

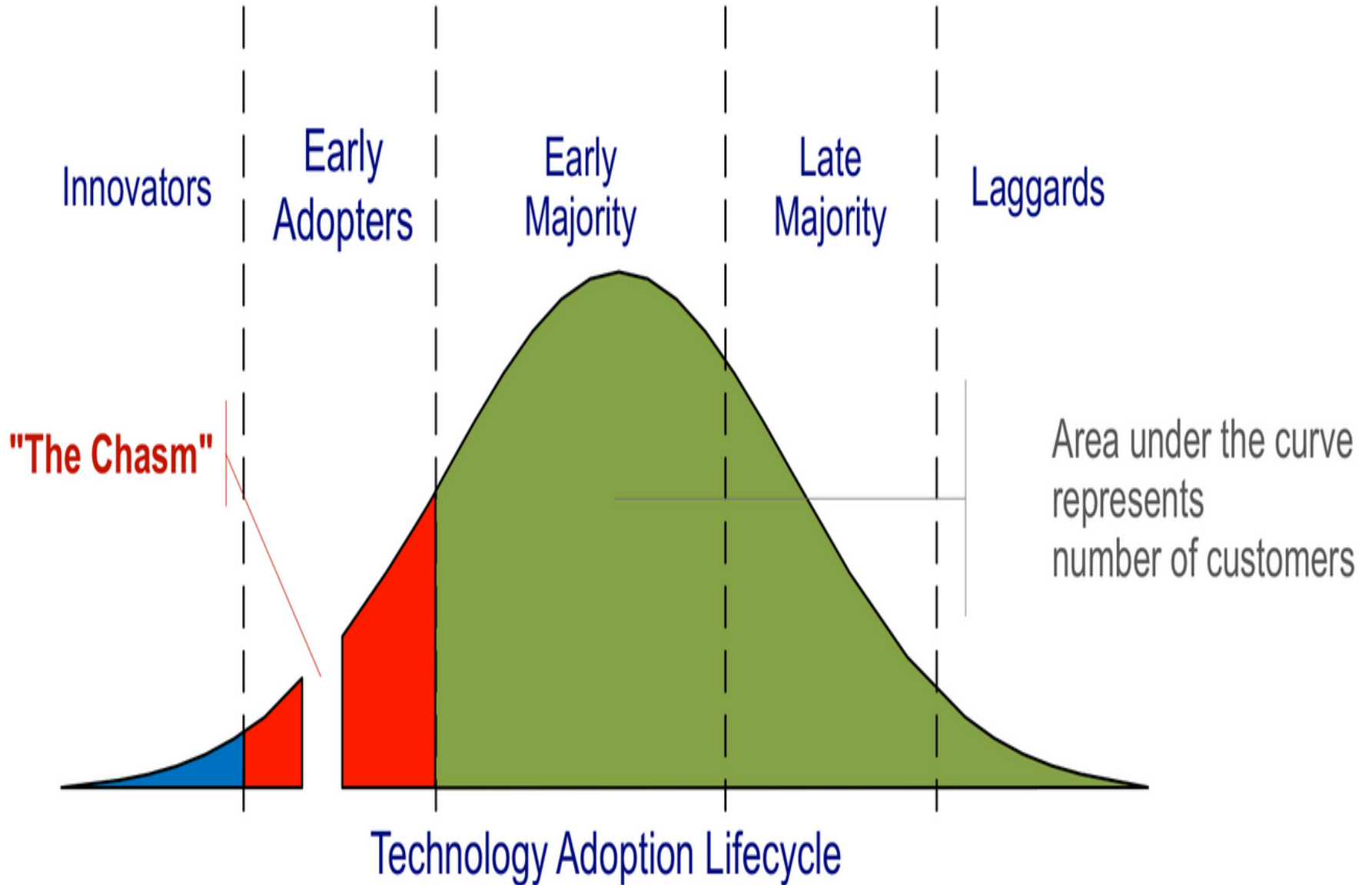
# “Mainstream”ing Sustainable Investing

Opportunity and **Obstacles**

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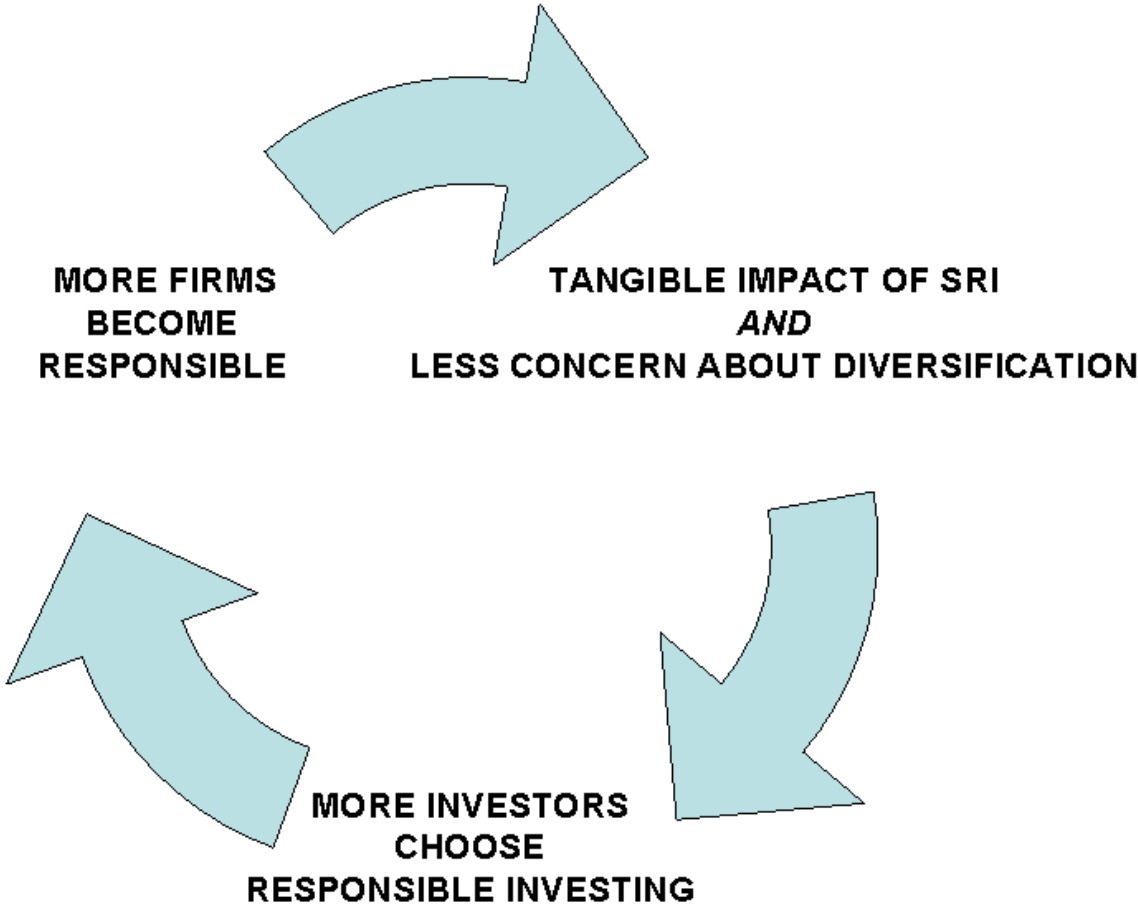


Source: Geoffrey Moore's *"Crossing the Chasm"* (1999)

The drivers of sustainability are creating the **FASTEST GROWING CATEGORY** of almost everything.

Category	Market Size (U.S. in \$)	Sustainability Segment	Segment Growth	Segment Share
Food	550 billion	Organic	22%	2.5%
Electricity	400 billion	Renewable <small>(excl. Hydro, Wood)</small>	17%	2%
Fuels	1 trillion	Alternative	20%	2.6%
Health Care	2.3 trillion	CAM	17%	>1%
Building Products	98 billion	Green	23%	2.3%
Fiber (Apparel)	300 million	Organic	50%	1%
Automotive	228 billion	Hybrids	38%	2%

# Snowballing: The case for a big wave





<http://www.youtube.com/watch?v=vJG698U2Mv>