



**Entrepreneurship & Youth
- A Learning Network 2010**

Business Idea Competition

Entrepreneurship: The Green Revolution

What is Green Entrepreneurship?

There are two kinds of **green entrepreneurs**.

The **first** is the individual who takes an **existing industry** and sees how that business can be made green.

The **second** is the person who sees a **green idea** and creates a business from the idea.

A **green business** is any organization that participates in environmentally-friendly or green activities to ensure that all processes, products, and manufacturing activities adequately **address current environmental concerns while maintaining a profit**.

In other words, it is a business that “**meets the needs of the present world without compromising the ability of the future generations to meet their own needs.**”

It is the process of assessing how to design products that will take advantage of the current environmental situation and how well a company's products perform with renewable resources.

The Guidelines

In the writing of your business idea proposal, there are three (3) main guiding principles to bear in mind:

1. It incorporates principles of sustainability into each of its business decisions.
2. It has no negative impact on the global or local environment, community, society, or economy.
3. It should be kept feasible with the current technology available unless you have expert knowledge in creating the new technology.

The Format

- 1) Cover Page: Name of Product/Business, Team Name & Name of Team Members (A minimum of 2 members and a maximum of 5 members)

- 2) Executive Summary
 - A one-page description of what your business is about and its competitive advantage
 - Highlights of the background and unique qualities of your business idea
 - A brief description on your business objective, mission, and key to success
 - Feasibility of your business idea.

- 3) Marketing Plan
 - Who are the target market and how your business relates to them?
 - How relevant is your product/business to the current and future market trends
 - How will your product/business be able to compete with the current competitors (if any)?

- 4) Financial Plan
 - What are the methods that you are planning to use to fund your start-up and ensure financial sustainability of your business?

- 5) Strategic Plan
 - Critical Success Factors (CSF) and Key Performing Indicator (KPI)
 - SWOT Analysis

- 6) Environmental Sustainability
 - Are you able to align your business to the new revolution of entrepreneurship: Green Entrepreneurship?
 - Describe the methods and green policies that will be implemented to ensure your business is environmentally sustainable.

The total length of the proposal should **NOT** exceed **10 pages** (not including cover page).

Submission deadline is on **1st May 2010, 11.59pm (+8GMT)**.