

DISCUSSION GUIDE

LEARN TO LEAD

Going Green for Business Entrepreneurs

Course Description

There are small steps anyone can take to tackle climate change, but there are also big opportunities for green business entrepreneurship. This course provides you with information to begin your journey toward launching a for-profit startup focused on reducing the effects of climate change.

Lesson Objectives

1. Understanding the benefits of a business plan and why one is important, particularly for innovative business ideas.
2. Understanding when, how, and where to raise capital for a new business and how that can apply to the launch of a green startup.
3. Understanding how to build a team with the right expertise and skills when you're starting a green business.

Discussion Questions

1. Starting a for-profit green business can present unique challenges. Often when entrepreneurs look to open a new business they have the benefit of examining the successes and failures of companies similar to the kind they want to create. But many green business ideas are new and are not based on long-lived industries or business practices. What would be key elements and details of the business plan for a new, innovative green product or idea? What might be some ways to convince potential investors that a new product or service would be worth funding? How might a green entrepreneur outline a new idea and provide a level of confidence for those looking to support this kind of business?
2. What green businesses are being developed in your city or country? What are some of the green businesses that you see on both a large scale (a solar panel factory for example) and small scale (say an organic hair care product business)? Are they growing? What are the opportunities for developing a green business where you are? What are some of the challenges – employees with the proper expertise, investors who can see the potential, etc.? How could some of these challenges be alleviated? Are educational institutions and/or training centers providing the proper kind of instruction to develop green entrepreneurs and workers? What more could be done?

Developmental Action

1. Take and teach another of the Lead to Learn courses!

Lessons included in this course: **Understanding Climate Change: The Basics-The Science of Climate Change**, Understanding Climate Change: The Impacts-How Climate Change Affects Africa, **Understanding Climate Change: The Solutions-Taking Action to Reduce Climate Change**, Creating a Business Plan, **Raising Capital**, Growing Your Startup, **Managing Situations**, Additional recommended learning: MWF Institute Course: Design Driven Entrepreneurship

