

Excerpt from Motley Fool, January 15, 2008

<http://www.fool.com/investing/high-growth/2008/01/15/the-biggest-economic-opportunity-of-this-century.aspx>

## The Biggest Economic Opportunity of This Century

By Jack Uldrich January 15, 2008

Venture capitalists -- a.k.a. VCs -- are people too, just like you and me. They put their pants on one leg at a time, and they're prone to making investing mistakes just like the rest of us. That said, it's hard to deny that some VCs are clearly better than others. John Doerr is one of Silicon Valley's more successful and higher-profile VCs, with big wins that include early investments in **Symantec**, **Amazon.com**, and more recently, **Google**.

This success, I believe, gives his words some weight. So when Doerr says that global warming is real and "cleantech" is "the biggest economic opportunity of this century," my ears -- and yours -- should perk up.

**The future for cleantech** It's not that the idea of cleantech as a big investment opportunity is new. The Motley Fool, myself, and others have been [writing about it for some time](#). Instead, it was Doerr's explanation of how cleantech can help address global warming that I found so interesting.

....

**Invest intelligently** Investors looking for a more diversified approach to investing in renewable energy might want to consider the **PowerShares WilderHill Clean Energy** (PBW) exchange-traded fund. Alternatively, investors with a more conservative approach might want to look at a company like **General Electric** (NYSE: [GE](#)). It can't be considered a pure cleantech play, but just yesterday it announced that by 2010 it would be increase by 50% -- to \$6 billion -- the amount it invests in clean technologies. As a result, in the years ahead, investors can expect it to generate an increasing percentage of its revenue from alternative energies.

....