

The Entrepreneurial Toolkit for Sustainability: Skills, Strategies, & AI Integration

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East London**

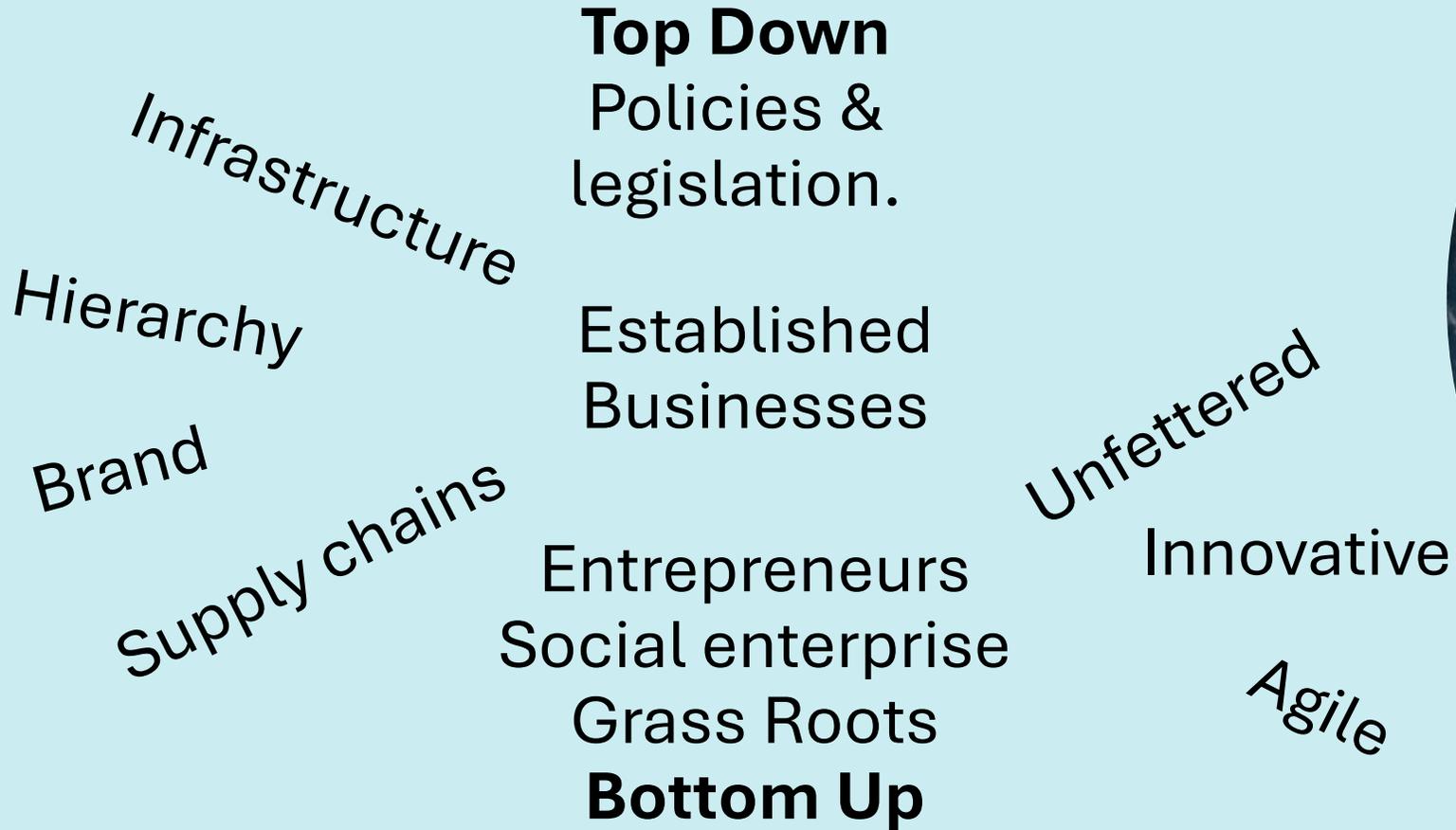


Why entrepreneurship?



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The route to sustainability demands radical change:





The Challenge

- 2/3 entrepreneurial ventures never turn a profit
- 3/4 launched for sale never become viable
 - Entrepreneurs need multiple skills
 - Lack of executive buy-in
 - Resource constraints
- Then add the challenge of sustainability:
 - Lack of knowledge
 - New technologies
 - Gaining market acceptance



The Entrepreneur's Toolkit



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The Entrepreneur

- **Mindset**

- Character
- Understanding

- **Skills**

- Innovation
- Management

- **Finance**

- Preparation
- Sources of Finance

- **External Support**

- Government
- Technology
 - AI & ethics

- **Growth Mindset**

- Passion & Self Belief
- Determination

- **Developing a Growth Mindset**

- Become Self-Aware
- Practice self-acceptance
- Celebrate small successes
- Involve others
- Articulate goals





Innovation Space

- **Mindset**

- Character
- **Understanding**

- **Skills**

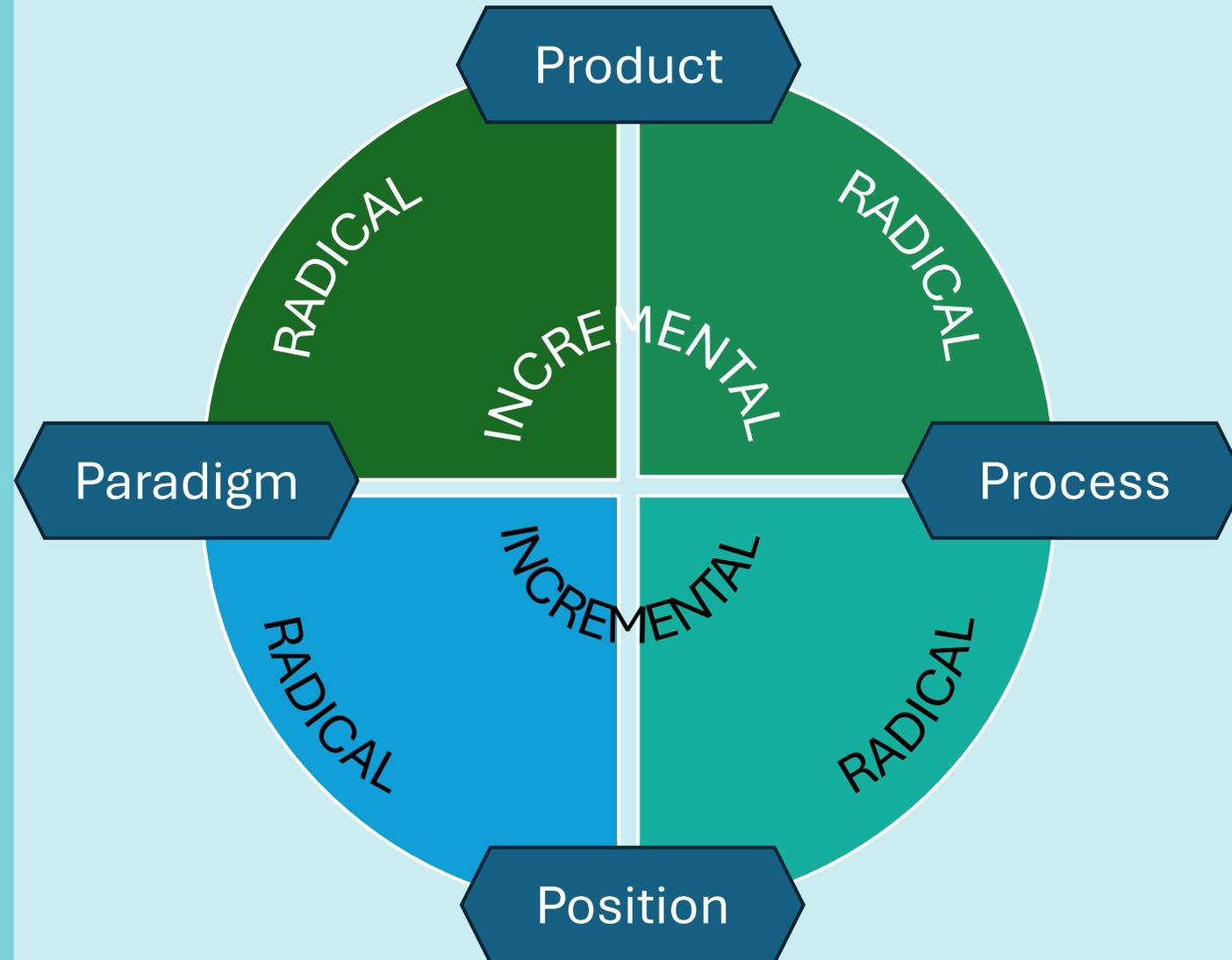
- Innovation
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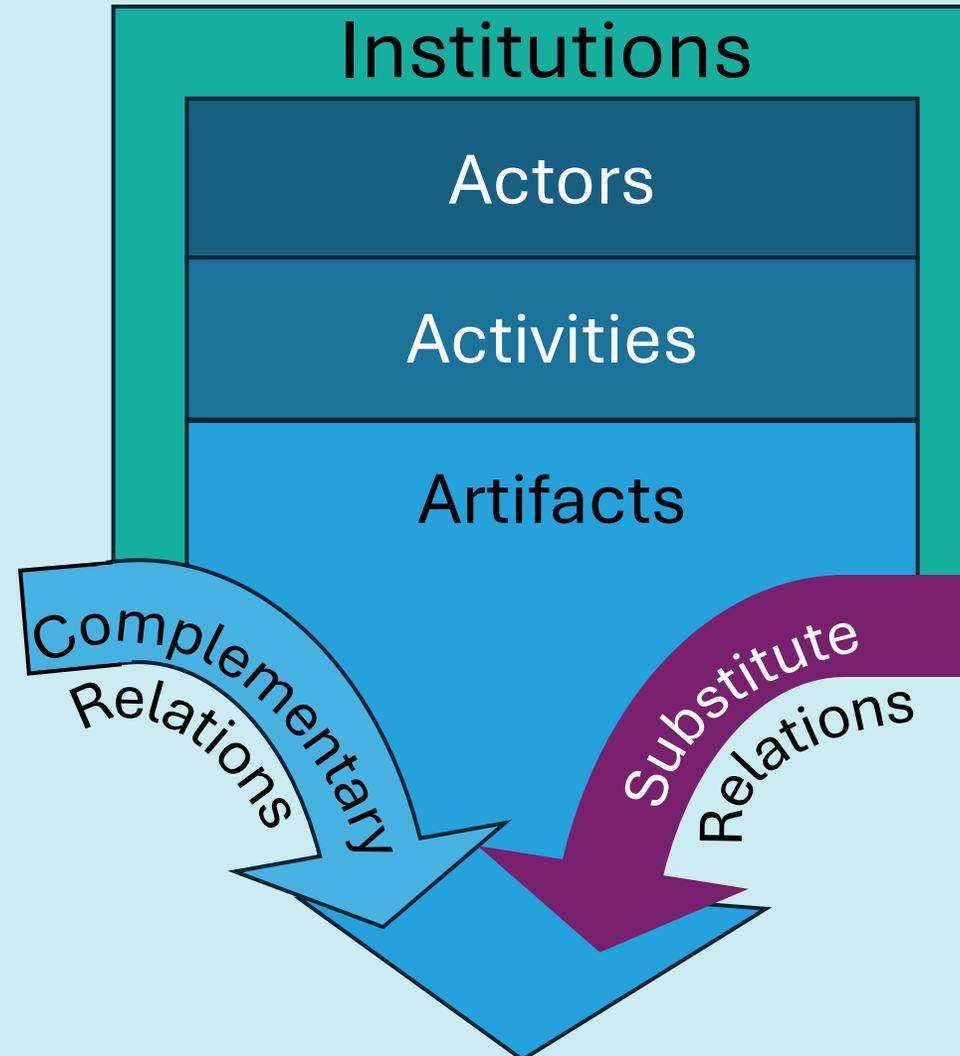
- Government
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Innovation Ecosystem

- **Mindset**
 - Character
 - **Understanding**
- **Skills**
 - Innovation
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Causes of Failure

- **Mindset**

- Character
- **Understanding**

- **Skills**

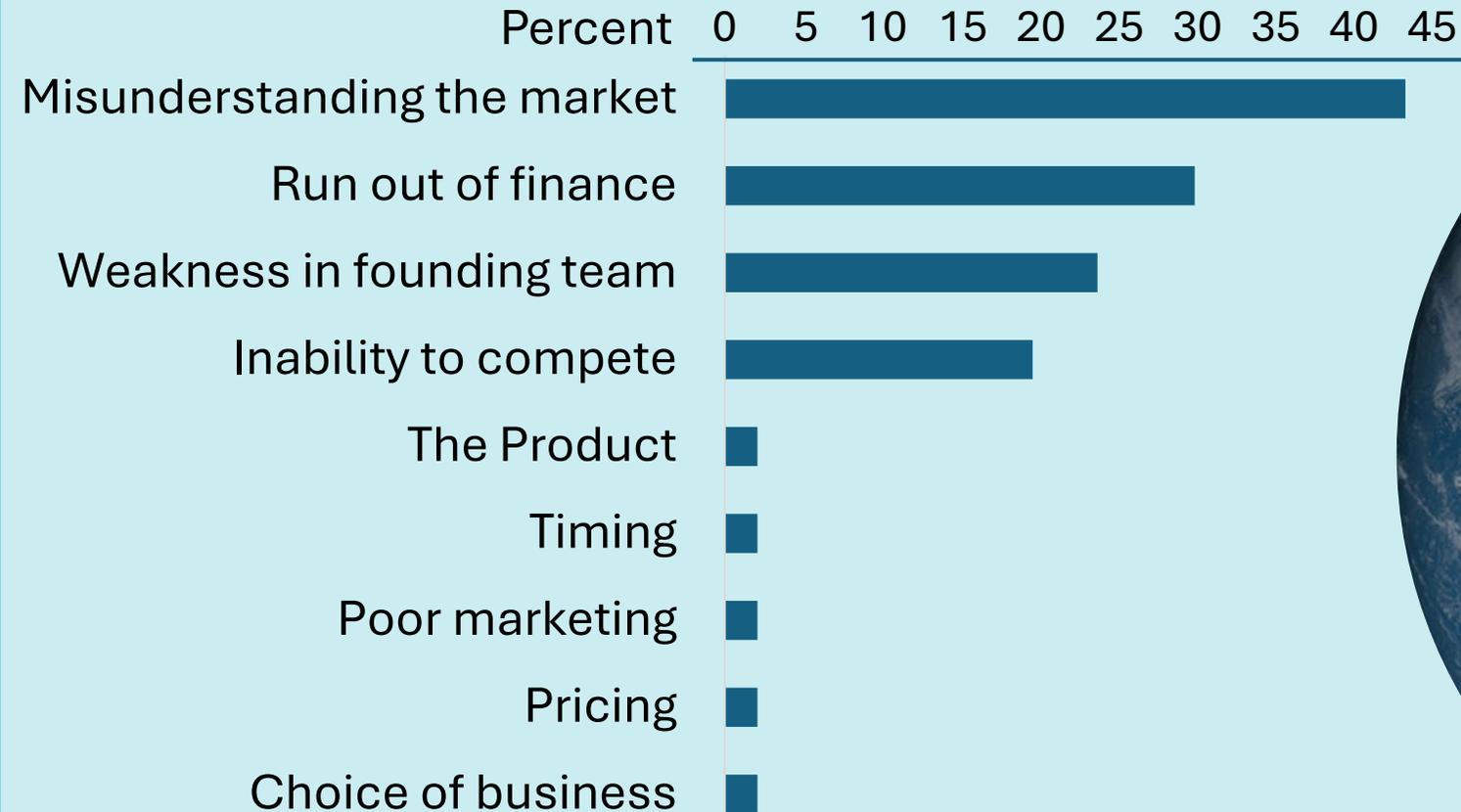
- Innovation
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- **Finance**

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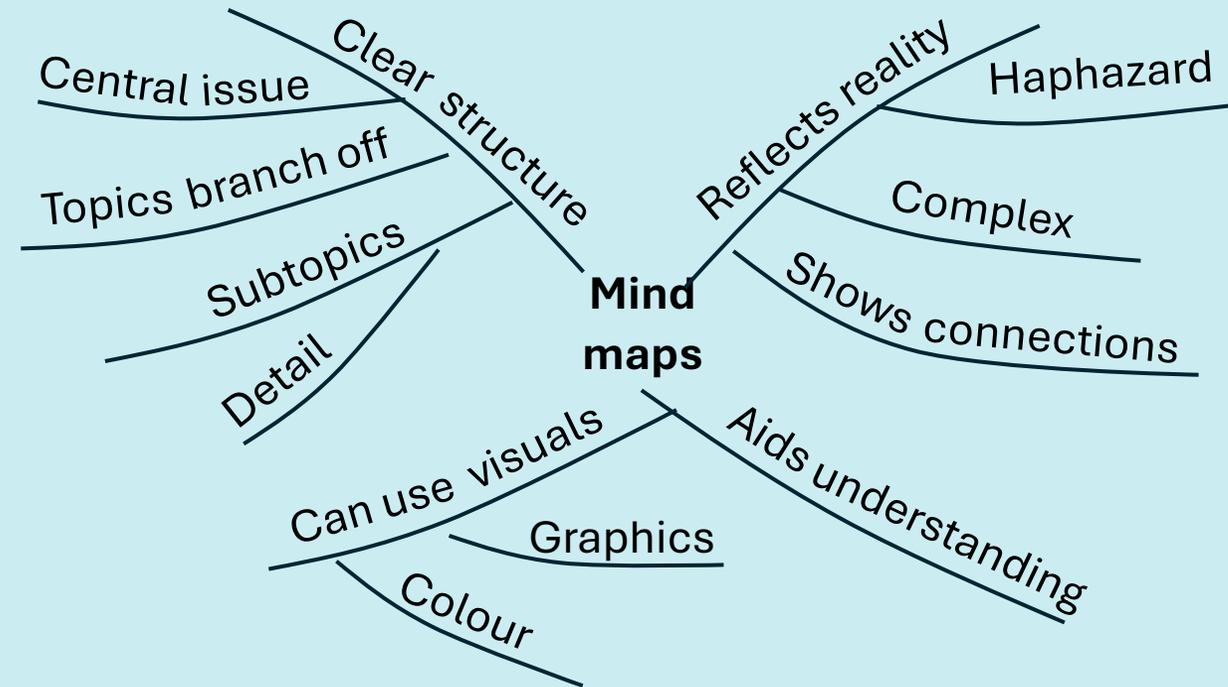
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The Complexity

The Mind Map



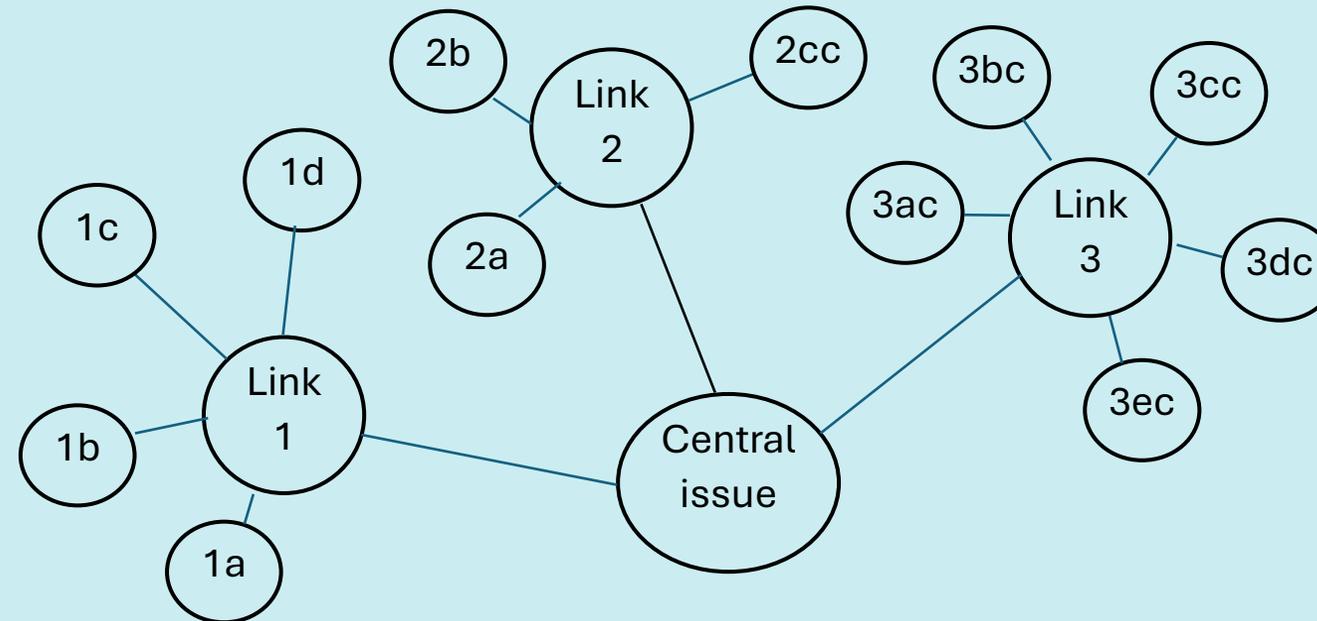
- Mindset
 - Character
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The Complexity

Cluster Maps

- Mindset
 - Character
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- Skills
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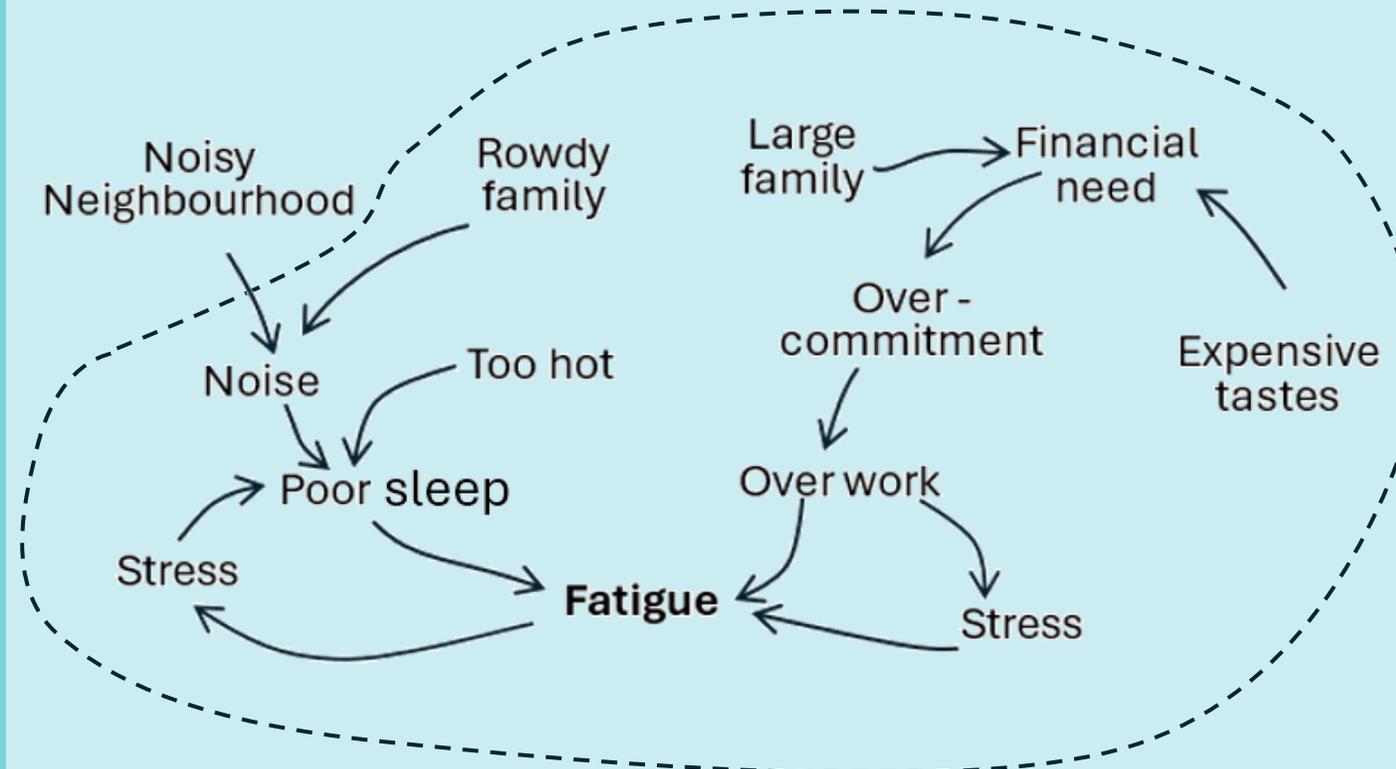




The Complexity

Multiple Cause Diagrams

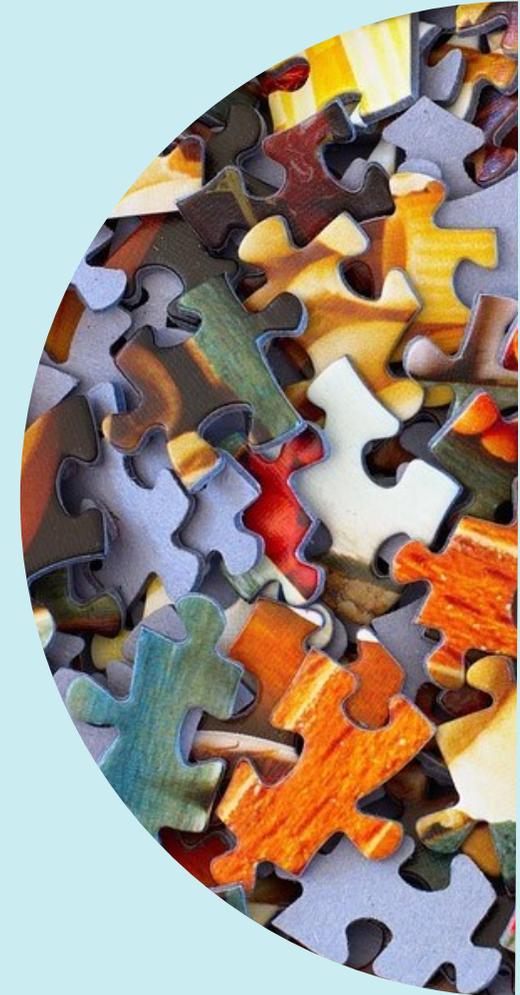
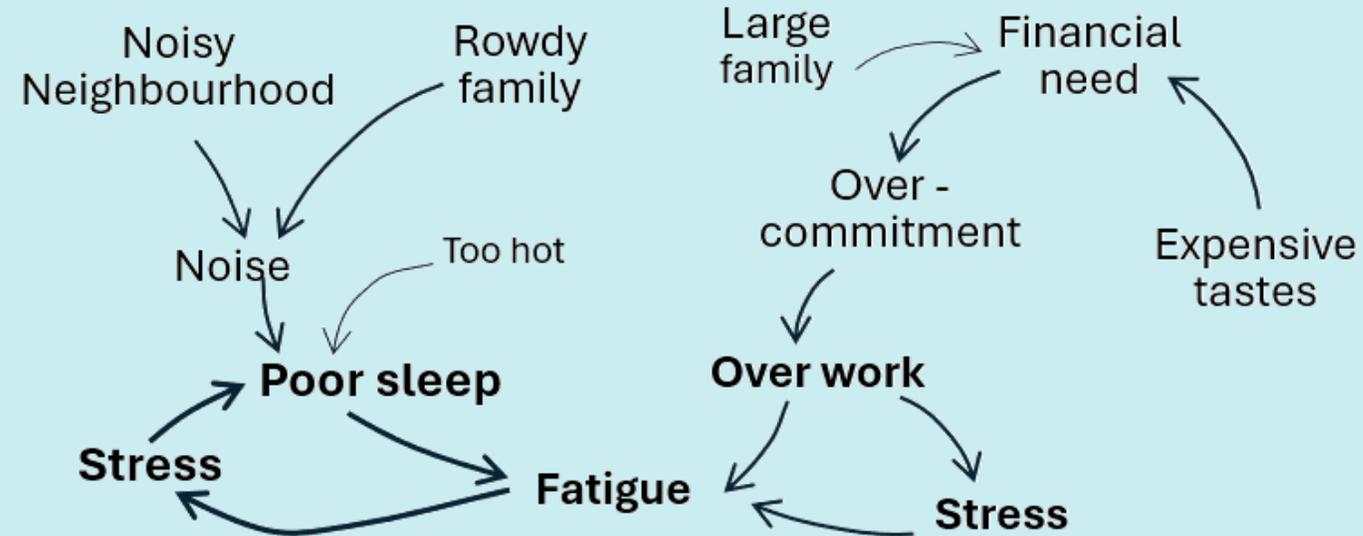
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The Complexity

Influence diagram

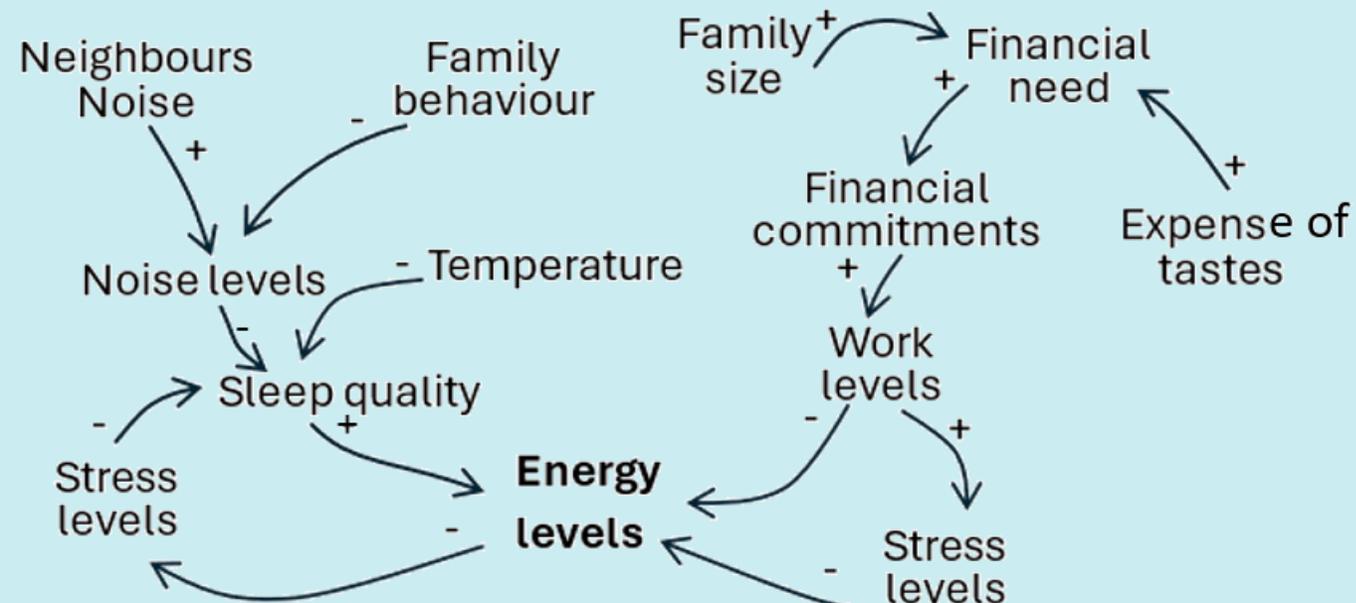


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The Complexity

Sign Graph

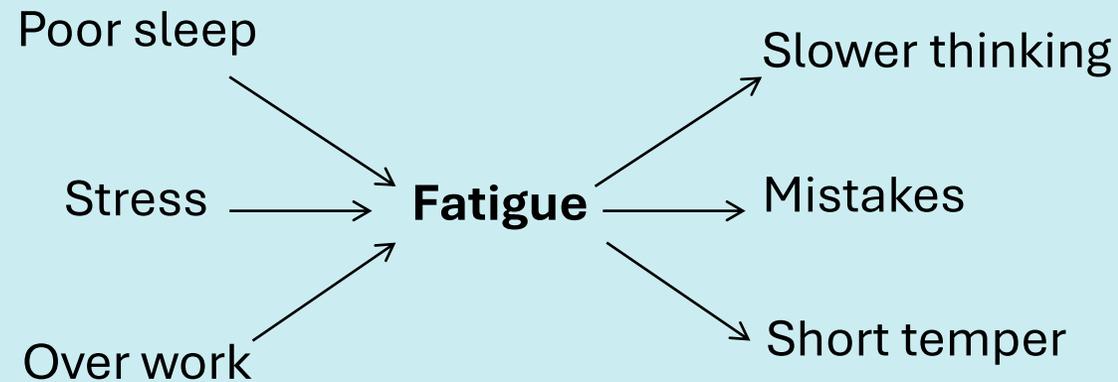


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The Complexity

Multi-flow Map



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Idea Generation

- Mindset
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- Alternate Divergent & Convergent Thinking
- Reframe Issues as Question
- Brainstorming
- SCAMPER
 - **S**ubstitute
 - **C**ombine
 - **A**dapt
 - **M**odify
 - **P**ut to another use
 - **E**liminate
 - **R**everse





The Business Model

- Mindset
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		<p>⊖ Negative Impacts (Minimise)</p> <p>What are negative 1st, 2nd and 3rd order impacts, and how can these be minimised? Is harmful waste generated that requires expensive disposal? Are there rebound & induction effects or new technological risks?</p>	
<p>Value Creation</p> <p>Which problems (and opportunities) do we solve (and create) for our customers? How can we capture value (and manufacture) to enable this?</p>	<p>♻️ Sustainable Value Proposition</p> <p>Which problem do we solve, which value do we create?</p> <p>What are function & form of our product or service?</p> <p>Can we solve our customers' problems more sustainably?</p> <p>Can we transform sustain-ability into customer value?</p>	<p>♥️ Sustainable Customer Relation</p> <p>Which customer relationships satisfy customer expectations and are sustainable?</p> <p>How can we make current relationships more sustainable?</p>	<p>👤 Responsible customers</p> <p>Who are our customers? How can we enable them to act sustainably?</p> <p>Which target customers may help to promote our sustainable solution?</p>
<p>Value Capture</p> <p>How can we capture value from our business model? What are the revenue streams and cost structures?</p>	<p>🚚 Sust. Channels</p> <p>How can we make our distribution channel more sustainable and circular?</p> <p>How do we best communicate the sustainable aspect of our product / service?</p>	<p>♻️ End of Life</p> <p>What happens at the end of the product life cycle?</p> <p>Can the product be profitably recycled, upcycled, reused, refurbished?</p>	
<p>Key Resources</p> <p>What resources (and capabilities) do we need? How can we optimize them?</p>	<p>💰 Subsidisation</p> <p>Do tax bonuses & subsidies or 3rd party funding exist for my endeavour?</p>	<p>💰 Revenue & Sustainability Premium</p> <p>Which are existing and possible revenue sources?</p> <p>Are customers willing to pay a premium for sustainability?</p> <p>Can we create a unique advantage due to sustainable proposition elements?</p> <p>Do price structures exist that incentivize sustainable customer behaviour?</p>	





Forming the team

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The team needs:

- A broad and complementary set of skills addressing the scope of activities involved.
- A common entrepreneurial mindset.
- Committed to the venture & vision & the team coherence.
- Experience in the industry.
- Flexibility & prepared to take on a mix of roles
- Availability

Consider

- Temporary engagement / outsourcing.





Scaling Up

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A different skill set:

- Judging appropriate speed of growth
- Attracting the right skillsets.
 - The enterprise has minimal reputation.
 - Attracting the talent is a challenge
- Managing a growing workforce
 - Maintaining engagement through change
- Complexity of Going Global
 - Ensure it is built into the plan at an early stage

Challenges

Resource Constraints

Lack of institutional support

Technological & market barriers

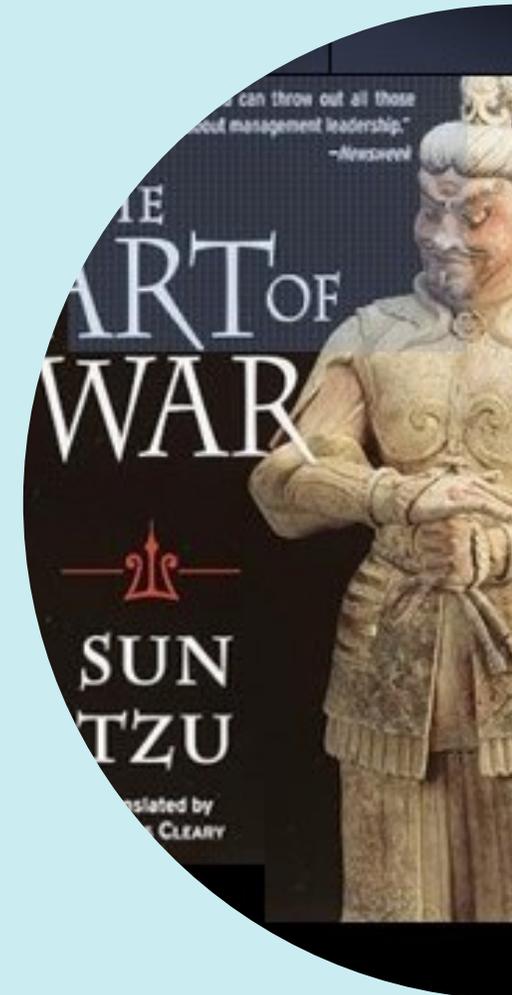
Cultural & market adaptation





The art of war

- Mindset
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Know Your Enemy

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Aspect	Risk Tolerance	Primary Concern	Engagement style
Banks	Low	Ability to Repay	Formal
Business Angels	Moderate	Personal passion & ROI	Personal
Venture Capitalists	High	Scalability & exit potential	Professional & data-driven
Crowdfunding	Moderate to High	Public appeal & funding targets	Engaging & community-focused





Know Yourself

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- **The Brand Story**
 - The brand as the guide
 - The customer as the hero
 - Clear message
 - A call to action
 - Anticipated return on investment
- **The Business Case**
 - The gap in the market
 - Align with mission & vision.
 - Describe the operation.
 - The financial case
 - Governance
 - Prioritised sustainability issues
 - ESG Risks & opportunities
 - Goals, & KPIs





Develop the Pitch

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- Start with a hook
 - Concise & intriguing
 - Relate to the startup's core value proposition.
- Develop a heart:
 - Connect on an emotional level
 - The significance of the problem
 - Potential impact of the solution
- Explain the hands:
 - The unique features of the solution
 - how it addresses the problem
- Finish with hope:
 - The future vision
 - Its desired outcomes





Focusing the pitch

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Source	Financial Literacy & Acumen
Banks	Demonstrates ability to repay loan
VC	Demonstrate financial competence
BA	Must decide on % equity to sacrifice
CS	For well-costed funding goals

Source	Communication
Banks	Facilitate enterprise promotion
VC	Shows clarity in listening and conveying information and goals
BA	Competent pitching skills influence outcome
CS	Arousing confidence and emotional attachment





Focusing the pitch

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Source	Marketing / social media
Banks	Assists with the launch of product → income
VC	Demonstrate potential to dominate the market
BA	Aware that the entrepreneur might need help
CS	As with marketing, communication must be tailored to an appropriate target audience

Source	Networking
Banks	Building strong relationships with financiers and follow market trends
VCs	
BA	Someone in the network can recommend the entrepreneur to a business angel
CS	Connect with potential backers who can help launch and maintain the campaign





Developing Expertise

- **Mindset**
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- **Participate in Online courses:**
 - Platforms like Coursera, edX, LinkedIn Learning, Udemy, and Skillshare
- **Research Books & Articles**
 - To find a crowdfunding platform that is a good fit
- **Attend Workshops, Conferences & industry events:**
 - Can provide valuable insights and networking opportunities
- **Join Online Communities & Forums:**
 - Offer opportunities to learn from others, and gain valuable insights
- **Develop Practical Experience:**
 - Start with small-scale projects, gradually increasing complexity as you gain confidence and refine your skills.





Government Support

- Mindset
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Build innovation capacity

Green Innovation Programme

Developed by Horizon 2020 and European Bank for Reconstruction & Development supports innovation in the 12 EU Member States where EBRD operates

Increase collaboration

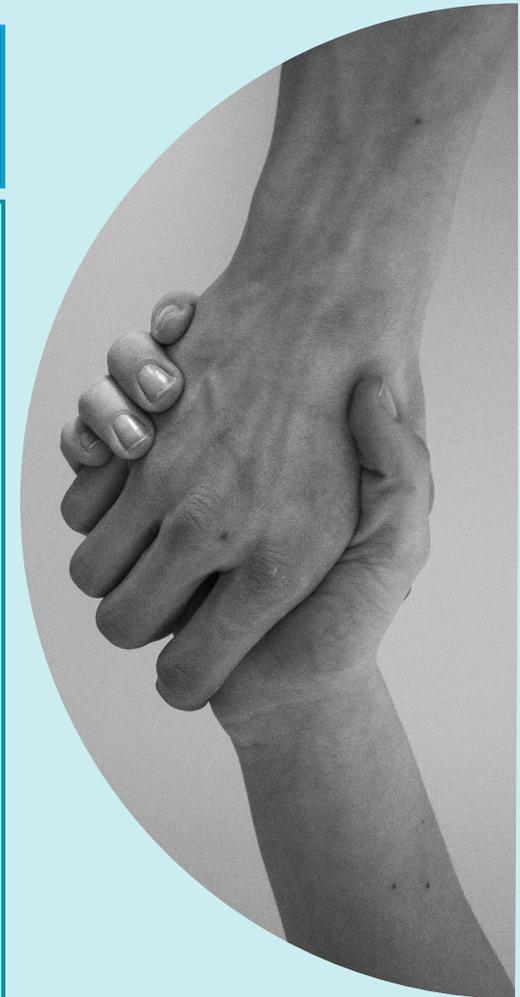
Cambridge Cleantech

Largest such network in the UK, connecting innovators, large businesses academics and financiers

Support scaling up

Grants e.g. for RDCS

Runs innovation bootcamps and seminars. Links those with ideas to UEL's BACK:ED which helps test, launch and grow their business. It offers some funding and mentoring





Artificial Intelligence

- Mindset
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Leveraging AI for Sustainable Entrepreneurship

- Can assist in developing sustainable start-ups:
 - Identifying new opportunities
 - Reduce risks
 - Develop innovative solutions
- ESG Analytics:
 - Quantify, report, and control risks related to corporate sustainability
- Integration with administrative tools:
 - Track and optimise resource use
 - Improve ESG and SDG footprint and associated reporting





Effective use of AI

- Mindset
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Prompt Engineering:

- A strong conceptual and practical knowledge base
- Imagination, strategic thinking,
- Logic and a knowledge of gen AI's reliability .
- Ability to frame the prompts clearly and concisely.
- ***Entrepreneurial Mindset***
 - drive and resilience, independence, resourcefulness, solutions-oriented creativity, and a thirst for knowledge
- ***Critical Thinking***
 - Enables filtering through AI-generated information,
 - to evaluate accuracy,
 - identify what is relevant
 - make decisions based on accurate interpretations,
 - being prepared to challenge perceived weaknesses





AI Support

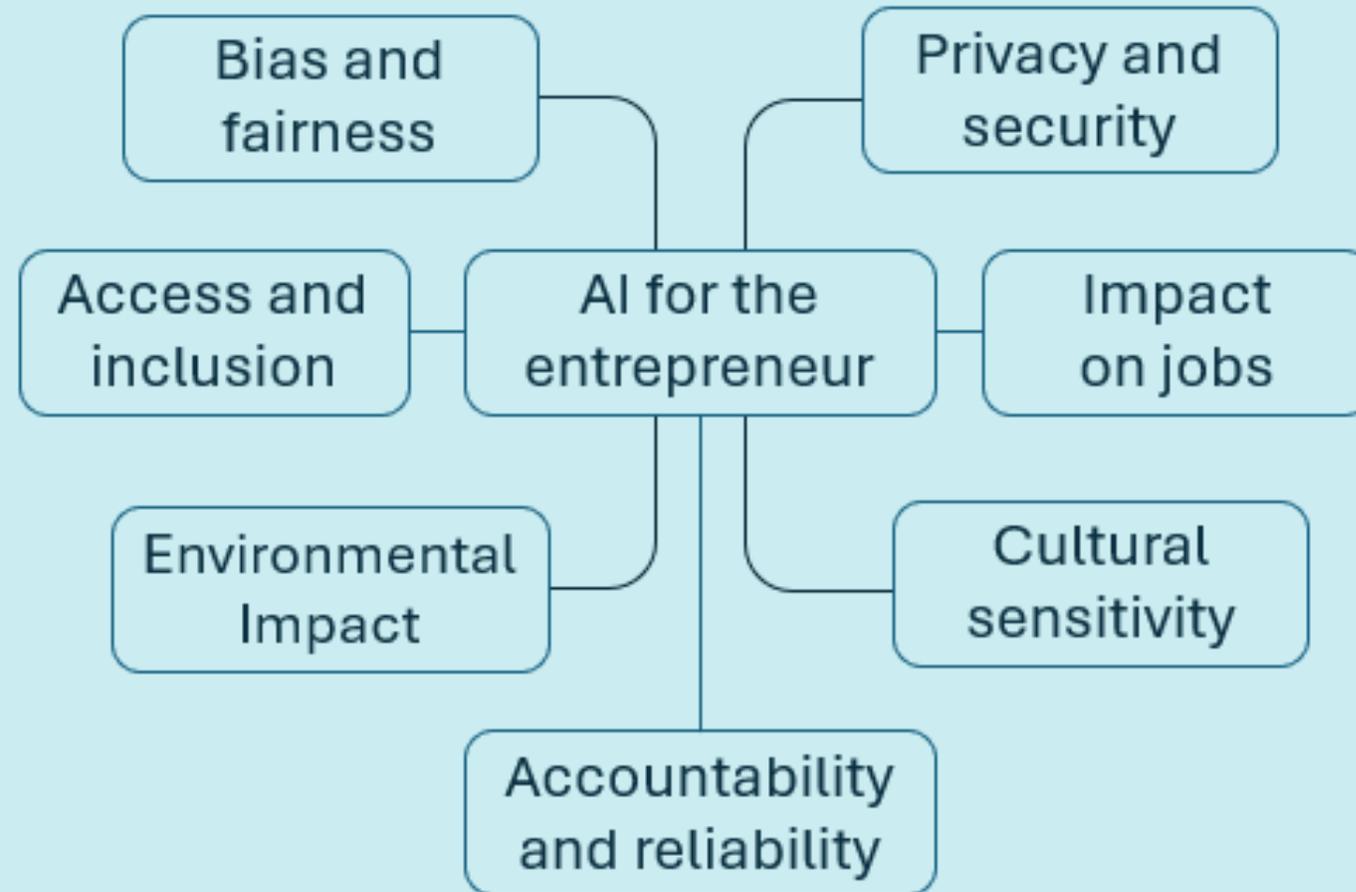
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 - AI & ethics
- Networking and Collaboration
 - Educational Workshops and Training
 - Social Support Networks
 - AI-Driven Tools and Platforms
 - Advisory Services
 - Platform Reviews and Comparisons
 - Incubators and Accelerators
 - Pilot testing and Feedback





Ethical use of AI

- Mindset
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Ethical use of AI



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Thank
You

