



# **Green Entrepreneur Handbook: The Guide to Building and Growing a Green and Clean Business (What Every Engineer Should Know)**

*Eric Koester*

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Written by a practicing business attorney with startup experience in the environmental and technology sectors, **Green Entrepreneur Handbook: The Guide to Building and Growing a Green and Clean Business** assists entrepreneurs in tackling the wide variety of opportunities to go green. It helps you incorporate clean technology, environmental practices, and green business approaches into your work environment.

## ***Part I***

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 author explains the motivation of *greentrepreneurs*, the drivers of the green revolution into the future, and how to find the right market for your solution.

## ***Part II***

The next section takes a new business from initial idea to sales of the product or service. The book addresses where greentrepreneurs can find ideas around which to build a business; how to form a company to execute the business concept; how to find and retain founders, employees, advisors, and directors; how to raise money and make sales; and the importance of intellectual capital and assets.

## ***Part III***

Emphasizing aspects unique to the green business environment, the third part provides a sound understanding of utilities and energy generation and distribution and explores funding through project finance. It also looks at the players and process of selling to the government; the federal, state, and local regulatory impacts; government incentives and tax programs designed to spur clean technology development; and grants, loans, and other funds as sources of capital.

## ***Part IV***

In the fourth section, the author covers lessons learned and emerging challenges. He offers practical suggestions for going green that businesses can implement themselves and describes current green certifications. He also examines the role of venture capital and institutional investors in green innovation, international trends in green business, and the potential for exit events, such as public offerings, mergers, and acquisitions.

## ***Part V***

The final part focuses on lessons, tools, resources, and fundamentals essential to any entrepreneur. It discusses market research and business planning, details of forming a business, issues of employing people, smart intellectual property management, obstacles encountered in a difficult fundraising climate, and much more.

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 at [www.greentrepreneur.org](http://www.greentrepreneur.org)

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