

Case Study: Mobius Technologies

Mobius Technologies of Grass Valley, California, has a proprietary recycling technology for polyurethane foam scrap. With it, furniture and car manufacturers can recycle all their foam scrap, saving up to 20% in raw materials and cutting waste disposal to zero.

Analysis

SVT's Social Returns Analysis™ helped Mobius demonstrate to potential investors, customers and strategic partners the environmental, health and cash value of installing Mobius equipment. The analysis was customized for Mobius in collaboration with the company's executive and chief technologist.

We specified the opportunity for Mobius and its strategic partners to cash in on over a hundred thousand dollars by trading its environmental benefits on the emissions credit trading markets in the US, EU and developing countries, which previously Mobius and its investors had overlooked.

Results

The rigor of our analysis consistently impressed prospective investors during Mobius' fundraising process, demonstrating the firm's commitment to hard-nosed management of its double bottom line. Mobius was the first US company to secure investment from a major, private China-based clean technology venture fund.

SVT's analysis has led to discussions with Dow Chemical Company regarding millions it may reap from emission credits as a result of partnership with Mobius.