

Preview of the Alternative Profits Report

Profiting from the Alternative Energy Revolution

This preview provides sample content from the Alternative Profits Report

(Updated July-2009)

About the Report

The Alternative Profits Report was written with a clear objective: For the millions of entrepreneurial people worldwide, we wish to tell through this report how they can benefit from the alternative energy revolution that is happening around them.

Alternative energy is a key component of the sustainability movement, and from a business point of view, will have the maximum impact over the next few decades. We have deliberately kept the scope of this report narrow and focused primarily on alternative energy, because it will be difficult for one report to provide in-depth analyses of all the business opportunities arising out of the sustainability movement. However, where possible, we have provided inputs and resources that will allow the reader to appreciate related opportunities that are beyond the scope of alternative energy and into the other areas of sustainability.

Within alternative energy, the focus of this report is on renewable alternative energy sources such as solar, wind, biofuels etc. These are domains in which an exceptional amount of interest is present worldwide, and in which investment opportunities for entrepreneurs small and large are growing at a fast pace.

While researching data and information for the report, we have to the extent possible relied on authentic data sources. Where we were not able to find high quality data sources, we have made suitable qualitative and quantitative assumptions for arriving at the inferences and estimates.

The preview of contents presented here provides representative content and data from the report. We hope that these inputs enable you in your evaluation of the Alternative Profits Report.



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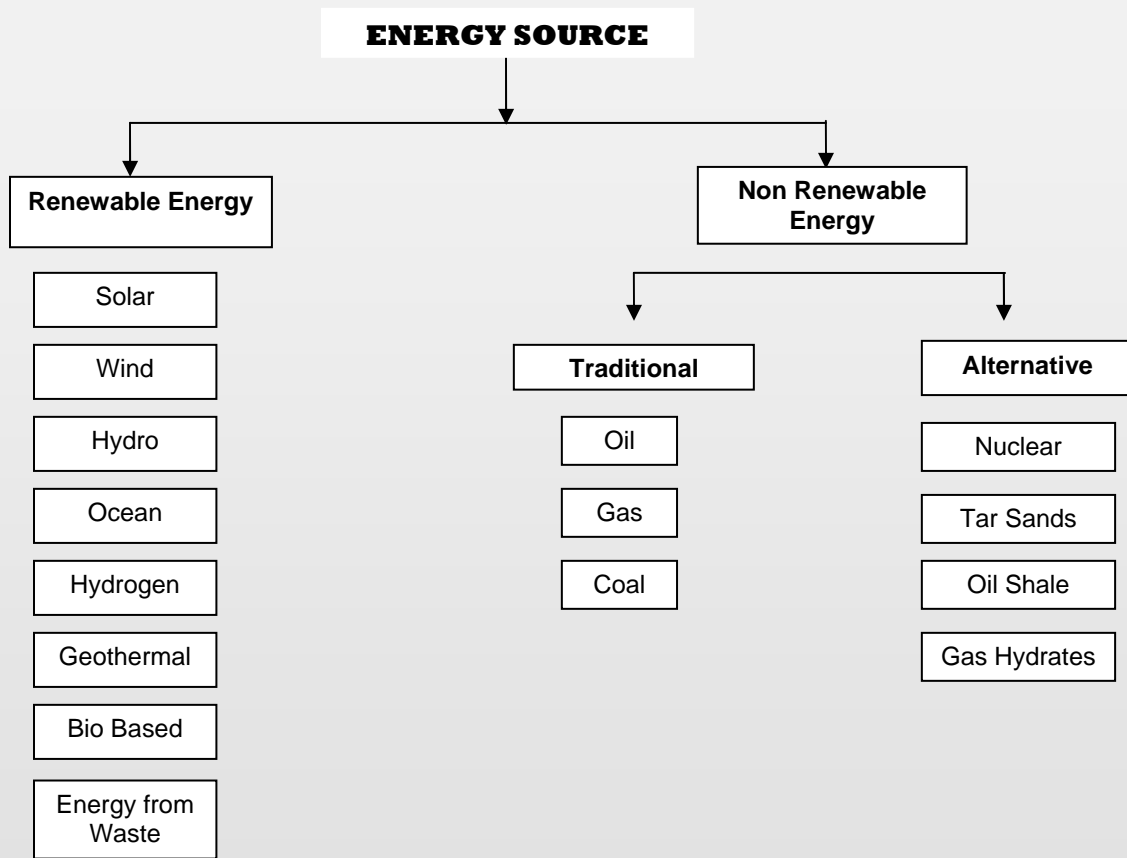
Section 1 Status and Trends in Alternative Energy Sources

1. Introduction to Alternative Energy and Sustainability Industries

1.1 Introduction to Alternative Energy Sources

Sample Content: The Primary and Emerging Sources of Energy

The following are the primary and emerging sources of energy.



This chapter provides an introduction and overview of the alternative energy sources.



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Sample Content: Status and Trends of Solar Industry

Solar Global PV Power Capacity by Year	
Year	MW
2007	8325
2008	9797
2009	11574
2010	13729
2011	16366
2012	19624

The above table shows a significant increase of solar PV capacity worldwide, with **the capacity more than doubling for the period 2007-12**, with a CAGR of about 19%.

The current status, contribution and prospects of alternative energy sources are highlighted in this section.



Sample Content: Solar Energy – Technology

The solar energy industry can be broadly classified as follows:

- *Solar Photovoltaic*
 - Crystalline
 - Monocrystalline
 - Polycrystalline
 - Thin-film
 - CdTe (Cadmium Telluride)
 - CIGS (Copper Indium Gallium Selenium)/CIS (Copper Indium Selenium)
 - CIS (Copper Indium Diselenide)
 - Amorphous Silicon (a-Si)
 - Concentrating Photovoltaic
- *Solar Thermal*
 - Distributed Solar Thermal
 - Flat-plate Collectors
 - Evacuated Heat-pipe Tubes
 - Centralised Solar Thermal
 - Concentrating Solar Thermal
 - Parabolic Trough Collectors
 - Dish/Engine Systems
 - Power Towers
 - Hybrid Systems / Integrated Solar Combined Cycle
 - Linear Fresnel

A detailed description of every solar energy category has been discussed in this chapter. Similarly, classifications and details thereof are provided for all the other renewable energy sources.



Sample Content: Solar Energy Problems

Problems Faced by Producers

- Raw Material availability - Silicon, the main raw material of a solar cell, pushes up costs as a high degree of purity is required. Just seven companies worldwide produce most of the polysilicon used in solar panels. This will explain why any problem regarding scarcity of polysilicon could get very difficult, especially if all the producers happen to be facing similar manufacturing bottlenecks (Jun 2008)
- Many of today's top solar panel companies have risen rapidly on the backs of favorable long-term contracts with raw material and component suppliers. But owing to shortage of raw materials, solar panel manufacturers struggle to provide even a third of what customers want. The shortage came about because of the solar boom.

Bottlenecks and Issues faced by the Solar PV and Solar Thermal industry have been outlined in this section. In the report, insights on bottlenecks are provided for all other renewable energy sources as well.

Sample Content: Status and Trends in Wind Industry

Taking the estimates for global cumulative installed capacity for 2008-12 as the base (presented earlier), the annual installed capacity estimates for the period are as follows:

Year	Cumulative Global Capacity End of Year Estimate (MW)	Annual Installed Capacity Estimate (MW)
2009	150997	30199
2010	188746	37749
2011	235933	47187
2012	294916	58983
2013	368646	73730

Detailed inputs on technology, status and trends, regional energy scenario, current and future energy contribution to global electricity supply and potential of all alternative energy are explained in the report.



Sample Content: Ethanol – Current and Future Potential

2007 World Fuel Ethanol Production

Country	Millions of Gallons
USA	6498.6
Brazil	5019.2
European Union	570.3
China	486.0
Canada	211.3
Thailand	79.2
Columbia	74.9
India	52.8
Central America	39.6
Australia	26.4
Turkey	15.8
Pakistan	9.2
Peru	7.9
Argentina	5.2
Paraguay	4.7
Total	13,100



Sample Content: Hydro Power Industry - Status and Trends

Regional Scenario - Hydro-energy Capacities Countrywise

Country	Annual Hydroelectric Power Generation (Twh)	Installed Capacity (gw)	Capacity Factor	% of All Electricity Produced
China	563.3	171.52	0.37	17.18
Brazil	371.5	69.08	0.56	90.0
Canada	368.2	88.974	0.59	61.12
USA	250.8	79.511	0.42	5.74
Russia	179	45	0.42	17.64
Norway	135.3	27.528	0.49	98.25
India	122.4	33.6	0.43	15.8
Venezuela	83.9	-	-	67.17
Japan	83.6	27.229	0.37	7.21
Sweden	66.2	16.209	0.46	44.34
France	63.6	25.335	0.25	11.23

Most data pertains to 2006 and beyond, collected from multiple sources

Highlights of the Above Table

It is interesting to see that for Norway, almost all the electricity is from hydro. Brazil follows close with 90% from hydro.

Countries such as Venezuela and Canada also generate large percentages of their electricity from hydro. For these two countries, one of the reasons is possibly their relatively low coal reserves. Venezuela has about 500 Million T of recoverable coal deposits while Canada has about 10 billion T. Contrast this with the coal reserves of USA (over 200 billion T), Russia (about 200 billion T), China (over 100 billionT) and India (over 100 billion T). It is pertinent to note here that Brazil has relatively low recoverable coal deposits as well (about 10 billion T).

We have provided similar status and trends data for solar energy, wind energy, biofuels, geothermal energy, wave energy, tidal energy and hydrogen energy.



Sample Content: Tidal Energy Potential

Tidal Energy Potential Locations & Plants

Highest Tides (Tide Ranges) of the Global Ocean

Country	Site	Tide Range (m)
Canada	Bay of Fundy	16.2
England	Severn Estuary	14.5
France	Port of Ganville	14.7
France	La Rance	13.5
Argentina	Puerto Rio Gallegos	13.3
Russia	Bay of Mezen (White Sea)	10
Russia	Penzhinskaya Guba (Sea of Okhotsk)	13.4

Source: www.gcktechnology.com

The potential locations for other alternative energy sources have also been illustrated in the report.



3. Value Chain and Prominent Companies in the Alternative Energy Domain

3.1 Solar Energy

3.1.1 Solar PV value chain

3.1.2 Solar Thermal Value Chain

3.1.3 Solar Industry Suppliers & Companies

3.2 Wind Energy

3.2.1 Wind Energy Industry Value Chain

3.2.2 Wind Industry Suppliers

3.3 Biofuels

3.3.1 Biofuel Value Chain

3.3.2 Prominent Biofuel Companies

3.4 Geothermal Energy

3.4.1 Geothermal Energy Value Chain

3.4.2 Top Geothermal Energy Companies

3.5 Tidal Energy

3.5.1 Tidal Energy Value Chain

3.5.2 Prominent Companies in Tidal Energy

3.6 Wave Energy

3.6.1 Wave Energy Value Chain

3.6.2 Companies to Watch in the Developing Wave Energy Industry

3.6.3 Country-specific Wave Energy Companies

3.7 Hydro Energy

3.7.1 Hydroelectricity / Hydel energy value chain

3.7.2 Some Prominent Hydro-energy Companies Worldwide

Sample Content: Prominent Companies in Tidal Energy

Prominent Companies in Tidal Energy

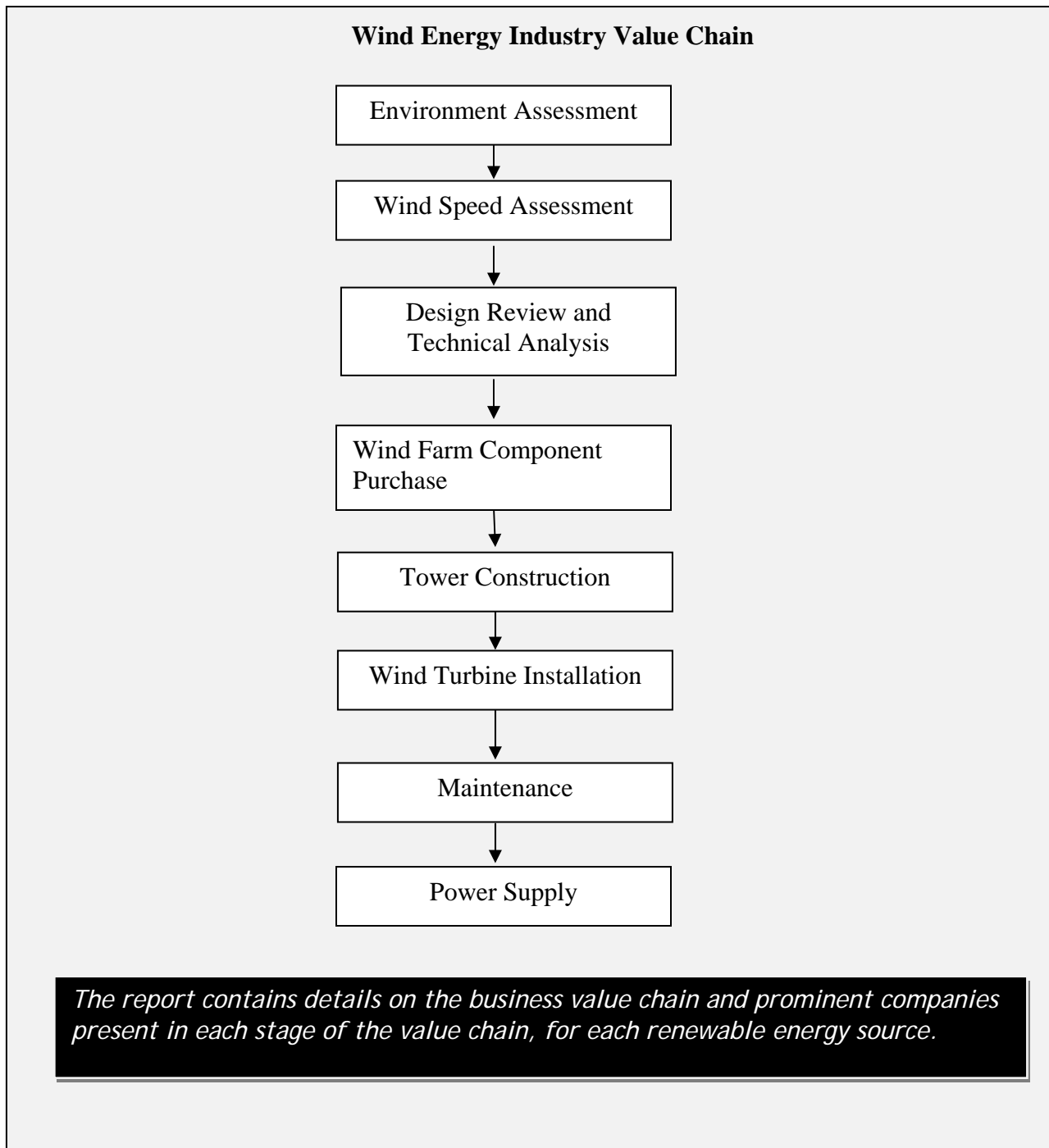
Marine Current Turbines: The British startup boasts to have the world's first and largest commercial-scale tidal turbine, its 1.2 MW SeaGen. The startup's partners include large European banks and utilities like EDF Energy, BankInvest and Northern Ireland Electricity.

Hydro Green Energy: The Houston, Texas-based startup told us it is planning to have a commercially operable hydrokinetic energy project in Mississippi River waters up and running in September and will sell power from the 250-kilowatt project to Xcel Energy.

We have provided lists, profiles and activities of prominent companies for all the renewable energy sources.



Sample Content: Wind Energy Industry Value Chain



Section 2 Case Studies and Business Opportunities in Alternative Energy and Sustainability Industries

4. Solar Energy - Case Studies and Businesses Opportunities

- 4.1. Solar Energy Case Studies
- 4.2 Solar Energy Business Opportunities

5. Wind Energy - Case Studies and Business Opportunities

- 5.1 Wind Energy Case Studies
- 5.2 Wind Energy Business Opportunities

6. Biofuels – Case Studies and Business Opportunities

- 6.1 Biofuels Case Studies
- 6.2 Biofuels Business Opportunities

7. Geothermal Energy - Case Studies and Business Opportunities

- 7.1 Geothermal Energy Case Studies
- 7.2 Geothermal Energy Business Opportunities

8. Wave and Tidal Energy - Case Studies and Business Opportunities

- 8.1 Wave Energy Case Studies
- 8.2 Wave Energy Business Opportunities
- 8.3 Tidal Energy Case Studies
- 8.4 Tidal Energy Business Opportunities

9. Hydro-energy - Case Studies and Business Opportunities

- 9.1 Hydro Energy Case Studies
- 9.2 Hydro Energy Business Opportunities

10. Other Sustainability Industries – Case Studies and Business Opportunities

- 10.1 Case Studies
 - 10.1.1 Energy Efficiency Case Studies
 - 10.1.2 Environment and Sustainability Case Studies
 - 10.1.3 Energy from Unusual Sources – Case Studies
 - 10.1.4 Other Case Studies
- 10.2 Sustainability - New & Emerging Business Opportunities
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 - 10.3.1 Nuclear Energy
 - 10.3.2 Waste to Energy
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 - 10.3.4 Oil Shale
 - 10.3.5 Gas Hydrates



10.4 Opportunities in Emerging Niches in Sustainability

10.5 Brief Updates and Factoids on Other Opportunities and Trends in Green and Alternative Energy Industry

Sample Content: A Framework for Solar Energy Opportunities

A Framework for Solar Energy Opportunities

A wide range of entrepreneurs and businesses can benefit from the opportunities unfolding in the solar energy industry.

We classify the solar energy opportunities along the following dimensions:

Dimension 1: Investment Required

Dimension 2: Type of Industry

Industry Type

Type of Opportunity

By Type of Industry

Industry Type	Type of Opportunity
Manufacturing	<ul style="list-style-type: none">• Solar panels manufacturing• Manufacturing of raw materials, components and accessories (eg. Solar inverters) for solar PV and thermal• Manufacturing of solar energy based consumer and industrial products, for example: solar water heaters, solar cookers and solar boilers
Trading	<ul style="list-style-type: none">• Trading of solar panels, solar thermal collectors and a range of solar energy products
Services	<ul style="list-style-type: none">• Installation and maintenance of solar panels and solar energy products – opportunities for hardware engineers, turnkey system integrators and trainers• Training people for the solar energy industry• Research and development – opportunities for scientists, especially physicists.

Detailed analysis of business opportunities for small and large businesses, Insights on new developments, and lists of main components and equipments employed are provided for each renewable energy source.



Sample Content: Energy Efficiency Case Studies

Herman Miller Sees 32% ROI in Energy Efficiency Investments (USA)

Herman Miller, Inc., based in Zeeland, Michigan, is an American manufacturer of office furniture and equipment, as well as modern furniture for the home. It is notable as one of the first companies to produce modern furniture, and the manufacturer of the Equa chair, Aeron chair, and Eames Lounge Chair. Herman Miller is credited with the invention of the office cubicle

Herman Miller's investments in areas such as energy efficiency have resulted in a 32 percent rate of return according to a case study by Forrester Research.

According to the study, Herman Miller has already reduced landfill waste by 80 percent, hazardous waste by 91 percent, overall emissions by 87 percent, and water usage by 67 percent, while doubling sales to more than \$2 billion.

The company uses techniques such as lean manufacturing and the Cradle to Cradle Design Protocol to improve overall efficiency of manufacturing and reduce cost. The company is aiming to be carbon-neutral by 2020.

Herman Miller's CEO Brian Walker recommends companies that want to green their supply chains should design products with sustainability as a core principle, put the goals on paper and embrace transparency and meaningful metrics.

A large number of case studies and related insights on renewable energy and sustainability related industries are provided in the report, in order for the reader to better appreciate the current and emerging business opportunities.



Compact Fluorescent Lamp (CFL)

Definition

A compact fluorescent lamp (CFL), also known as a compact fluorescent light or energy saving light, is a type of fluorescent lamp. Known for their energy efficiency, many CFLs are designed to replace incandescent lamps and can fit into most existing light fixtures used for incandescents.

Market Need

A lighting mechanism that is more energy efficient

Trends

- Wal-Mart has announced an ambitious campaign to sell 100 million compact fluorescent light bulbs (CFLs) at its Wal-Mart and Sam's Club locations by the end of 2007. If achieved, this goal has the potential to save customers as much as \$3 billion in electrical costs over the life of the CFLs.
- With nearly 20 percent of all home electric costs stemming from lighting alone, CFLs can have tremendous benefits.
- Sales of CFLs hit 290 million in United States in 2007 alone.

Green Building Materials

Definition

Green building materials refer to building materials that come from renewable sources such as plants and animals.

Market Need

Need for more sustainable buildings and homes

Trends

- NextGen Research estimates the global green building materials market will grow about 5% per year to reach \$571 billion by 2013, up from about \$455 billion in 2008. The report says that the worldwide market for green building materials has continued to grow despite the economic downturn.



- In 2008 the U.S. market for green building materials alone generated sales of almost \$57 billion, according to a new study. The market is projected to expand 7.2% annually to over \$80 billion in 2013, outpacing the growth of building construction expenditures over that period, according to the Freedonia Group, Inc., a Cleveland-based industry research firm.

Local-grown Food

Definition

Local food or the local food movement is a "collaborative effort to build more locally based, self-reliant food economies - one in which sustainable food production, processing, distribution, and consumption is integrated to enhance the economic, environmental and social health of a particular place.

Market Need

Need to make local economies stronger by sustainable production of food and other such basic commodities locally.

Trends

- Demand for locally-grown food and produce is increasing. This trend is likely to result in significant benefits to local farmers and businesses that focus on products made from locally-grown produce.
- Organic coffee has surged in popularity in US and Canada. This could be a profitable homemade business opportunity to many.
- Slow Food Movement, a movement that tried to combat the fast food and emphasise consumption of locally grown produce, has 85000 members worldwide.

Details on over fifty such important opportunities in emerging niches in sustainability have been provided in this section.



11. Next Steps for an Entrepreneur Keen on Exploring the Alternative Energy Industry

11.1 Tips & Suggestions

11.2 Mistakes to be Avoided

Sample Content: Tips & Suggestions

Evaluate Your Strengths

Evaluate yourself and your talents – are you someone who would like to run a manufacturing factory? Are you someone who would like to do sales and marketing? Or are you someone with more creative and design skills? Each of these different skill sets could have different opportunities in the alternative energy industry that are just right for them.

Understand Local Requirements & Mandates Better

- Understand your local, regional and country-specific renewable energy mandates and incentives. Talking of incentives, there are a number of government subsidies and contracts are helping to boost the alternative energy market. Your knowledge of these incentives will help you get the vital financial jumpstart.
- While many alternative energy companies stand to benefit from higher oil prices just like specific oil companies, depending on high oil prices alone for your business success is risky, because as the years 2008 & 2009 have shown, oil prices their success depends more on regulatory changes, subsidies and a global recognition of the need for alternative energy solutions.

Detailed guidance is provided for entrepreneurs seeking to enter the alternative energy domain. These include inputs such as recommendations & suggestions on collaboration & partnerships, mistakes to avoid, tips to get off to a quick start, and more.



12. Careers in Alternative Energy

12.1 Introduction

12.2 Alternative and Renewable Energy Jobs FAQ

12.3 Sample Career Paths in Alternative Energy

12.3.1 Careers in Wind Energy

12.3.2 Careers in Solar Energy

12.3.3 Renewable Energy Careers - General

Sample Content: Careers in Wind Energy

Wind Turbine Service Engineer

Role

- Optimization of existing rotorblades
- Development of new rotorblades
- Coordination of simulations and calculations
- Interpretation of simulations and loads calculations regarding aerodynamics, windturbine-
- Dynamics and structural dynamics
- Intensive cooperation with customers
- Conduction of simulations and calculations for certification of the rotorblades
- Management of calculations that are conducted in cooperation with customers

Typical Requirements

Experience in the wind energy sector, or in the aviation sector; to further optimize rotorblade design.

- Degree in aerodynamics, mechanical engineering, composites or control engineering
- Experience in simulations and loads calculations in wind energy or alternatively in aviation
- Knowledge of aerodynamics

Extensive details on the various career opportunities in the prominent renewable energy industries are provided in the report.



Section 3 Alternative Energy Industry – Costs and Investments

13. Costs and Investments

13.1 Capital & Operational Expenses for Various Renewable Energy Sources

13.2 Renewable Energy Costs - Notes and Trends

13.3 Renewable Energy Investments

13.4 Investment Data Trends in Renewable Energy

13.4.1 Venture Capital Financing

13.4.2 Investments in Solar Energy

13.4.3 Investments in Wind Energy

13.4.4 Investments in Biofuels

13.4.5 Investments in Geothermal Energy

13.4.6 Investments in Wave Energy

13.4.7 Investments in Tidal Energy

Sample Content: Capital & Operational Expenses for Various Renewable Energy Sources

Capital & Operational Expenses for Various Renewable Energy Sources

	Capex (\$/kW)	Opex (Cents/KWh) – Not including Capex	Capacity Factor ⁽²⁾	Levelized cost of production ⁽³⁾ (US Cents/KWh)
Biomass	2000	2.6	0.75	10⁽¹⁾
Geothermal	2900	1.7	0.85	6
Solar CSP	4500	5.2	0.23	15

1: Cost of electricity production from direct-fired biomass

2: Capacity factor: The ratio of the actual output to the nameplate capacity

3: Levelized cost: includes all operational costs, cost of fuel / feedstock and amortized expenses of capital costs

The report provides inputs on costs and investments required for various alternative energy sources. It also provides examples of real-life investments worldwide in these sources.



Sample Content: Summary of Sample Investments

Wave Energy Investments					
Name	Product/s ervice	City/Count ry	Capacity/ Size	Amount of investment (\$millions)	Notes
Oceanlinx	Wave energy generation plant	Northeast coast of Maui, US	2.7-MW	\$20 million	Will include three wave platforms and could be operating by the end of 2009. (Feb 2008)
Finavera Renewables		South Africa	20MW	\$40 million	The project will generate more than 30 million kilowatt-hours of electricity per month, saving US\$2 million per year in fuel and avoiding approximately 20,000 tons of CO ₂ emissions (May 2007).
Scottish Executive	Wave energy power plant	Scotland	3MW	\$6.7 million	This is part of a £13 million funding packages for marine power in Scotland. The farm will be the world's largest with a capacity of 3MW generated by four Pelamis machines.(Feb 2007 data)



14. Investing in Green Stocks

14.1 Guide for Green Investing

14.1.1 Global Alternative Energy Indexes

14.1.2 Other Guides for Green Investing

14.2 Some Perspectives on Alternative Energy Investing

Sample Content: New Investments in Sustainable Energy Investment (\$ billions)

New Investments in Sustainable Energy Investment (\$ billions)

2004	2005	2006	2007	2008	2004-08 CAGR (%)
36	60	93	148	155	45

Guide for Green Investing

Choice of Companies

If you are interested in investing in alternative energy, you have a number of options spread across three tiers of opportunity.

First, you may want to consider large established companies that are operating in established growth markets, such as nuclear, hydroelectric and wind energy. Second, there are small (and some large) publicly listed companies in developing energy technologies such as biomass, solar and fuel cells. The third tier is privately held, non-listed companies developing experimental technologies.

Choice of Investment Method

In the first tier comprising large established companies, it is possible to add individual, well-established publicly traded companies to your portfolio.

To ensure adequate diversification and access to the potential for rapid growth in second tier, smaller publicly listed companies operating in newer technologies, you may want to consider investing in an exchange traded fund (ETF) or a mutual fund that specializes in renewable energy.

Updated inputs are provided on the list of companies into which investments flowed in last 3 years, and the types of products / services of these companies.



Section 4 References

15. Useful Web Resources for an Entrepreneur – News, Guides, Message Boards, Blogs

15.1 News Sites

15.2 Blogs

15.3 Forums

15.4 Portals & Guides

Sample Content: Alternative Energy News Sites

Alternative Energy News Sites

National Wind Watch	http://www.wind-watch.org/news/
Energy Bulletin	http://www.energybulletin.net/
Biofuel Review	http://www.biofuelreview.com/ -
Alternative Energy News and Information Resources	www.alternative-energy-news.info

Solar Energy News

Solar Energy in the News	http://solarenergyinthenews.com/
Solar Energy News	http://www.solarenergynews.info/

Portals & Guides

Energy Information Administration, USA

<http://www.eia.doe.gov/>

International Energy Agency <http://www.iea.org/>

World Energy Outlook <http://www.worldenergyoutlook.org/>

International Atomic Energy Agency <http://www.worldenergyoutlook.org/>

A comprehensive list of useful web resources for news, updates, analyses and insights on renewable energy are provided.



16. Associations for Alternative Energy for the Top 10 Countries

Sample Content: Apex Bodies for Solar Energy in Canada

Canada			
Apex Bodies For Solar Energy in Canada			
Name of the Apex Body	Address	Telephone Number	Website/ Email ID
SESCI	Suite # 173 207 Bank Street Ottawa, ON K2P 2N2 Canada		http://www.solarenergysociety.ca/ bruce@techonfoot.com
Canadian Solar Industries Association(CANSIA)	2378 Holly Lane #208 Ottawa, Ontario Canada K1V 7P1	Tel 613-736-9077 (or) 866-522-6742 Fax: 613-736-8938	http://www.cansia.ca/ info@cansia.ca

The report provides a detailed list of associations for renewable energy for the top countries, for entrepreneurs to contact and take their first steps.

Appendix



Price of the Alternative Profits Report

The price of the Alternative Profits Report is **US \$750**.

This price includes:

Free Updates: Customers who buy the report get three updated versions released subsequent to their purchase, at no additional cost

Expert Assistance: Customers also get to use the expertise of professionals @ AltProfits for no cost or for highly subsidized rates

If you are interested in purchasing the report or knowing more about it, please send a note to **Narsi Santhanam** – email: narsi@clixoo.com, Mobile: +91-98413-48117 (India)

