



## Stanford eCorner

### Environmental Entrepreneurship Over Non-Profit

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Video URL: <http://ecorner.stanford.edu/videos/1931/Environmental-Entrepreneurship-Over-Non-Profit>

From equity, to bonds, to real estate, MissionPoint Capital Partners co-founder Jesse Fink explains how traditional capital markets can be reoriented toward a low-carbon economy. Supporting non-profits is crucial in long-term environmental thinking, says Fink, as this sector pushes policy. But only for-profit business will catalyze true market solutions with pull.



#### Transcript

How much is this to make money for your investors, and how much of it is your passion? Is it a combination of both? You could have set this up as a nonprofit. Hopefully, it won't be one. Yes. Like you, Steve, and like everybody here, I'm an entrepreneur. I'm a screaming entrepreneur. I feel like the environmental problems are so huge. The only way they're going to be solved is getting the capital markets engaged. By capital markets, you mean not Sand Hill Road. No. Sand Hill Road is very engaged.

Right. It is beyond Sand Hill. Beyond Sand Hill. It's getting the bond markets. Sand Hill Road is excellent in supporting and promoting early-stage venture firms, later-stage, but private equity firms, the whole debt markets, the whole bond markets. We look at all the different asset classes from equity to bonds to real estate, and look at all the asset classes, and as a firm, try to figure out how each of those asset classes can be reoriented so that they make excellent investments in the transition to a low-carbon economy. We are as far from a nonprofit. We work with non-profits, and support non-profits in every way we can, but non-profits are there to push the policy and push the solutions. What needs to happen on the other side is there needs to be business, and there needs to be solutions. What we like to think that we are doing is accelerating the solutions and catalyzing the solutions so that the capital markets can be unleashed and solve the problems in a quicker way than they would have otherwise.

So what you just said is you're betting you can make a pile of money for your investors doing the right thing. Hopefully, it's not a bet. I should start by saying I'm an investor and a pretty significant investor. I go to work everyday and I'm there because I believe that we are going to do very well economically, and I think we need to because there's a term socially responsible investing. That's not what we are. We are investing. We are doing no different than biotech. I think the folks who are investing in biotech are passionate about that. I would hope they are. The folks who are investing in web 2.0, whatever is next, they're passionate about that.

I just happen to be passionate about the environment and solving environmental issues, and I'm thrilled to be able to be part of creating a firm and part of a growing sector that is really focused on solving these problems.