#### Environmental Entrepreneurship

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#### Outline

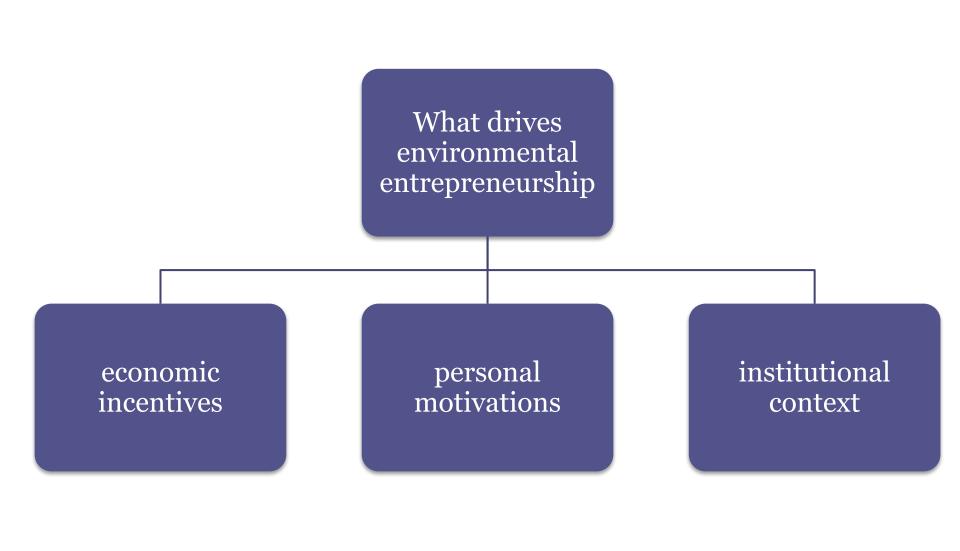
- What environmental entrepreneurship means
- Who environmental entrepreneurs are
- What drives environmental entrepreneurship
- 7 things every environmental entrepreneurs should know

# What does environmental entrepreneurship mean?



# Who are environmental entrepreneurs?

<u>Environmental entrepreneurs</u> – individuals who create new, often for-profit, ventures that help address environmental challenges



### 7 things every environmental entrepreneurs should know

- 1 Solve the right problem first
- 2 Always solve more than 1 problem
  - 3 Embrace style
  - 4 Don't make leaps
- 5 Know when good enough is good enough
  - 6 Forget the better mousetrap
- 7 Remember, success makes you the new problem

## Thank you for listening