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Titolo	Green Entrepreneur Handbook : The guide to building and growing a green and clean business // Eric Koester
Pubbl/distr/stampa	Boca Raton, FL : , : Taylor & Francis, , 2017
Descrizione fisica	1 online resource (xxvii, 432 pages) : illustrations
Collana	What every engineer should know ; ; 46
Disciplina	658.11
Soggetti	New business enterprises
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	pt. I. The great green opportunity -- Why are we going green? -- Becoming a greentrepreneur (a.k.a. green entrepreneur) -- Drivers of the green revolution -- Markets for green products -- pt. II. The green startup -- Green ideas, inventions, and businesses -- Forming and founding -- Assembling talent -- Raising green (money) -- Green intellectual property -- Making the sale -- pt. III. The green playing field -- Understanding utilities -- How project finance works -- Working with the government -- Laws, regulations, initiatives, and more -- Grants, loans, and other green government funds -- Taxes and incentive programs -- pt. IV. Green progress (so far) -- Green certifications -- Venture capital and clean technology -- International landscape -- pt. V. Green business fundamentals -- Market research and business planning -- Forming the business -- Founders -- Employees -- Securities -- Raising money -- More about fundraising -- Strategies for managing startup intellectual property -- Service partners -- M & A and IPOs.
Sommario/riassunto	"The first section of the book lays the groundwork for any new entrepreneur to understand the history of the environmental and clean technology movements. The next section takes a new business from initial idea to sales of the product or service. Emphasizing aspects unique to the green business environment, the third part provides a sound understanding of energy generation and distribution, addresses regulatory impacts, and explores programs designed to spur clean technology development. In the fourth section, the author covers

lessons learned and emerging challenges. The final part focuses on lessons, tools, resources, and fundamentals essential to any entrepreneur, such as market research and smart intellectual property management. Features: Provides an understanding of how to work with and sell to utilities, discusses fundraising outlets for green businesses, presents detailed descriptions and analyses of opportunities to work with government, including from grants, loans, incentive programs, taxes, government contracting, and partnering, lists numerous examples of how to make your business more green, explains how to be prepared and save money by using checklists Web links, and key startup tools aimed at green businesses, addresses key challenges of many new businesses, such as raising money and making sales. A one-stop resource for green entrepreneurs, this comprehensive handbook equips you with the tools and knowledge to fully appreciate the unique challenges of developing a green business. Discussions of timely topics, advice, and additional resources are available on the book's Web site"--
