

Survey results

The state of cleantech

RoseRyan conducted the State of Cleantech survey in May 2010 in conjunction with PricewaterhouseCoopers, Arbor Advisors, and Woodruff Sawyer & Company. It was designed to identify the top issues facing cleantech companies, learn what's on the industry's collective mind, and create a bird's-eye view of what the sector is experiencing now and anticipating in the year ahead. Questions were sent to an extensive list of Bay Area professionals representing cleantech's many sectors.

NOTE: Percentages are rounded.

1) How optimistic are you about the venture funding environment for cleantech companies?

Highly optimistic	26%
Somewhat optimistic	52%
Neutral	15%
Pessimistic	6%

2) How many IPOs do you believe there will be in the cleantech sector in Northern California this year?

2-5	71%
6-7	17%
8-9	11%
10+	2%

3) How many cleantech acquisitions in Northern California do you believe will happen this year?

1-5	28%
6-10	37%
11-15	19%
16-20	9%
21+	8%

4) What is the greatest challenge for cleantech companies this year?

Gaining access to capital	60%
Distribution of products/services	20%
Geographic expansion	8%
Protection of intellectual property	6%
Other	6%

5) What sector do you think has the greatest growth prospects this year?

Lighting	22%
Efficiency	22%
Solar	17%
Building materials	11%
Biofuels	11%
Transportation	9%
Water	5%
Other	3%

6) How optimistic are you about the cleantech industry's growth rate in Northern California?

Highly optimistic	29%
Optimistic	48%
Somewhat optimistic	22%
Not optimistic	2%

7) Where do you anticipate the most growth for international expansion in cleantech?

China	67%
Europe (combined countries)	21%
India	5%
South America (combined countries)	5%
Japan	3%

8) Do you think government incentives are necessary for the cleantech sector's acceleration?

Yes	86%
No	14%

9) What size cleantech companies do you think will be most successful in the next year?

Small (start-ups)	14%
Mid-sized (\$5M-\$50M)	55%
Large (\$51M+)	31%

10) What are the greatest challenges facing cleantech companies' administration teams (finance, accounting, risk management)?

Ability to scale quickly	48%
Ability to manage risks	22%
Ability to hire highly skilled candidates	19%
Ability to support international requirements	5%
Ability to meet difficult compliance requirements (SOX, SEC, etc.)	3%
Other	5%

11) What is the greatest challenge facing cleantech companies' sales and marketing teams?

Ability to differentiate their solution from competitors'	38%
Ability to scale quickly	21%
Ability to expand internationally	11%
Ability to expand in the U.S.	11%
Ability to hire highly skilled candidates	5%
Other	14%

12) What is the greatest challenge facing cleantech companies' senior executive teams?

Fundraising	37%
Meeting aggressive monthly, quarterly and annual targets	25%
Identifying and finding key executives	15%
Identifying channels to market services	8%
Managing aggressive growth	15%

13) What do you think cleantech companies' greatest risks are?

Government programs don't continue (investment tax credits, stimulus funds)	30%
Ability to scale fast enough	27%
Economy stays or goes back into a recession	25%
Growing customer base fast enough	14%
Other	3%

14) What type of cleantech personnel do you see in the greatest demand?

Engineering support	48%
Sales and marketing	26%
Administrative (accounting, finance, legal)	12%
Manufacturing	8%
Other	6%

15) What is the greatest trend in cleantech that you anticipate over the next year?

Large multinationals expand rapidly into cleantech	24%
There is a large increase in mergers and acquisitions	24%
Many cleantech companies go out of business due to the general economy	21%
Cleantech continues to lead in venture investment	18%
A major breakthrough (crisis, discovery) increases the need for cleantech worldwide	10%
Other	5%