

ENTREPRENEURSHIP IN RENEWABLE, ENERGY EFFICIENCY AND GREEN START UPS

DAY 5 – HOUR ONE –
ADMINISTRATION OF YOUR BUSINESS

March 14, 2012

Systems Approach To Your Business

- systems approach to business operations
- developing growth plans in a recession
- developing succession plans
- developing innovation trajectory for your company
- developing economies of scale

Business Intelligence

- competitive intelligence
- Internal business intelligence
- knowledge management systems
- collaborative development processes
- contests for advice
- seeing internal blockages and dealing with them internally
- shared filing systems, accessibility – google docs

Questions

15 minutes

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DAY 5 – HOUR TWO – ADVANCED
BUSINESS OPERATIONS

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Data and Its Value

- surveying your workforce
- surveying your customers
- developing data bases
- data mining for value
- trends analysis

Governance Issues - Internal

- refining role definitions/job descriptions
- decision rights
- internal communication systems
- no report meetings
- voting in your business

Salaries

- setting salaries
- setting benefits
- determining raises or cuts
- payroll as a percentage of cost

Questions

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DAY 5 – HOUR THREE –
RELATIONSHIPS AND ETHICS

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Financial Relationships

- maintaining banking relationships
- maintaining investor relationships
- selling to your supply chain
- selling to your employees

Ethics

- developing and maintaining ethical practices
- enforcing ethics
- ombudsperson
- whistleblowers
- anonymous tips

Employee Relationships

- holding employees accountable
- employment at will
- pay as money is available
- accrued or deferred salaries

Questions

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DAY 5 – HOUR FOUR – PRODUCT AND
COMPETITION FOCUS – MERGERS AND
ACQUISITIONS

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Quality Control

- quality assurance for products and services
- setting standards for quality
- making your supply chain meet quality standards
- refund policy

Packaging

- packaging your products and services
- part of branding
- look and feel
- sustainability
- uniforms
- office decorations/furnishings
- paper collateral
- consistent with website

Competition

- maintaining competitive advantage
- measurable
- constantly moving
- improve or die – quality and financial performance

Mergers and Acquisitions

- due diligence is the key
- cost savings
- new markets
- distressed sales
- always be on the lookout to buy a company
- need legal/consulting support

Questions

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DAY 5 – HOUR FIVE – CONCLUSION,
EXIT STRATEGIES AND KEY ISSUES

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Key Issues in Business

- pledging collateral to increase leverage of assets
- use of experts and consultants – do's and don'ts
- mentoring and consultation by industry experts
- Keep up to date with news – free news services, www.icopyright.com

Exit Strategies

- develop timeframe
- be willing to stay 2 – 3 years beyond sale
- transition to new management team from founder team at the right time
- 125 negotiable items in a sale
- noncompete – beware
- know who should buy your business from day one
- sell part of the business – story of Inn

Mergers and Acquisitions

- due diligence is the key
- cost savings
- new markets
- distressed sales
- always be on the lookout to buy a company
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Conclusion

- additional key issues
- FAQ's answered

Questions

15 minutes

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