

# Groupwork - breakout rooms

12.11.2021

**Seeding &  
Starting up**

## Task instructions

1. Think about the relevant topics/themes related to the entrepreneurial process, phase 1: **Seeding & Starting up**
2. Discuss in your group & mark down the ideas how sustainability & green economy could be embedded into this semester of the programme
3. Summarise your discussion points in the text box below

- Introduction to social impact and sustainability. (as early as possible)
- If new idea each week include each list in ethical stance
- Use peers to develop the ideas with sustainability aspect
- Motivation aspects to in order to change the mindset
- How to integrate the sustainability with the business .... so its not something you can take away
- Interviews with the start-ups the more advance and successful, as role models
- 

**Keywords S1:**

Entrepreneurial ecosystem, entrepreneurial processes, business opportunity, -idea, -planning, etc., entrepreneurial risks, marketing essentials for starting up a company, networking, pitching, researching the market, entrepreneurial teams, entrepreneurial person and self-development, etc.

# Task instructions

1. Think about the relevant topics/themes related to the entrepreneurial process, phase 2:  
**Launching**
2. Discuss in your group & mark down the ideas how sustainability & green economy could be embedded into this semester of the programme
3. Summarise your discussion points in the text box below

- Green economy / sustainability literacy
- Green impact measures
- Circular value chains (from linear)
- Life cycle analysis
- Political goals
- Business ethics /ethical production
- Case companies from real life
- Market pull, demand, navigatoin with complexity
- Behavioural change nudging
- Balancing profit and sustainablility /sustainability vs. profit
- Social, not only commercial chices
- Future demand / technology hyper power
- Consumer behaviour

## Keywords S2:

Minimum Viable Product, prototyping, problem and solution validation, landing page, digital marketing, strategic management & ethics, break-even analysis, costing, budgeting, customer rights and obligations, internet rights, intellectual property, organisational structure, culture & DNA, etc.

## Task instructions

1. Think about the relevant topics/themes related to the entrepreneurial process, phase 3:  
**Calibrating**
2. Discuss in your group & mark down the ideas how sustainability & green economy could be embedded into this semester of the programme
3. Summarise your discussion points in the text box below

Please write your discussion points here ...

- Complexity + is the same as business plan + planet/people/ ...
- Create “feedback loops” back to semester 1 & 2 to modified product eetc.
- Do not reduce complexity but learn to deal with complexity

### Keywords S3:

The business plan, business models, marketing strategies, virtual teamwork, financial planning and budgeting tools, cash flows, buy-make-or-lease, taxes and tax law, shareholder and founders' agreement, legal requirements, roles and responsibilities of organisational structures, etc.

## Expanding & Growing

# Task instructions

1. Think about the relevant topics/themes related to the entrepreneurial process, phase 4: **Expanding & Growing**
2. Discuss in your group & mark down the ideas how sustainability & green economy could be embedded into this semester of the programme
3. Summarise your discussion points in the text box below

- Whats happening if we are scaling up related to sustainability issues?
- Environmental laws in different countries
- If the need for expanding could be social entrepreneurship, activating human resources (as an initiative of employees), etc.
- How to found area specific funding in different and projects countries for expansion?
- What networking possibilities for new solutions?

### Keywords S4:

Mergers, acquisitions, export, etc.; sustainable business & innovation; piloting and scaling, scenario building, KPIs; negotiation dynamics and funding; effective team, CSR communication and reporting, sales strategies for capturing new markets, market penetration, analysing global landscape, strategic financial decision making (goals, return of different sources of finance; weighted average cost of capital, taxes, financial ethics), fundraising, budgeting techniques for evaluating investment projects, tools for financial decision-making, legal aspects about new markets, change management & uncertainty, organisational design and structures, change curve and force-field analysis, etc.

## Task instructions

1. Think about the relevant topics/themes related to the entrepreneurial process, phase 5: **Maturing & Exiting**
2. Discuss in your group & mark down the ideas how sustainability & green economy could be embedded into this semester of the programme
3. Summarise your discussion points in the text box below

Please write your discussion points here ...

•

### **Keywords S5:**

Exit scenarios, grieving theories, conflict/crisis management, team leadership, bargaining, taxes, & bankruptcy costs, exit strategies, business valuation, crisis communication, successors, negotiation strategies, etc.