



Rick Sacks, 973.467.8728  
[rick@smartpr.net](mailto:rick@smartpr.net)

## **General Partner Kasdin Provides Perspectives on Successful Sector Investing in ‘Inside the Minds: Green Venture Capital’**

*The only female contributor among six authors, Kasdin emphasizes that financial goals must supersede environmental passion*

**PRINCETON, N.J., Jan. 20, 2010**—Battelle Ventures General Partner Kef Kasdin and five other leaders in cleantech investing are the contributing authors of the recently released *Inside the Minds: Green Venture Capital*, a book published by Aspatore Books, a Thomson Reuters business.

Green Venture Capital (ISBN: 978-0-314-21420-1) is, according to the publisher, “an authoritative, insider’s perspective on the leading strategies for investment success within the clean and green technology industries.”

Kasdin and the other green-technology-sector venture capitalists each authored a chapter, providing advice and direction on identifying investment opportunities in sustainable businesses, completing a risk analysis for potential investments and keeping a finger on the pulse of cleantech innovations.

In her chapter, Kasdin, the only woman among the authors, emphasizes the importance for venture capitalists of finding a balance between being environmentally conscious and financially successful. At Battelle Ventures, she focuses on investments in cleantech and communication technologies and has been involved in developing and executing strategies for high-technology companies for more than 20 years,

“In contributing to this book,” Kasdin explains, “I’ve sought to provide readers with the benefit of my experiences in the cleantech investment sector and to leave them with two guiding principles for our activity in this sector:

“First, building businesses based on green technology is difficult and challenging, but there are substantial rewards. Second, cleantech has emerged as a rapidly growing sector for venture capital because people saw an opportunity to make money through these technologies, not because of environmental passion. Venture capitalists who invest in green technologies might be motivated to invest in companies that can contribute to ‘saving the planet,’ but they should always do so in a way that is consistent with their funds’ financial goals.”

Among the topics Kasdin discusses in her chapter, “Greentech is a Business, Not a Movement,” are: understanding marketplace “pain” in the cleantech sector; evaluating the risk and potential of an investment; leveraging government support for cleantech; helping a start-up secure leadership with “the right stuff”; and enhancing an investment through guidance and oversight.

*(more)*

Aspatore's *Inside the Minds* series provides readers with introspective looks into the leading minds of the business and legal worlds. For complete information on Aspatore titles, please visit [www.west.thomson.com/aspatore](http://www.west.thomson.com/aspatore) or email [West.customer.service@thomson.com](mailto:West.customer.service@thomson.com). This book can be purchased by calling 1-866-ASPATORE or by visiting <http://west.thomson.com/productdetail/161778/40911459/productdetail.aspx>

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Battelle Ventures, L.P., and its affiliate fund, Innovation Valley Partners (IVP), have a combined \$255 million under management to create and accelerate the development of early-stage technology companies with breakthrough solutions to key marketplace problems. The funds enjoy close relationships with the technology transfer offices of the National Laboratories that Battelle Memorial Institute (Battelle) manages or co-manages for the U.S. Department of Energy. They also have established similar associations with a number of university tech transfer and commercialization departments. Battelle is the \$220-million Battelle Ventures fund's sole limited partner and Eastern Tennessee business leaders back the \$35-million IVP fund; the two funds invest side by side in all deals. For more information about Battelle Ventures, go to [www.battelleventures.com](http://www.battelleventures.com).

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