

SUSTAINABLE TITES ENTREPRENEURSHIP

Solve the societal challenges of today through sustainable business

Patrick Shulist Lauri Laine

Maple syrup worth up to \$30M stolen in Quebec











CBC News · Posted: Aug 31, 2012 8:54 AM ET | Last Updated: September 1, 2012

15 more Quebec arrests in stolen maple syrup case



3 people arrested earlier, police looking for 7 other suspects

CBC News -Posted: Dec 20, 2012 2:04 PM ET | Last Updated: December 20, 2012

Reputed ringleader in \$18.7M maple syrup heist found guilty





Schard Vallères and two others found gutly in connection with Quebec's Great -Maple Symp Bobbery

when Model CRC New Postel Social, 2016;154(MH); Los Option Revenue 15, 2016

Ringleader in maple syrup heist gets 8 years in prison, \$9.4M fine



Il Bichard Voll Pres can't pay his line, his orban sentence could in move to 14 years.

30 Hows Powert Apr 20, 2017 420 PM CT | Last Updated: Apr 120, 2017









Picking up from last session

Key points from session #1

- The value proposition for sustainable ventures is more complicated: public vs. private value
- Need ecosystem support to make many of them happen
- Wide variation between business ideas, providing further complication

How this connects to next class

- We will go much more in depth into the nature of sustainable ventures, especially their value propositions
- Need to see these ventures NOT as working in isolation, but as part of ecosystem
- However, necessity of ecosystem support varies based on complexity of value proposition
- Ultimately, the types of ecosystem support we can expect to access shapes what is possible for a sustainable venture to do



Session 2: Sustainable Ventures

Structure of Class

- Focus on examples
- Will start with one "normal" company
 - Talk about how they make money what is their core value proposition?
 - What market failures are associated with this company? What do they do that is unsustainable?
 - What type of societal trends are there at play here?
- Then will contrast with a sustainability-oriented start-up
 - How do THEY make money? What is their value proposition?
 - Similarities and differences

H&M

- What is their value proposition?
- What market failures associated with company?

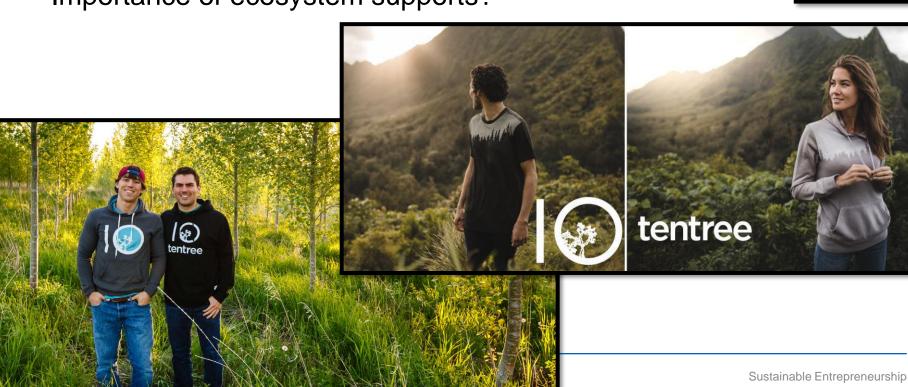




10 Tree

- What is their value proposition?
- Importance of ecosystem supports?





10 Tree VS. H&M

	Similarities	Differences
Value Proposition		
Growth Prospects (scalability)		
Financing		
Environmental impact		
Social impact		

Ikea - Baskets

- What is their value proposition?
- What market failures associated with company?

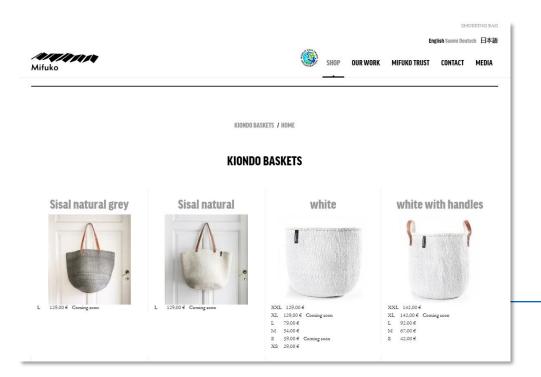






Mifuko

- What is their value proposition?
- Importance of ecosystem supports?







Ikea vs. Mifuko

	Similarities	Differences
Value Proposition		
Growth Prospects (scalability)		
Financing		
Environmental impact		
Social impact		

Traditional Energy Generation

- What is their value proposition?
- What market failures associated with company?





Bullfrog power

- What is their value proposition?
- Importance of ecosystem supports?







Traditional power vs. Bullfrog

	Similarities	Differences
Value Proposition		
Growth Prospects (scalability)		
Financing		
Environmental impact		
Social impact		



What examples of sustainable ventures do you know?

- -What is their value proposition?
- -Ecosystem supports?

Lidl

- What is their value proposition?
- What market failures associated with company?







The People's Supermarket

- What is their value proposition?
- Importance of ecosystem supports?





Lidl vs. The People's Supermarket

	Similarities	Differences
Value Proposition		
Growth Prospects (scalability)		
Financing		
Environmental impact		
Social impact		

Traditional Moving boxes

- What is their value proposition?
- What market failures associated with company?





FrogBox

What is their value proposition?

• Importance of ecosystem supports?







Traditional moving boxes vs. FrogBox

	Similarities	Differences
Value Proposition		
Growth Prospects (scalability)		
Financing		
Environmental impact		
Social impact		

What Challenges do you see in the sustainable entrepreneurship models?

What are the limits to this model? What causes the limits?

What Challenges do you see in the sustainable entrepreneurship models?

