April 25, 2014/Marga Hoek De Groene Zaak

De Groene

ondernemers voor een duurzame ee



SCOPEinsight

Case

Revolutionize agricultural finance:

- Independent rating agency which enables and empowers agricultural farmer organizations to have access to formal and affordable credit, investments and other financial services and market opportunities
- Bridge the information gap between financial institutions, value chain players and farmer organizations
- By scoring the business potential of farmer organizations who would otherwise be excluded from the mainstream banking system



Sustainability threefold

All assets included: Social, Ecological, Financial



Mainstreaming sustainable business

Business with a purpose

- Incremental innovation leaves no solution space
- Revolutionary innovation creates space





Case

Sustainable for 0 euro:

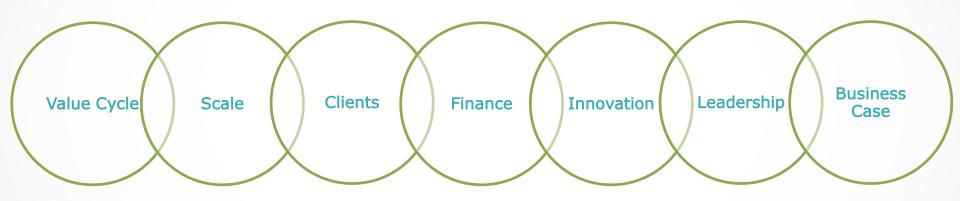
- Arranges houses-buildings to get sustainable, step by step
- By using cash flow form energycost savings
- So no investment needed, or investments by third party
- All enabled by app and serviced completely, thus relieving customers



This means business goes all the way

- Goals & Kpi's
- Product development & innovation
- Valuation: P&L's & Reporting
- In a continuous learning process

Seven Windows



Business

Opportunities

&

Constraints

- Policy, tax system and law 'old economy'
- Knowledge & skills
- Build the bridge while we're walking on it: leadership