

# Meltwater Ventures

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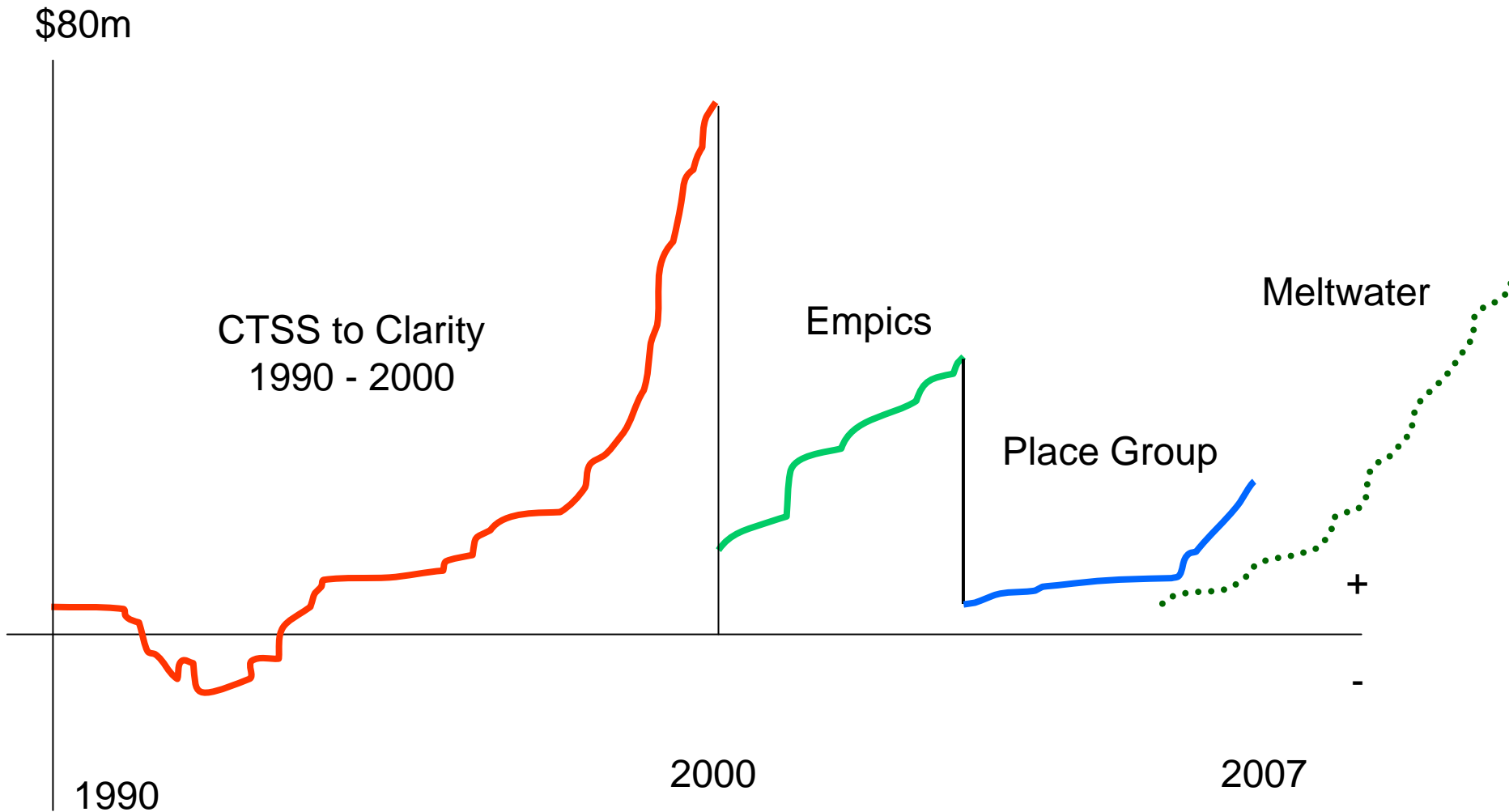
**e-business  
to g-business**

Martin Chilcott Founder & CEO  
Meltwater Ventures Ltd

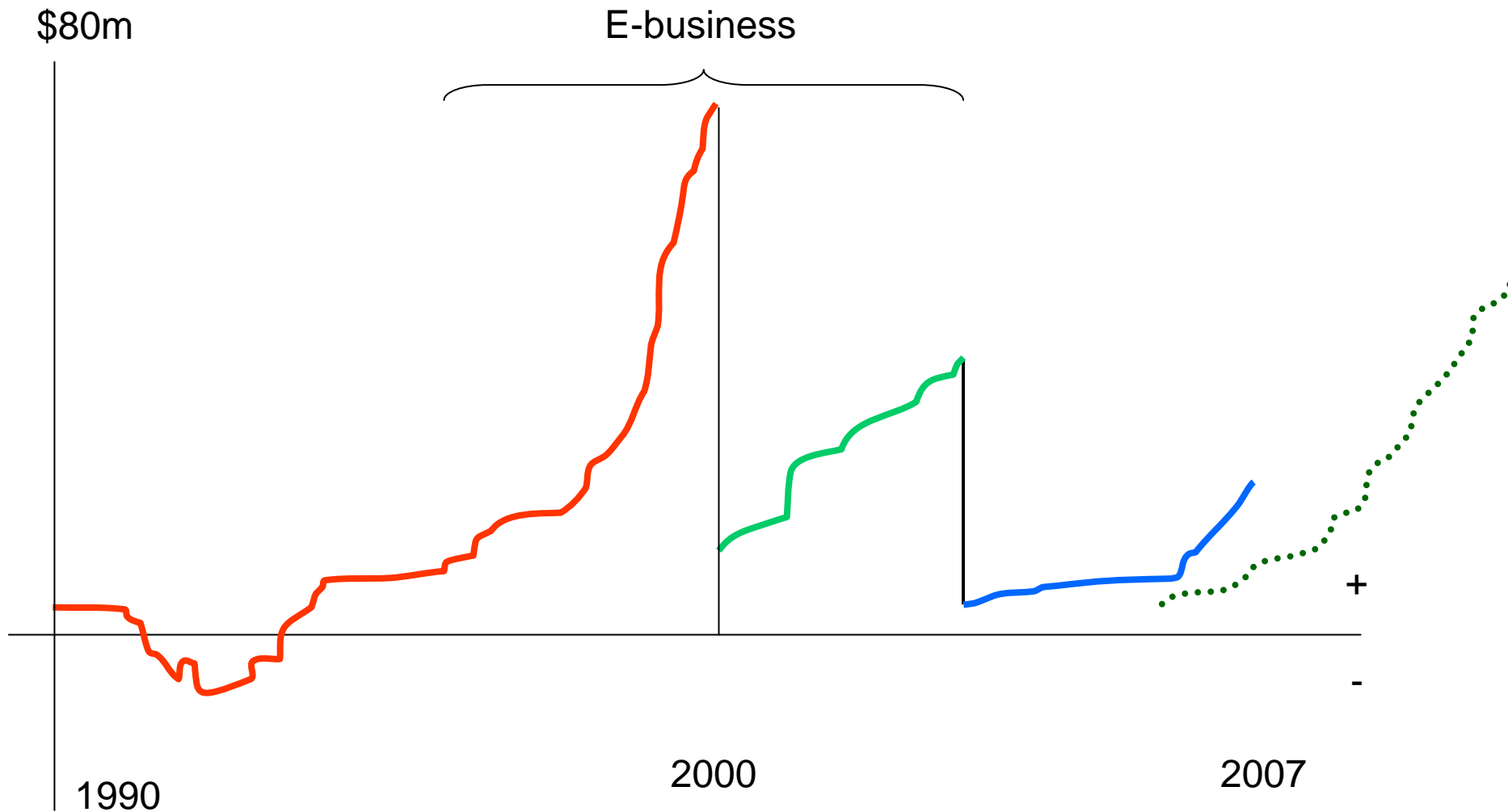
# Introduction - personal experience

- Fast growth companies
- Disrupted markets
- Looking for 'step change' / revolution
- High risk, very high return

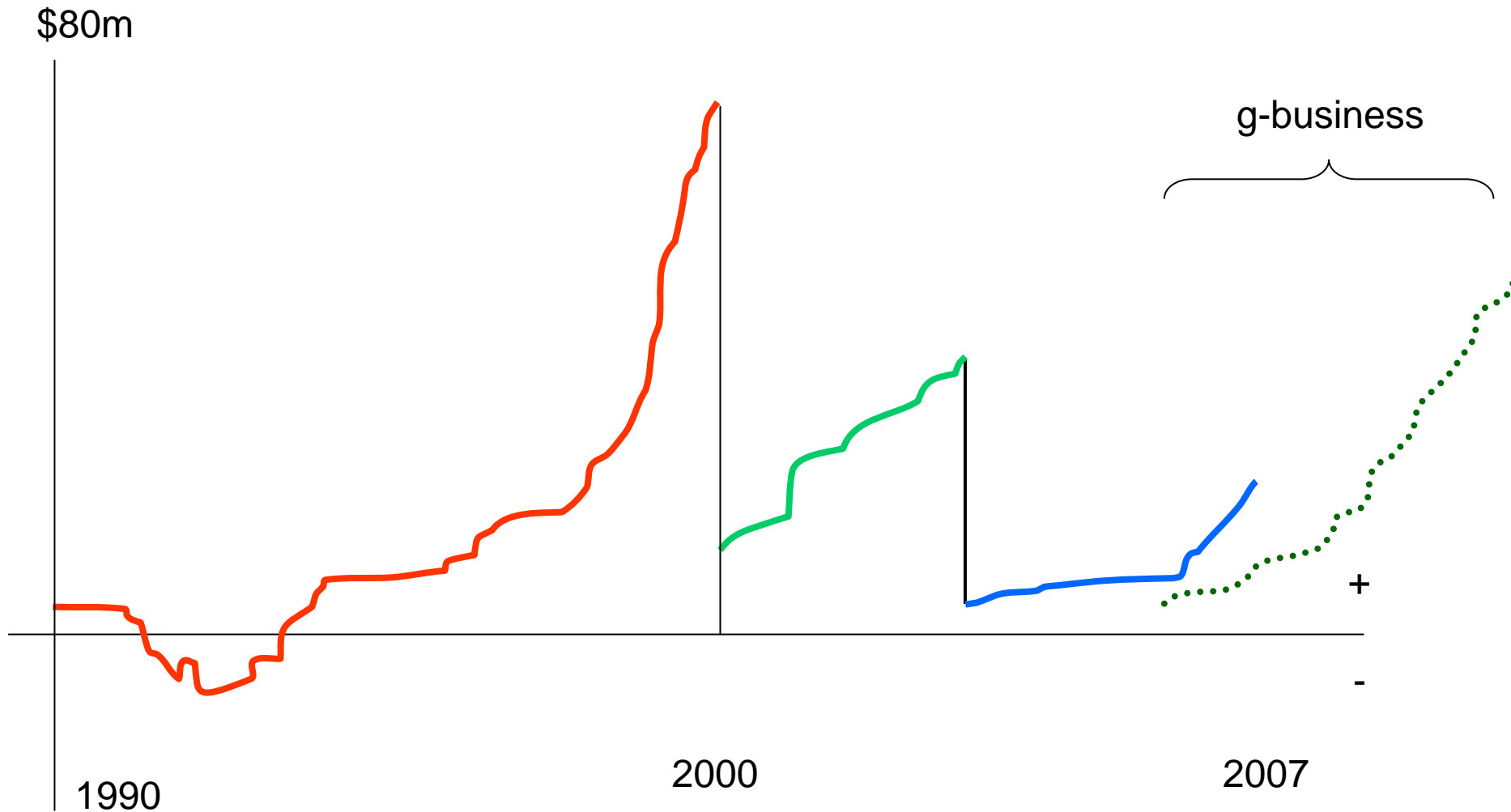
# Introduction - personal experience



# Introduction - personal experience



# Introduction - personal experience



# Meltwater companies in incubation



**Go - Low**

Lower carbon  
transport solutions

**The ZeroCarbon Co. Ltd**

# What I am going to talk about

- Lessons from the '3<sup>rd</sup> economic revolution' for the '4<sup>th</sup> revolution':
  - Similarities and differences
  - Crossing the 'Chasm'
  - Innovation through collaboration
  - Green Valley

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**Similarities and differences**



# Similarities – Speed of growth

The global market for climate change technologies and services is worth £2.1 billion/year today, rising to £530 billion/per year (US\$1 trillion/year) by 2010 – the UK share could expand to £15 billion/year.

*Shell (Vivid Economics), October 2006*

# Similarities – Kleiner Perkins

“This field of greentech could be the largest economic opportunity of the C21st. There’s never been a better time than now to start or accelerate a greentech venture”

John Doer

# Similarities – West Coast USA

Bill Gates

Vinod Khosla

## California

Steve Case

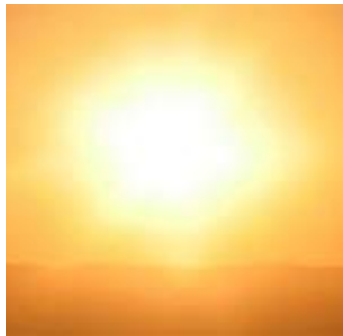
Paul Allen

Larry Page  
& Sergey Brin

John Doer

# Similarities – Efficiency gains

## Sustainable Energy Sources:



# Similarities – Standards

**Internet  
Protocol**

**Regulation  
standards**

# Similarities – Disruptive technologies

**Microchip**

**Internet**

**Mobile phones**

**Web 2.0**

**Integration**

**CRM**

**Bio-fuels**

**Solar, wind, tidal**

**Waste to energy**

**Algae to make fuel**

**Smart buildings**

**Heat storage**

# Similarities – Ubiquitous

“...we must develop profitable manufacturing methods that do not require expensive and inefficient processes... requiring... new collaborations stretching along the whole length of the supply chain from the farmers through to manufacturers and end-users.”

Professor Lord Kumar Bhattacharyya

# Differences – Regulation driven

Pan-national  
EU / Federal US  
National / State  
Local



# Differences – Corporations

“Climate change will be the single biggest business issue of the next decade. You have to be on the right side of that.”

James Murdoch

# Differences – Corporations

**3,262 stores**

# Differences – Corporations

68.1m sq feet  
of sales space

# Differences – Corporations

**12 countries**

# Differences – Corporations

**450,000 employees**

# Differences – Corporations

**574**  
**new store openings**  
**in 07/08**

# Differences – UK & Europe

Denmark: wind

Germany: solar PV

UK: green innovation?

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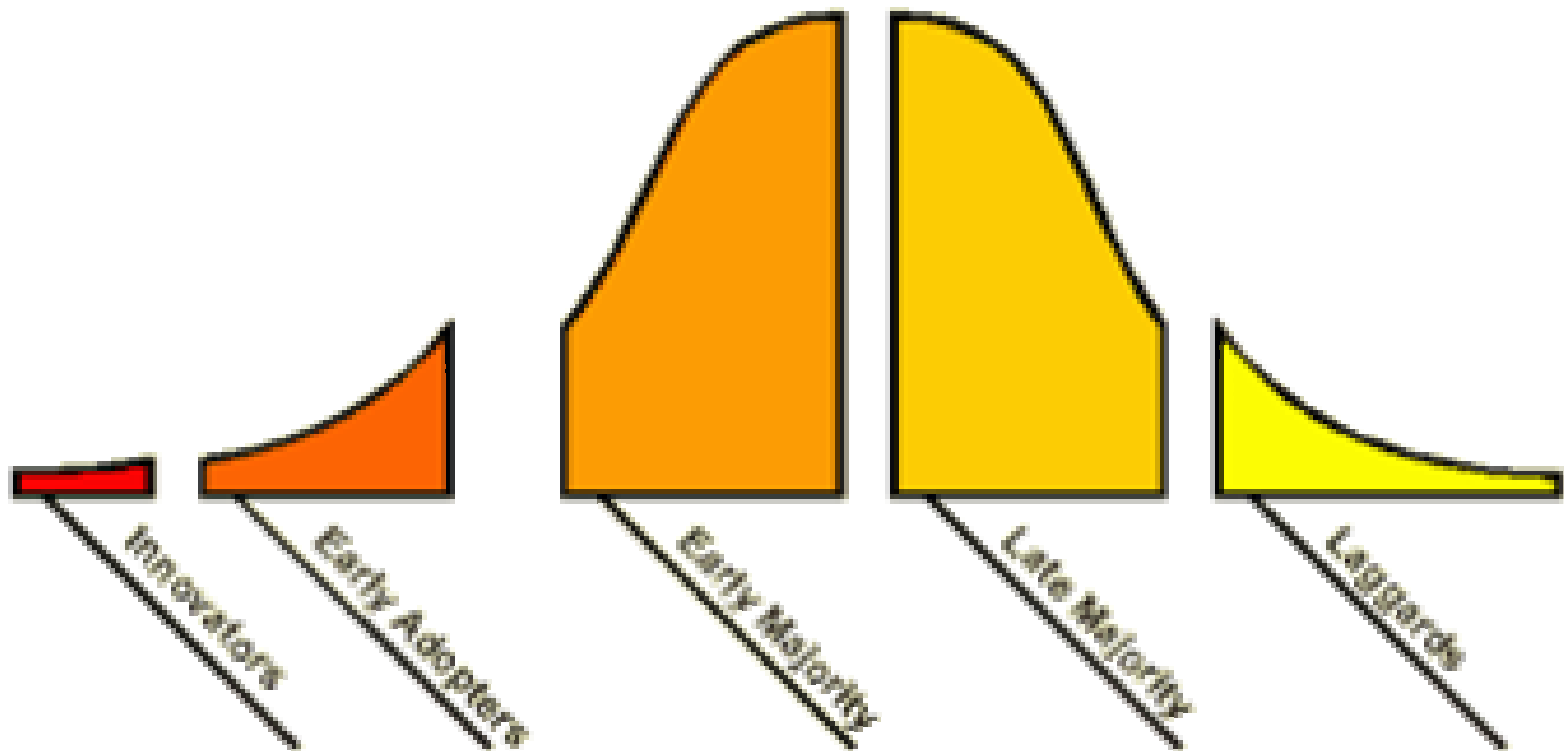
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## Crossing the Chasm



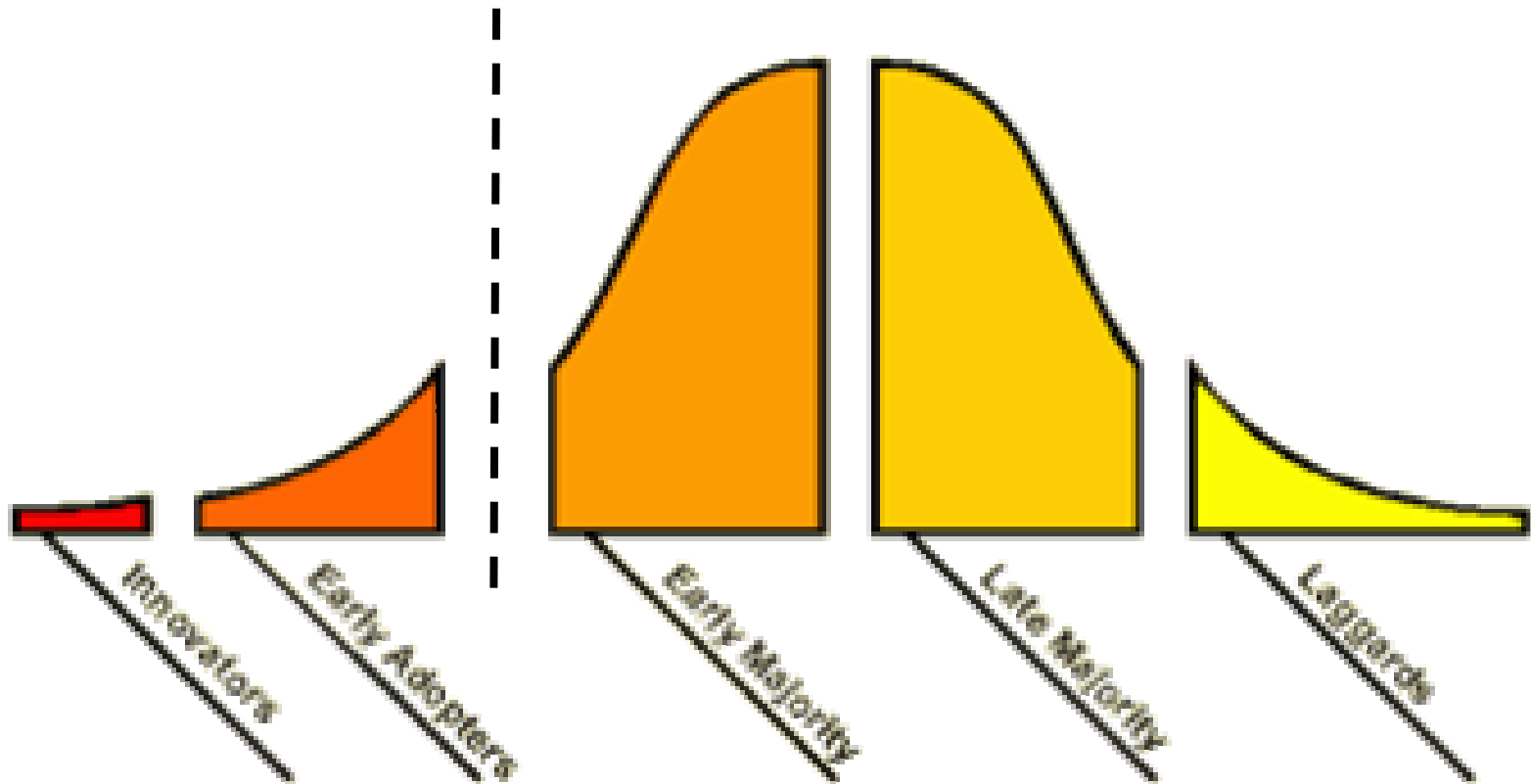
# Crossing the Chasm

## The *Revised* Technology Adoption Life Cycle



# Crossing the Chasm

## The Revised Technology Adoption Life Cycle



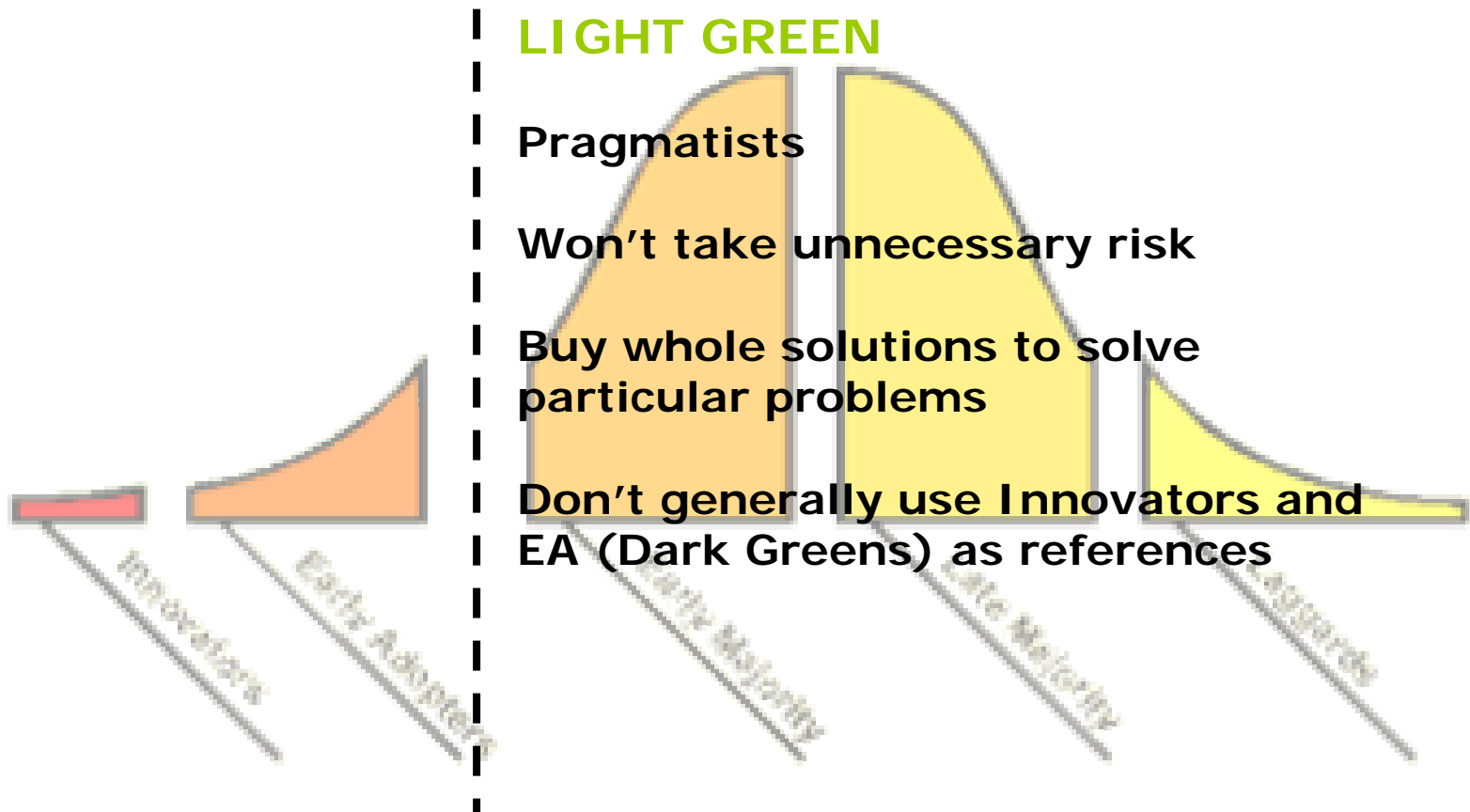
# Crossing the Chasm

## The Revised Technology Adoption Life Cycle



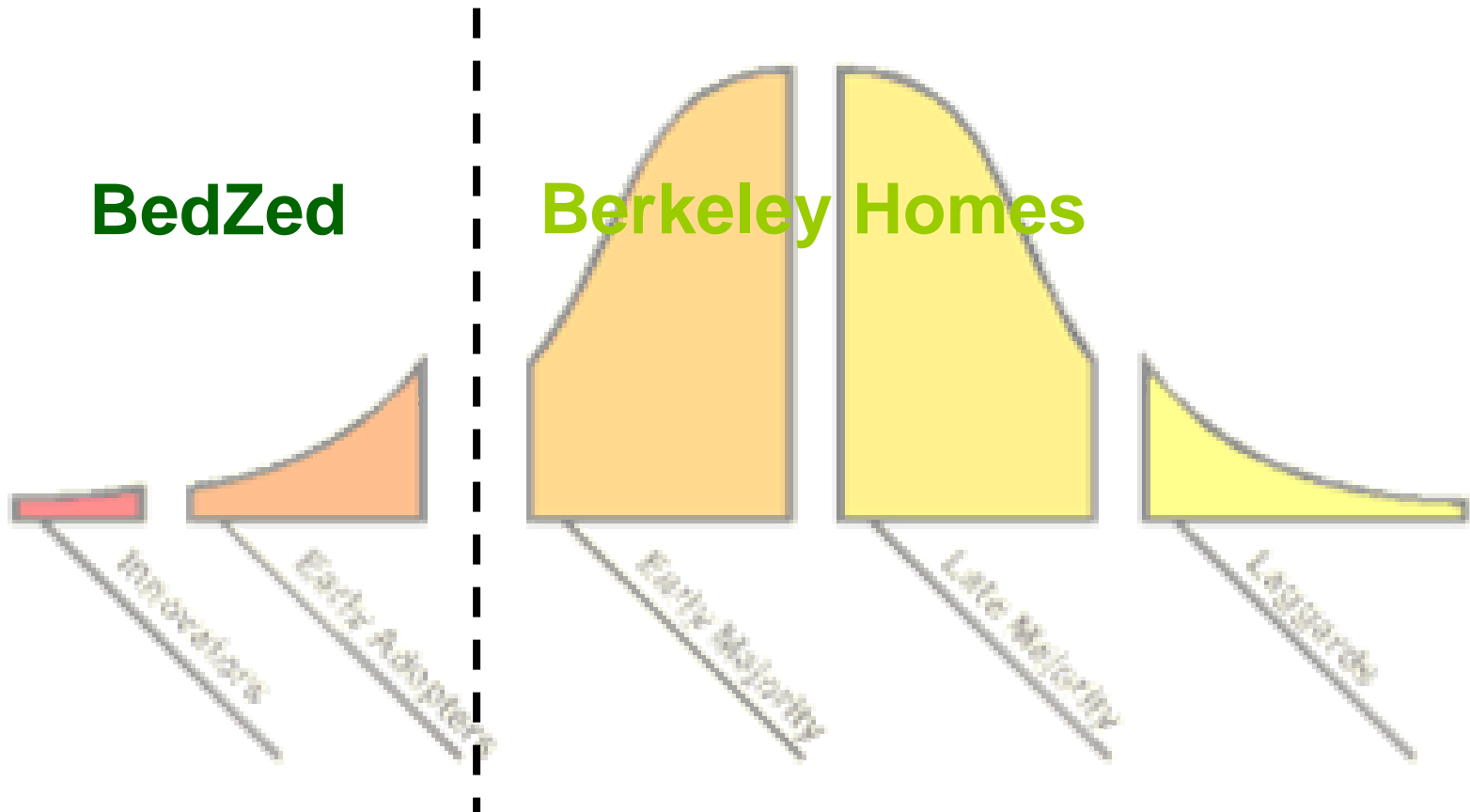
# Crossing the Chasm

## The Revised Technology Adoption Life Cycle



# Crossing the Chasm

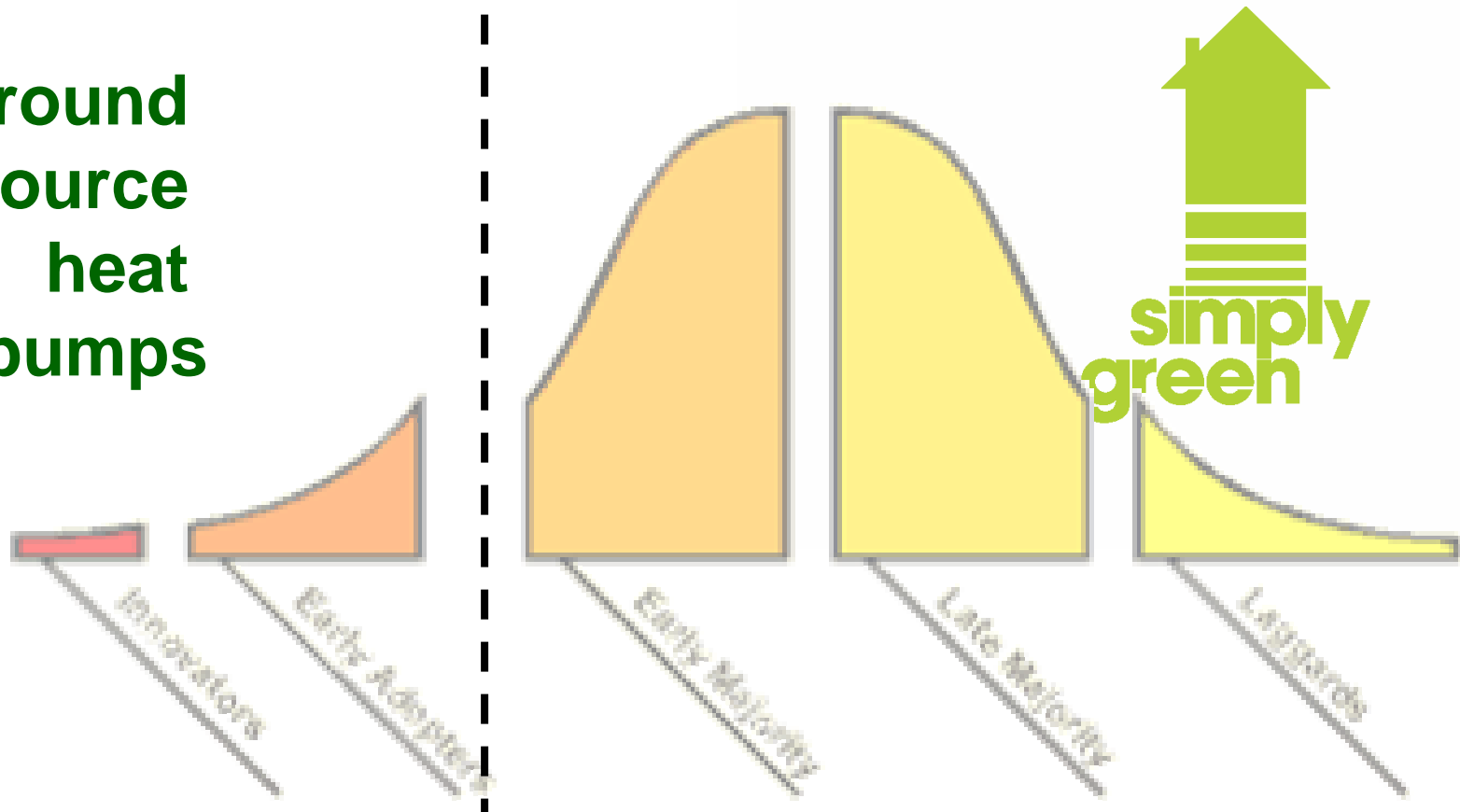
The Revised Technology Adoption Life Cycle



# Crossing the Chasm

The Revised Technology Adoption Life Cycle

Ground  
source  
heat  
pumps



# Innovation through collaboration

“era of open innovation”

Ancona & Bresman (X-teams)



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Consultant, DTI



[Brenda Jordan](#)  
Consultant, Cisco Systems



[Brady Swenson](#)  
Journalist, The Ecologist

...  
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 **new messages**

Today [Anna Hackman](#) wrote:

"Hi Martin, I've got 3 spare tickets for 'What a waste' if you & James..." [▶ \[more\]](#)

Yesterday [John Addison](#) wrote:

"You're right, I think we need to focus on corporate sponsorships..." [▶ \[more\]](#)

On 18-07-07 [Alicia Erickson](#) wrote:

"Are you and James around on 25 Aug? I think we should arrange a..." [▶ \[more\]](#)

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 **new events**





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**Green Valley**

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