

# SUSTAINABLE AMERICA: INVESTING

*Sustainable America believes in the power of entrepreneurs and markets to effect positive change.* Our organization supports entrepreneurs by providing seed and angel-stage investments to help spur the development of sustainable food and fuel businesses.

**Model:** Making investments in for-profit entities is an emerging notion in the nonprofit realm, and we are glad to be on the forefront of this trend. However, new modes of investing require new decision matrices, namely balancing the risk-taking that is necessary for the advancement of sustainability with proper stewardship of capital. Investing in start-ups carries a high degree of risk, but our organization believes that with proper due diligence, analysis, and focus on our core mission, risk can be mitigated and capital can be deployed to attain the highest benefit to improving the sustainability of our nation's food and fuel systems.

Sustainable America may make seed or angel-scale investments in the form of equity, debt instruments, or loans. We anticipate that the majority of our investments will be approximately \$50,000, but the size of our investments could vary based upon each individual situation. To the extent that returns are generated, Sustainable America will re-invest profits in other deserving start-ups, creating what we hope to be a sustainable investing cycle.

**Focus:** With the proliferation of “green” businesses and “cleantech” ideas, it is important for Sustainable America to remain focused on its core mission, to aid in the development of more sustainable food and transportation fuel systems. We believe this tight focus on certain subject matter gives us the best chance for success.

**Process:** Sustainable America believes in co-investing with partners in order to see high quality, pre-vetted deal flow, to share administrative and due diligence workloads and costs, and to benefit from outside perspectives. Although Sustainable America is not precluded from investing alone, we believe that productive relationships with peers will be important to our success.

**Programs:** Sustainable America is also helping develop the next generation of high quality entrepreneurs and start-ups through our Fellowship program. Sustainable America Fellows will receive one year's rent, advisory support, and marketing expertise (donated by our partner Ocupop) at major university-linked accelerator programs.

**Progress & Outlook:** Sustainable America made its first investment in agricultural technology in 2013, implemented a pilot Fellowship program with MIT's Greentown Labs, and also established a visitor's office at Greentown Labs to facilitate relationship building with Boston cleantech energy startups and investors. Sustainable America's investing budget grows meaningfully in subsequent years, and our goal is to have an investment portfolio of approximately 15 companies by the end of 2015.



SUSTAINABLE  
— A M E R I C A —

## SUSTAINABLE AMERICA SUPPORTS

Food Waste Solutions



Alternative Farming



Precision Agriculture



Natural Gas Vehicles



Electric Vehicles



Fuel Efficiency



Advanced Biofuels

