

# FORTUNE

DISPLAY UNTIL MAY 5, 2008

GOING GREEN  
SPECIAL  
REPORT  
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*"You don't want a  
capital market that  
functions perfectly if  
you're in my business."*

—WARREN BUFFETT  
CEO, Berkshire Hathaway





THE  
BUSINESS OF  
green

# Eight Great Green Ideas

Entrepreneurs are risking their money to develop everything from hybrid vehicles to home solar-panel systems. Here are some of the best concepts.

## Serious Materials

**CONCRETE IDEA** // Call it the Al Gore effect. After viewing *An Inconvenient Truth*, Kevin Surace persuaded his colleagues that their company should set out to create a product to help curb global warming. Surace felt that “if a new product didn’t make a significant impact on [reducing] CO<sub>2</sub> emissions, it wouldn’t have a future.”

Two years later Serious Materials, a company in Sunnyvale, Calif., that originally made soundproof sheetwall under the name Quiet Solution, is now producing a line of environmentally friendly commercial drywall called EcoRock. Drywall, the material used in building interior walls, might look innocuous, but one of its main ingredients—gypsum—is a significant producer of carbon dioxide, one of the most harmful greenhouse gases associated with global warming.

After six months in the lab, Serious Materials’ scientists were able to concoct a gypsum-free version of drywall. The company started selling EcoRock early this year at a slight premium to typical drywall, and the response has been overwhelming, says Surace, who is now known for giving Gore-like lectures on global warming. With a \$50 million infusion of funding from three venture capital firms—New Enterprise Associates, Rustic Canyon Partners, and Foundation Capital—the company is now focusing on building a factory to help meet demand.

—Ryan Deroousseau

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