

## Environmental Entrepreneurship Spring 2018

**Instructor:** Brian Kateman, Co-Founder and President of The Reducetarian Foundation

**Office hours:** Before or after class by appointment

**E-mail:** [bk2460@columbia.edu](mailto:bk2460@columbia.edu)

**Course Description:** Entrepreneurial activity is a major source of innovation around the world. In this hands-on course you will learn how to create societal impact through Environmental Entrepreneurship. Environmental Entrepreneurship describes the discovery and sustainable exploitation of opportunities to create social change that positively transforms the environment. You will be introduced to environmental entrepreneurial entities as well as several case studies of environmental entrepreneurship (i.e. Grist, TerraCycle, Memphis Meats, etc.) and guided through the process of establishing and promoting a for-profit or non-profit venture to address an environment issue. You'll develop an entrepreneurial mindset and hone the skills you need either to develop a new enterprise with potential for growth and funding or to identify and pursue opportunities for growth within an existing organization. Rather than just learning theory or describing what to do, the focus will be on guiding you through the process of actually doing it. Throughout the course, you'll learn how to develop an idea for a new venture (i.e. product, service, technology, organization, campaign, etc.) that addresses an environmental challenge and how to lay the foundation to launch it. In addition to fundamentals of new venture financing and infrastructure, special attention will be placed on developing your relationship building, fundraising, marketing, public relations, and communications skills.

**Bio:** Brian Kateman is cofounder and president of the Reducetarian Foundation, a non-profit organization dedicated to reducing animal product consumption in order to create a healthy, sustainable, and compassionate world. Brian is the editor of *The Reducetarian Solution: How the Surprisingly Simple Act of Reducing the Amount of Meat in Your Diet Can Transform Your Health and the Planet* (Penguin Random House: April 18, 2017) and the forthcoming *The Reducetarian Cookbook* (Hachette Book Group: Fall, 2018). A TEDx speaker and leading expert on entrepreneurship and communications, he has appeared in dozens of media outlets including *The Washington Post*, *Vox*, *National Geographic*, *The Atlantic*, *Forbes*, *Fast Company*, *Salon*, *Fox News*, *NPR* and *The Guardian*. He is an instructor in the Executive Education Program at the Earth Institute Center for Environmental Sustainability at Columbia University.

**Readings:** Weekly readings will consist of a combination of websites, articles, academic papers and book chapters, and online video selections spanning multiple disciplines including social psychology, marketing, business, fundraising, tech, and environmental science.

**Assignments:** There will be four brief weekly assignments based on the lectures and readings; each which will culminate into a final presentation. Students will develop an idea for and plans on how to launch a new venture, strategy, product, movement, or technology that addresses an environmental issue.

**Grading:** Grading will be based on in class participation (40%), the four weekly assignments (30%), and final presentation (30%).

**Logistics:** Bring computer to class

**Sessions:**

1: Overview of environmental entrepreneurship including theory, case studies, definitions, a roadmap to successfully establishing and building a venture; discussion about the mindset of an entrepreneur and possible strategies, businesses, and product ideas for mitigating an environmental issue; introduction to relationship building and effective communication and persuasion with emphasis on developing partnerships.

Chapter 4: Environmental Entrepreneurship - Oxford Handbook of Business and the Environment (to be provided)

The entrepreneur–environment nexus: Uncertainty, innovation, and allocation - Jeffrey G. York and S. Venkataraman (2010) (to be provided)

<http://www.triplepundit.com/2014/04/entrepreneurial-key-solving-climate-change/>

<http://www.businessnewsdaily.com/5102-green-business-ideas.html>

<https://www.forbes.com/sites/mikemontgomery/2016/05/04/tech-entrepreneurs-can-learn-a-lot-about-marketing-from-tesla/#59f4230e2454>

<http://fortune.com/2016/08/11/how-to-think-like-elon-musk/>

<https://ideamensch.com/26-green-entrepreneurs/>

<http://fitsmallbusiness.com/how-to-write-a-business-proposal/>

<https://www.psychologytoday.com/blog/tracking-wonder/201601/why-entrepreneurs-burn-out-and-what-do-about-it>

<https://www.entrepreneur.com/article/249297>

[https://www.incorporate.com/incorporation\\_overview.html](https://www.incorporate.com/incorporation_overview.html)

<https://grist.org/grist-50/2017/>

<http://ditchtheboxes.com/the-power-of-entrepreneurship-and-purpose/>

<https://www.vanityfair.com/news/2017/08/bill-gates-and-richard-branson-are-investing-in-a-mysterious-new-kind-of-meat>

<https://www.forbes.com/sites/heathermorgan/2017/07/25/3-persuasion-principles-to-sell-more/#3f08669153c7>

[http://www-personal.umich.edu/~prestos/Downloads/DC/pdfs/Krupka\\_Oct13\\_Cialdinietal1990.pdf](http://www-personal.umich.edu/~prestos/Downloads/DC/pdfs/Krupka_Oct13_Cialdinietal1990.pdf)

2: Fundraising and venture capital; accelerator programs.

<http://www.thefundraisingauthority.com/fundraising-basics/fundraising-plan/>

[http://www.huffingtonpost.com/michael-lewis/6-things-you-need-to-know\\_b\\_3484069.html](http://www.huffingtonpost.com/michael-lewis/6-things-you-need-to-know_b_3484069.html)

<https://www.thebalance.com/examples-of-effective-fundraising-letters-2502074>

<https://www.thrillist.com/entertainment/nation/valuation-definition-abc-shark-tank-explained>

<https://www.forbes.com/sites/chancebarnett/2014/05/09/investor-pitch-deck-to-raise-money-for-startups/#631d6d6b4427>

3: Exploration of the opportunities and challenges associated with navigating the rich world of traditional, integrative, and digital media; introduction to advertising including effective campaign design and metrics. Summary of best practices in website and newsletter design.

The Social Media Ecology: User Perceptions, Strategies and Challenges (2016) (to be provided)

<https://thefinancialbrand.com/31471/8-tips-for-more-effective-advertising-campaigns/>

<https://www.forbes.com/sites/forbesagencycouncil/2017/01/17/five-highly-persuasive-digital-marketing-tactics/#1b4d91b97ab2>

<http://mashable.com/2013/11/29/reddit-favorite-websites/>

4: Foundations of public relations and strategies and tools for gaining media attention for your new venture.

<https://www.forbes.com/sites/robertwynne/2016/01/21/five-things-everyone-should-know-about-public-relations/#674b2bec2a2c>

<https://www.entrepreneur.com/article/228361>

5: Demo day presentations. Demo day is a pitch event that is typically the culmination of accelerator programs—fixed-term, cohort-based programs, that include mentorship and educational components. The culmination of this course will be a demo day like event, in which each student will pitch his or new venture to the class.

<http://fortune.com/2015/04/17/techstars-nyc-demo-day/>