

MAKING A BUSINESS OF BIOENERGY: THE MASCOMA EXPERIENCE

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In 2006 and 2007, there was a wave of activity in the US in the biofuels and clean tech domain featuring unprecedented investment by both the private and public sectors. Several companies were founded during this time, among them Mascoma Corporation. Mascoma's trajectory from a start-up to a revenue-earning company will be recounted, including challenges and success strategies. Perspectives on key strategic issues for the emergent cellulosic biofuel industry will also be addressed, including the need for biofuels as well as land use and availability. Finally, Mascoma's experience introducing the first bioengineered yeast commercially adopted by the fuel ethanol industry will be described.