymetis](#)

## **Resource Recovery and Waste Management**

[bioprocessH2O](#)

[EnerTech Environmental](#)

[IST Energy](#)

[Lehigh Technologies](#)

[Recycled Energy Development](#)

[Ze-gen](#)

## **Solar Energy**

[1366 Technologies](#)

[EPV Solar](#)

[Konarka Technologies](#)

[Plextronics](#)

[Sencera International](#)

[Suniva](#)

[Wakonda Technologies](#)

[Xunlight](#)

**Water Technology and Water Management**

[Oasys Water](#)

[Poseidon Resources](#)