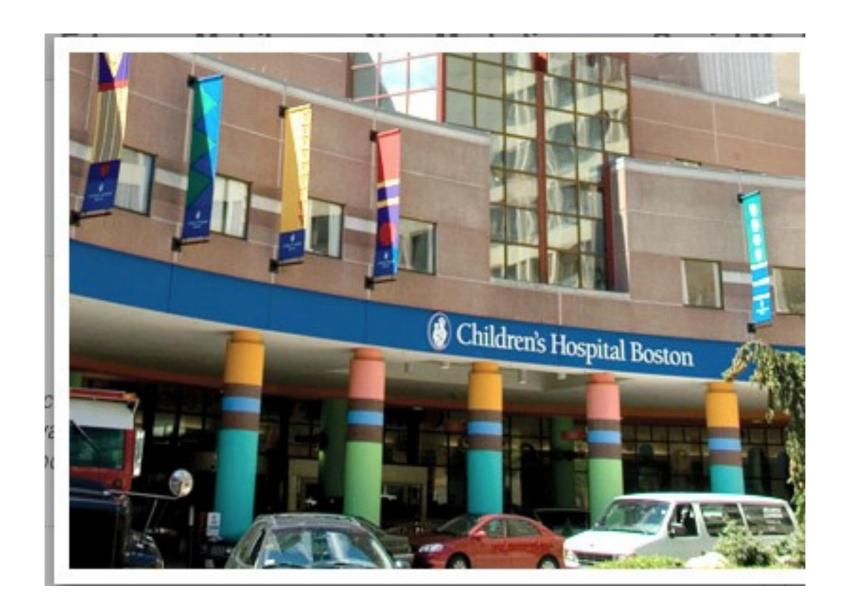


From Idea to Business

Susan Hunt Stevens Founder, Practically Green September 2011



plastic garbage patch
greenwashingwater
Iffectory farms









Inspired by LEED, Practically Green is a digital application that inspires people to make healthy green changes at home, at work, and in their community



One Page Concept
5 Friends Who Know What They Are Doing



Agree with Better Half How much \$\$? How much time?



Step Three

Quit Day Job



Step Four

Find People To Work With



Find set of pilot customers



Build, Launch, Improve



Other Considerations

- Funding Strategy: bootstrap, angel, venture, other
- Business Plan: one page, presentation, plan
- Where to go: Starbucks, Home, Other
- Finding People to Help: Interns, Advisors, Networks

^{*} Sources: Mintel 2010 Green Living Report, Grail Research 2009