



International Conference
on Green Entrepreneurship

Creativity Builds Community

Imagination capital will build a better future

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Agenda

- Opportunity and Convergence
- Innovation & Entrepreneurship:
 - Is what?
 - Is where?
 - Are you?
 - Society's role
 - The basic business rule

The catalyst of opportunity..

- Spawned
 - Pattern formation stems from the ability to see differently (Nike and shoes)
- Situation
 - Transferring knowledge from somewhere else (GPS and trucks... to golf)
- Innovation
 - From assembly lines (Ford) to materials (Rubbermaid) to organizational behaviour (TQM) to Value-added

Convergence

- S.W.O.T.
- What are the trends (P.E.E.S.T.)?
- What does Grenada have?
- Where are the opportunities in Grenada (PEEST + Grenada's capabilities / resources)?

The entrepreneur

- What is entrepreneurship?
- What are the characteristics of an 'E'?
- Contributions made by 'E's in society-
make another list
- Do we need to add anything to
adequately include the environmental
entrepreneur?

The entrepreneur

- Define please.
- Disruptive
- Irrational
- Unreasonable

Are you an entrepreneur?

- Hands up those who believe they possess the characteristics of an 'E'
- Need for a supportive culture or you will leave
- Education must teach students to innovate

Society allows for 'e' to be

- Factors promoting Ectivity:
 - Internal
 - (Desire, attributes and attitudes)
 - External
 - (Your environment, culture)
 - Tactical
 - (Basic business smarts)

Next steps...

- Multi-level approach (holistic)
- Government and education systems that allow for the development of creativity
- Individuals encouraged and supported by various levels
- Infant industry investment by government
- Support by existing 'E's

Tidbits

- The keys to starting a business
 - What we know we know
 - What we know we don't know
 - What we don't know we know
 - What we don't know we don't know
- How to sustain and monitor business growth.
- How to find opportunity.
- Mentors & your business

Questions?

- Thank You!
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