

## Assignment for Monday, 2/11

Monday's class will introduce you to the business dimension of the biofuels development. Here is what you need to do to prepare for the in class exercises on Monday:

First:

- Meet with your group to pick a biofuel to focus on for this exercise. This may or may not become the fuel you will focus on in your group project. (Either way, however, the class exercises should help you make progress toward choosing your group's biofuel).
- Read the Solecki et al's reading very carefully for the big picture analysis of the biofuel industry it provides. (It's posted to our course b-space site in the "Class materials: readings, handouts, slides" section of the Resources Section, under this class). This article is full of information on the regulatory policies and flows of public and private funding that are driving the development and commercialization of new advanced biofuels technologies and the growth of the businesses that are undertaking this activity. It is also full of information about the companies themselves. The Appendixes are especially data rich.

Next:

- Prepare for Monday's exercises by, going back to Solecki with your group's biofuel in mind, focusing on that. I'm going to ask you to, in an exploratory way, map out the competitive market structure of your biofuel. How many companies are currently making your fuel? How are they differentiated? (e.g. Which feedstocks are individual companies utilizing? Which companies are utilizing more than one? What processes? What kind of financing are they receiving? )
- I'm also going to ask you to consider how your companies are being affected by public policy and in particular how they may be competitively advantaged or disadvantaged as a result of various policies.
- Look up at least two of your companies on your lap top to see what comes up. Please bring you lap tops to class.

The exercises on Monday will focus on the Solecki reading and the issues it raises. However, the other article assigned as a reading, (Biello, "The False Promise of Biofuels" is very interesting as well – it goes into some of problems that companies in this industry have faced trying to commercialize their new technologies, and helps contextualize what we will be covering on Monday. We will focus on the barriers to commercialization in the business focused classes later in the semester, and we'll only have time to touch on them on Monday.