

ZeaChem

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San Francisco Chronicle

VentureBeat

- Objectives
 - Gain national attention for ZeaChem through media, events and other exposure
 - Gain momentum in local communities where ZeaChem operates
 - Increase awareness of third-generation ethanol and bio-chemicals, and how they compare with other forms of ethanol and petro-based processes
- Strategies
 - Lead the charge to define third-generation ethanol through influencer education campaign
 - Draw multiple stakeholders together in public forums to generate informed discussion of the biorefinery
 - Identify 2009 as an inflection point for the biorefining concept
- Results
 - Local communities became supportive and involved with biorefining plans
 - Media results in business and trade outlets that educate chemical companies, fuel refiners, feedstock growers, public officials, investors and the general public on biorefining concept
 - Presentations at AlwaysOn events among others; scheduled to present at Dow Jones Alternative Energy Innovations