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.

Necessary conditions

- Does your green product/service has market demand?
- Is there any potential of changing customer behaviour and creating new demand?
- Does your business have sufficient infrastructure and suitable technologies to run as a green business?
- Do you/your employees have the necessary knowledge to develop your green business (e.g. technical expertise and business knowledge)

- Does your green business have sufficient financial resources to develop it further?
- Does your green business have a favourable governance system (policy framework) in the context where it functions?
- Does your green business exchange (receive and deliver) right information (e.g. technical and marketing) with your stakeholders?
- Does your green business have successful (trustworthy, transparent and committed) partnerships?

Present status of your green business

Organization focused scale up strategies

Increase output and sales, make joint ventures, partnerships and networks, licensing, and franchising

Value chain focused scale up strategies

Efficient use of resources, cleaner production, raw material substitution, shared use, longer use, efficient endof-life strategies

Future status of your green business