



# SUSTAINABLE 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 31, 2012 2:04 PM ET | Last Updated: December 20, 2012

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



David Vidales and two others found guilty in connection with Quebec's Great Maple Syrup Heist  
CBC News - Posted: Apr 25, 2013 1:54 PM ET | Last Updated: November 15, 2016

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



David Vidales will pay \$9.4 million, his prison sentence could increase to 11 years from 8  
CBC News - Posted: Apr 25, 2013 4:05 PM ET | Last Updated: Apr 25, 2013



HANS MERCIER  
MAPLE SYRUP LAWYER



**A?**

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# 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

**A?**

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# 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?



SHOPPING BAG





English Suomi Deutsch 日本語

Mifuko

SHOP OUR WORK MIFUKO TRUST CONTACT MEDIA

KIONDO BASKETS / HOME

### KIONDO BASKETS

Sisal natural grey	Sisal natural	white	white with handles
			
L 129,00 € Coming soon	L 129,00 € Coming soon	XXL 129,00 € XL 129,00 € Coming soon L 79,00 € M 54,00 € S 39,00 € Coming soon XS 29,00 €	XXL 142,00 € XL 142,00 € Coming soon L 92,00 € M 67,00 € S 42,00 €



# 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		





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# 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?**

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

# What Challenges do you see in the sustainable entrepreneurship models?