

# Going “New” Green Business Proposal

Final Project

Sci321 Energy & Society Fall 2009

Presentations Dec 8, 2009 at 3:30pm

*In a recession people get smart. They look around and find a problem to solve and offer a solution. In the times we have now there are a lot of problems which provide great opportunity. Create the next great idea.*

*Objective: create a social solution with an alternative energy*

The recently coined term, “going green,” has become a well-known household expression in the past few years. Essentially, going green means adapting your lifestyle in an attempt to do as little damage as possible to the environment that supports a healthy life. Homes have begun going green by doing things like creating compost boxes so there is less garbage in the landfills, or community gardens to grow their own food to save from commercial growers that have huge environmental impact. Many companies or entrepreneurs have started to ask themselves: “How do I start a going green business?” Getting a whole business to go green is a little more difficult and definitely requires more work in order for it to actually be effective

As a business entrepreneur this social consciousness not only benefits the environment and its effect on you, but it also helps out your business. Many people ask themselves how they can start to buy or get services from businesses that are going green, and try to avoid the companies that are constantly polluting the world. Going green is the new way to get more business, and it will just continue to provide further benefits and more customers as time passes.

For this class we are going to attempt to merge the idea of going green and empowerment together with a social objective. Homelessness in whatever form it takes creates a failure for a society to take care of everyone. Those that live in nomadic, temporary or less than habitable situations are looking for creative solutions to engage back into their society. We will as a class, study, research, and create a mobile business that operates on sustainable-green choices that not only improves the owners livelihood, it also creates a new grassroots movement to employing clean energy right now. They become the teachers.

## First Write a proposal Writing a Business Proposal

If you need to write a business proposal to win a RFP, a bid, or small business loan, even a permit for a space on public land, you will need to know the key winning elements of a successful proposal. **Make sure your proposal stands out in the stack of competitor proposals by including the following 7 elements:**

## 7 Key Elements of Winning Business Proposals

1. **Introduction: Observation of Problem that you want to solve**
  2. **Solutions:** After you have written a lead paragraph on the company's needs and problems, explain how your company will provide solutions. The key here is to promise solutions you can deliver.
  3. **Benefits:** All winning business proposals, clearly outline the benefits to be gained from doing business with you.
  4. **Credibility:** This is often the overlooked portion of a business proposal but all winning proposals glow with credibility. If you have worked with clients in the same field or have an award-winning business, then third-party endorsements will build credibility.
  5. **Samples:** A business proposal with samples and evidence of your ability to deliver is vital to gaining the winning bid. A small sample of your work can show your ability to do the job.
  6. **Targeted:** A winning business proposal is all about communication. Speak in a language spoken by your intended audience. If the proposal evaluators are from an green background use the appropriate jargon.
  7. **Visual:** Create a visual production of your proposal as a quicktime movie that is less than 10 min in length.
  8. **Logo:** And one more really really important thing to do. Create a logo, a symbol that describes what you are doing, what statement you are making, something that will catch attention and be printed all over your cart and on your letterhead and webpage!
- Criteria:**
1. You are given a small grant for a cart, a mobile trailer something that can be bicycled around town, or pull with an electric motorcycle perhaps that is recharged by downtown solar rechargers supplied by the city. It must operate and be powered by clean renewable energy.
  2. The cart carries a product, a service or idea that involves or operates by this new energy.
  3. The cart is created with the Dignity Village people as creative entrepreneurs

**Data Collection: (use this sheet for notes on the following)**

1. Group meeting to determine energy source and designate research on carts
2. Field Trip to Dignity Village which should survey needs of the inhabitants:  
Questions to answer: What do they need to make life better?  
What do they need to create a green business?  
What services, products or ideas can be offered?  
Where will their target operation be?  
How will the project be funded once created?
3. In class field project Nov 24 that can be useful information to the final project.