

OriginOil™



This is 1992



Nothing's Happened Yet.

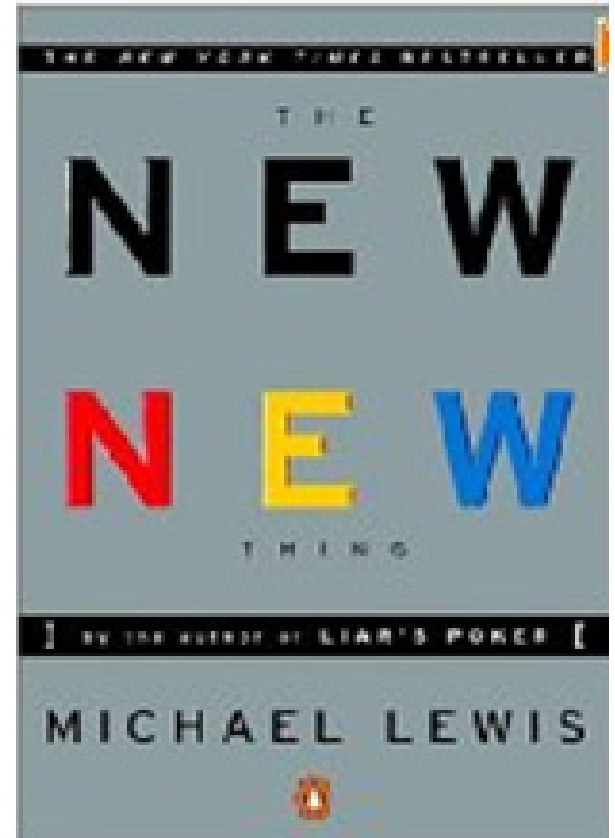
A BREAKTHROUGH TECHNOLOGY TO TRANSFORM ALGAE INTO OIL

The Internet in 1992

- A slow and painful academic system (Archie, Veronica, Gopher).
- A dying vision for big SGI workstations in every living room.

The Internet in 1994

- April 4, 1994: Netscape incorporated.
- First Netscape browser: October 1994, code name “Mozilla”
- The Internet takes over...
 - “...the greatest legal creation of wealth in the history of the planet” (*The New New Thing*)



What Happened?

- A totally new way of looking at computing.
 - (Computers to communicate, not just compute)
- The technology to support it.
- Wide sharing of the technology.
 - (e.g. Netscape browser free for private use)
- The rest is history.

What We Need

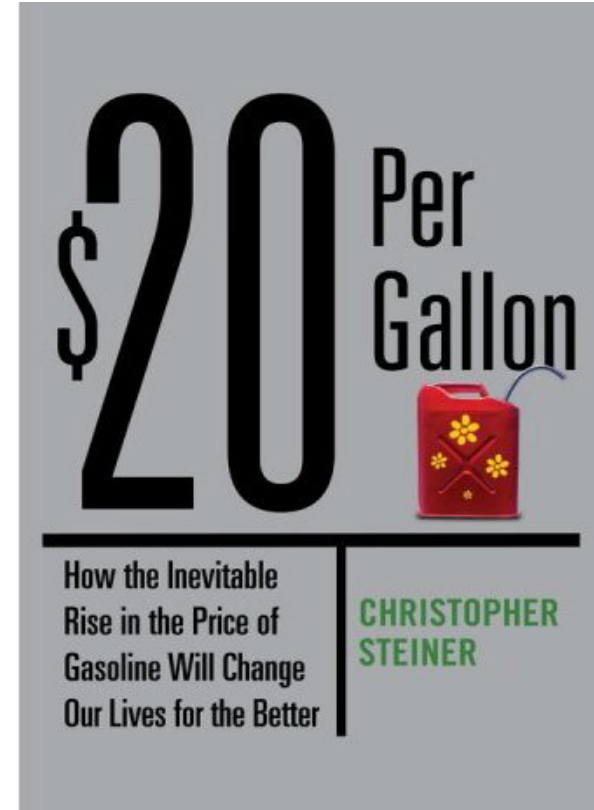
- A totally new way of looking at biofuels.
- The technology to support it.
- Wide sharing of the technology.
- The rest will be history...
 - ...far eclipsing Internet's "...greatest legal creation of wealth in the history of the planet".

Vision 1: All About Biofuels

- “[the irreversible decline of crude oil] will come to place pressure upon the use of all other sources of energy – be it natural gas, coal, nuclear power and all types of sundry renewables especially biofuels. It will eventually come to affect everything else under the sun.”
 - The late Ali Samsam Bakhtiari, quoted in “[\\$20 per gallon](#)”.

Vision 2: No Biofuels At All!

- “The Future of Energy”:
 - Solar
 - Wind
 - Geothermal
 - Nuclear
- Great solutions, \$ trillions to be invested.
- No mention of biofuels.



\$20 Per Gallon

How the Inevitable Rise in the Price of Gasoline Will Change Our Lives for the Better

CHRISTOPHER STEINER

The image shows a book cover with a grey background. At the top, the text "\$20 Per Gallon" is written in large, bold, black font. To the right of the "20" is a small red gas can with yellow flowers on it. Below this, a horizontal line separates the title and author's name. The title "How the Inevitable Rise in the Price of Gasoline Will Change Our Lives for the Better" is written in a smaller black font. The author's name "CHRISTOPHER STEINER" is written in a green font.

What's Wrong With This Picture?

- Biofuels are being compared to infrastructure.
 - Infrastructure is slow
 - Infrastructure is expensive
 - Infrastructure will come too late.
- Biofuels are the one renewable that uses existing infrastructure!

The Old Energy Vision

- For petroleum, distributed energy doesn't work.
- Centralized energy works because petroleum is cheap. (power line losses etc. unimportant)
- Old Energy: massively centralized power generation, requiring massive investment.
- What's the end run?

New Ideas

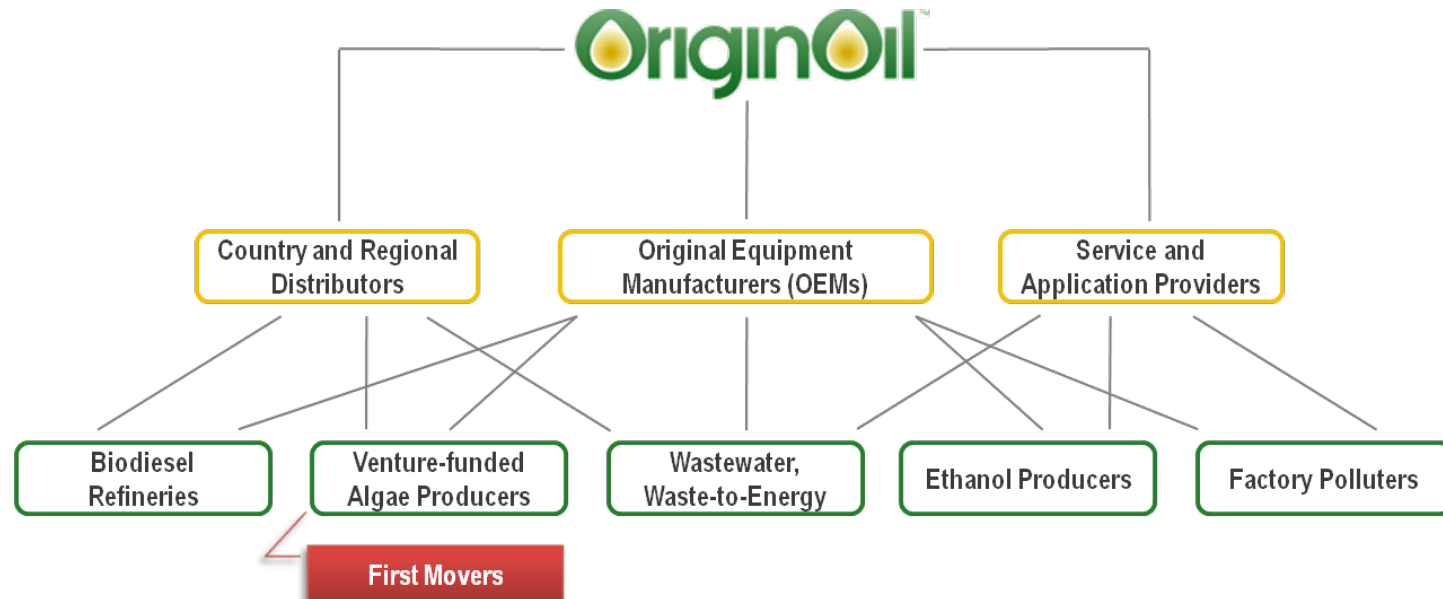
- Jim Lane advocates “Think Small” ([Citizen Cane](#))
- Russ Teall is launching self-sustaining projects ([Biodiesel energy islands](#))
- Tom Quinn’s [GridBuster](#) delivers an ethanol generator to the home.
- OriginOil [focusing](#) on the distributed partnership model.

Distributed Partnership Model

- Advantages include:
 - Limited Capital Expenditure.
 - Clean balance sheet, minimal leverage.
 - Streamlined operational focus on R&D, marketing, and “first mover” product line evolution.
 - Scalable model for regional and global markets.
 - Diversified revenue streams.

Distributed Partnership Example

- Recruit OEMs, entrepreneurs, polluters, service firms, other biofuels players, startups.



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New Energy vs. Old Energy

- New Energy is *granular*. Away from centralized, toward distributed.
- New Energy leverages technology
 - for efficiency,
 - to deliver site-specific applications,
 - to scale up without big capital,
 - to deliver energy at points of use.
- New Energy uses the existing infrastructure.

Change The Conversation

- Excessive criticism of biofuels at this time.
- Only biofuels can deliver New Energy, right now!
- The proof? My existing car can run on New Energy.
- Only biofuels can fuel the New Energy revolution, right now.

LET'S GET TO WORK!

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