

# Will green tech be the next investment bubble?

## STORY HIGHLIGHTS

- Large investment in green tech lead to speculation that it may be overhyped
- Many ideas in development stage, many may never make viable products

## Long term future is secure, but short term may have some 'wild rides'

By Matt Ford For CNN

(CNN) -- Recent world events have shown in stark relief how financial speculators hype industries up, only to scare and scatter when a bubble bursts leaving the value of stocks and shares to tumble.



.... Excerpt:

The problem is that after years of get-rich-quick strategies, many still judge investments based on the likelihood of short-term gains.

Whereas, with the **green tech sector** they need to look far into the future for a return.

"It depends where your measuring point is. If you're looking at short term, quarter-to-quarter... there's no question there's a lot of volatility," John Wooland, CEO Bright Source Energy.

"A lot of this stuff in the public markets could be very overhyped and overvalued."

Over the coming decades there is no getting away from the fact that the world faces huge challenges, which only new technology can solve.

If we are to maintain growth and a western standard of living while urgently cutting CO2 emissions and finding alternatives to oil stocks that, according to Fatih Birol, chief economist to the International Energy Agency, could plateau in 2020, green tech is the best hope we have.

As companies and consumers increasingly realize the business case for using eco-friendly technology, those in a position to supply it will prosper. The only thing slowing this process down is perception.

"I'd like to see the clean tech space renamed the efficient space," says Mike Biddle, **MBA Polymers**. "Because clean tech is a bit of a misnomer. It still has that residue of ten years ago. 'Clean tech means I'm not going to make a lot of money'. I think it's all about efficiency."

Efficiency is not something that's ever going to go out of fashion, and despite some choppy waters ahead, it seems the future's bright, the future's green.