



Co-funded by
the European Union

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the State Scholarships Foundation (IKY). Neither the European Union nor the granting authority can be held responsible for them.”

INTRODUCTION TO GREEN ENTREPRENEURS

Innovation begins with imagination

HIP



Erasmus+



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



WHAT IS ENTREPRENEURSHIP ?

Entrepreneurship is the **process** of turning **an idea into a real business**. It starts with imagination and continues with action. Entrepreneurs identify problems in everyday life and try to solve them in creative and effective ways.



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



WHAT IS GREEN ENTREPRENEURSHIP ?

Green entrepreneurship is about creating businesses that not only make profit but also protect the environment. and aim **to solve environmental** These businesses focus on sustainability **problems** such as pollution, climate change, and waste. A green entrepreneur tries to make the world a better place through innovation.



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



WHAT IS A START-UP?

A start-up is a new business that is usually based on an innovative idea. It is designed to grow quickly and adapt to changes. Many green start-ups focus on creating eco-friendly products or services.

START-UP ECOSYSTEM



A start-up does not grow alone. It is part of a larger ecosystem that includes entrepreneurs, investors, mentors, and organizations. All these elements work together to support new ideas and help businesses succeed.

SUPPORT FOR START-UPS

Start-ups can receive support in different ways. **Incubators** help early-stage ideas develop, while **accelerators** focus on helping businesses grow faster. Mentoring and training also play an important role in guiding entrepreneurs.



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



WHO FUNDS A START-UP?

Start-ups need funding to grow. This support can come from business angels, who invest in early ideas, or venture capital companies, which invest larger amounts to help businesses expand.



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



START-UP TEAMS

A strong team is essential for success. Each member has a different role, but they all work together toward the same goal. Collaboration, communication, and trust are key elements of a successful team.

FUNDING & FUNDRAISING G

Fundraising means finding money to support your idea.
This can come from many different sources such as Investors, competitions, crowdfunding



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



PITCHING YOUR IDEA

Pitching is the way entrepreneurs present their idea to others. A good pitch is **clear, confident, and engaging**. It should explain the problem, the solution, and why the idea is unique.

KEY TERMS



In the world of start-ups, there are some important terms to know. A pitch deck is a short presentation of your idea. An elevator pitch is a very quick explanation that lasts about 30 seconds. Demo Day is an event where entrepreneurs present their ideas to investors.

BUSINESS BASICS

Every business answers three questions:

- What problem do you solve?
- Who are your customers?
- How do you make money?

Answering these questions clearly is essential for success.



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



BUSINESS MODEL CANVAS

The Business Model Canvas is a useful tool that helps entrepreneurs organize their ideas in a simple and visual way. It allows them to see how their business works and identify key areas for improvement.



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



PROTOTYPE BUILDING AND TESTING OF THE IDEA

A prototype is a simple version of a product or idea. It helps entrepreneurs test how it works in real life. Through testing and feedback, they can improve their idea and make it more effective.



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



GREEN CHALLENGES

Today, our world faces many environmental challenges such as climate change, plastic pollution, and energy waste.

These problems create opportunities for green entrepreneurs to develop innovative solutions.



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ



GREEN CHALLENGES

Green entrepreneurship includes ideas like renewable energy, recycling solutions, eco-friendly products, and smart cities. These innovations help reduce environmental impact and promote sustainability.

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the State Scholarships Foundation (IKY). Neither the European Union nor the granting authority can be held responsible for them.”



THANK YOU !



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ

