



From Idea to Business

Susan Hunt Stevens
Founder, Practically Green
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A word cloud featuring various terms related to environmental and health issues. The most prominent words are 'greenwashing', 'water', 'toxic cosmetics', 'weather', 'environment', 'buy local', 'lead in toys', 'climate change', 'cancer', 'gas', 'e-waste', 'CFLs', 'organic', 'plastic', 'garbage', 'patch', 'shortage', 'toxins', 'foreign oil', 'bpa', 'plastic', 'obesity', '\$4', 'gas', 'mercury in fish', 'LEED', 'asthma', 'allergies', 'life cycle assessments', 'factory farms', 'autism', 'ADHD', 'politics', 'environmental labels', 'high fructose corn syrup', 'drug-resistant antibiotics', and 'mercury in fish'. The words are arranged in a roughly circular pattern, with 'greenwashing' and 'water' on the left, 'lead in toys' and 'climate change' on the right, and 'environment' and 'buy local' at the bottom.

organic
autism
plastic garbage patch
factory farms
greenwashing water
life cycle assessments
allergies cancer asthma LEED shortage
toxic cosmetics weather toxins
obesity \$4 gas mercury in fish
high fructose corn syrup e-waste environment
drug-resistant antibiotics CFLs
environmental labels politics
lead in toys
climate change
ADHD foreign oil
bpa plastic
buy local



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★ ALL NEW CROPS AND DECORATIONS!

★ NEW SHEEP BREEDING!



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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



Step One

One Page Concept

5 Friends Who Know What They Are Doing



Step Two

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



Step Three

Quit Day Job



Step Four

Find People To Work With



Step Five

Find set of pilot customers



Step Six

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