

*Turning your green idea
into a sustainable success
GreenFest – Brisbane – June 2009*

- Business ideas
- New Innovations
- Community Projects
- Non-profits
- Mitra Ardron
Natural Innovation
- Katie Patrick
Green Pages
- Bernard O'Brien
Green Planet

*So you've got an idea
and its good for the planet*

- Why doesn't everyone else love it?
- Why don't they give me lots of money?
- Why won't they help me for free?

*So you've got an idea
and its good for the planet*

- How can I communicate it?
- How can I raise the money I need?
- How can I build a team to take it forward?

Creating a Success has many parts

- Developing the idea
- Marketing it
- Financing and business
- Management & Team

Developing the idea

- Prototype or trial it
- Don't expect to get it right the first time
- But ... work through the details
- Be prepared to start over
- Bounce it off others
- Protect it
- Think outside the box
- Do you need to protect it?

Team

- An idea takes a team.
- The innovator is rarely the best CEO
- Identify your skills
- Find the people to complement you
- Work out how to attract them and keep them
- Hire or Contract

Find your Allies

- Family and Friends
- Activists and non-profits
- Community
 - Neighbors and local businesses
- Other businesses in the same field
 - Even competitors
- Government
 - Official and unofficial

Raising Money

- Its tough – however good the idea is
- The more developed, the cheaper
- How much do you need?
- All at once, or stage by stage
- Timing
- Needs all the boxes ticked
 - Idea; Market; Team; Financials

Many ways to raise finance

For Profits

- FFF
- Venture Capital
- Private Equity
- ASSOB
- Stock Exchange
- Industry Partners

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Non Profits

- Donations
 - Cash & in-kind
- Sales
- Grants
- Sponsorships

An example

Solar power not getting taken up because of price

- Typically \$14,000
 - or \$5,000 after rebates
- Markups in supply chain
- High per-unit marketing cost
- High install cost

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Reduce the costs

- Shortened the supply chain
- Buy in bulk
- Enlisted community activists
- Competitive installation
- Result \$9,499
 - Or \$499 after rebates

Natural Innovation

- Multi-disciplinary team
- Helps companies turn sustainability challenges
 - into sustainable businesses
- Assists new or existing businesses
- Business Plans
- Business Models
- Financials
- Strategies
- Marketing
- Alliances
- Branding
- Capital Raising

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