

SCALE UP

Scaling up the business can be approached through three main phases. First, the entrepreneur can assess the present status of the green business by answering the questions related to the necessary conditions. Then, the entrepreneur can determine what should be future status of the business. For an example, upcycled eyewear manufacturer identified that there is a potential of market demand for their product among school children who is not in their target customer group at the present situation and this eyewear manufacturer wants to penetrate this new market segment in future. In the third phase, entrepreneur can select one or more strategies to achieve that future status. In

the previous example, eyewear manufacturer can network with schools to organize eye health camps for children and make partnerships with pediatric medical centers to promote the upcycled eyewear. When selecting the strategies, the entrepreneurs can refer their present status and business model canvas to identify the available partners and low cost options. Following tool depicts the summary of the discussion of scaling up your green startup (CSCP, 2014; GIZ, 2015).

For an example, it is impossible to scale up your green startup without having the market demand for the green product or services that you sell.

