

Excerpt from Outside Magazine, November 2006

<http://outside.away.com/outside/culture/200611/green-investing-guide-1.html>

Green Investing Guide

## **Put Your Money Where the Green Is**

*Financial advice in the pages of Outside? It's a departure, sure, but it doesn't take a genius to see which way the money's blowing. In the pages that follow, we'll introduce you to a guru of green investing and lead you through a savvy, three-step plan for getting in the game yourself. Because in a world of high gas prices and climate change, cashing in on clean technology and eco-friendly businesses is good for the planet—and even better for your portfolio.*

By [Carleen Hawn](#)

....

“I think a Google or a Yahoo will be built in this area,” predicts Khosla, whose San Francisco venture-capital company, Khosla Ventures, focuses almost exclusively on ethanol. “The next decade will be huge.”

Indeed, in 2000, the global clean-tech sector had a market capitalization – or total stock market value – of \$7 billion; today, it's nearly \$25 billion. As of August 2006, the WilderHill Clean Energy Index, a Dow Jones-type barometer that monitors the value of stocks in the clean-tech world, was up 50% since its inception in 2004. (The S&P 500 posted a 23 percent increase over the same period). What Musk and his deep-pocketed cohorts hope to demonstrate is that we can't afford *not* to explore the clean-tech sector. Because there are, after all, two kinds of green.

....