

# 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?*

*Environmental entrepreneurs* – individuals who create new, often for-profit, ventures that help address environmental challenges



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graph TD; A[What drives environmental entrepreneurship] --- B[economic incentives]; A --- C[personal motivations]; A --- D[institutional context];
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What drives  
environmental  
entrepreneurship

economic  
incentives

personal  
motivations

institutional  
context

# **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