

Goodman
School of Business

Goodman
Group

Brock University



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Welcome to Business Breathers

**Green Futures: How Innovation,
Entrepreneurship & Sustainability will Drive
the Next Economy**

Brock Dickinson
University of Waterloo

Taking businesses, careers and ideas to the next level

GREEN FUTURES

HOW INNOVATION, ENTREPRENEURSHIP AND SUSTAINABILITY
WILL DRIVE THE NEXT ECONOMY

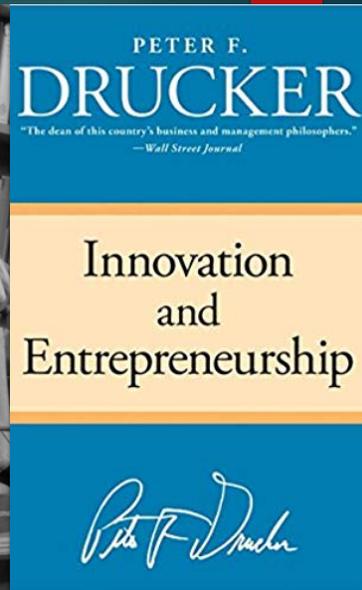
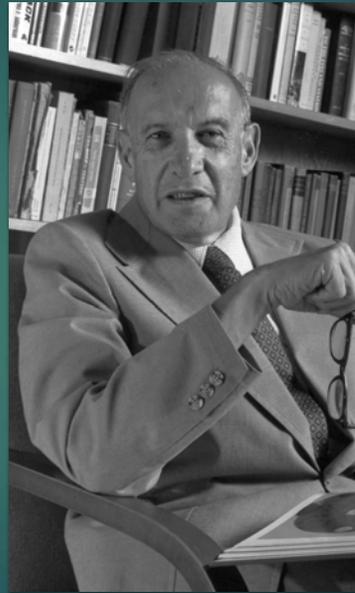
Entrepreneurship & Jobs

- ▶ *“Who Creates Jobs? Small vs. Large vs. Young”*
- ▶ John Haltiwanger, Ron Karmin and Javier Miranda
- ▶ 2011 Research for the National Bureau of Economic Research and the US Census Bureau



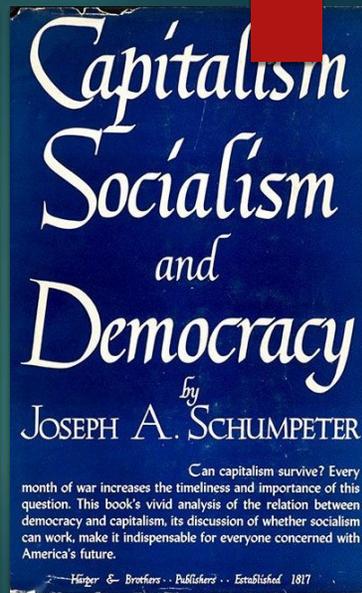
Peter Drucker

- ▶ *Innovation and Entrepreneurship* (1985)
- ▶ Innovative Entrepreneurship is driven by seven forces:
 - ▶ Incongruities
 - ▶ Process Need
 - ▶ Market Structures
 - ▶ Demographics
 - ▶ New Knowledge
 - ▶ Changes in perception, meaning and mood
 - ▶ The Unexpected



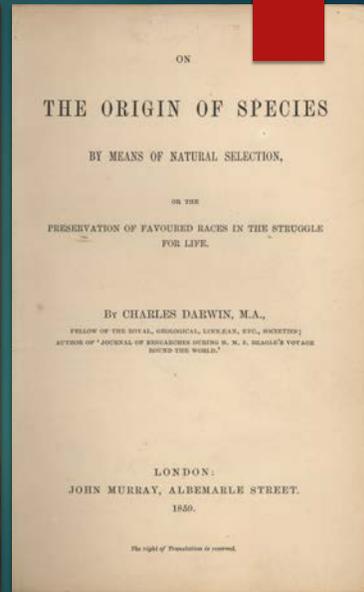
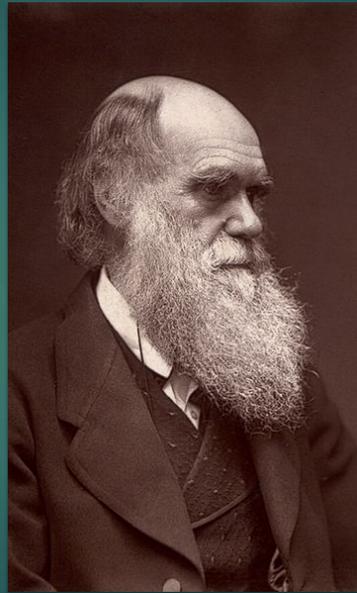
Creative Destruction

- ▶ Joseph Schumpeter (1883-1950)
- ▶ *Capitalism, Socialism & Democracy* (1942)
- ▶ The "process of industrial mutation that incessantly revolutionizes the economic structure from within, incessantly destroying the old one, incessantly creating a new one" (1942)
- ▶ Some businesses are failing, while others are being created or renewed



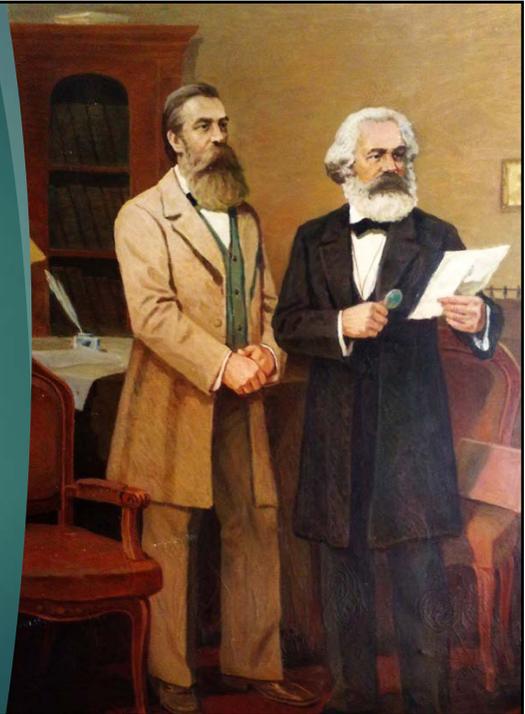
Charles Darwin

- ▶ *On the Origin of Species* (1859)
- ▶ The "extinction of old forms is the almost inevitable consequence of the production of new forms."



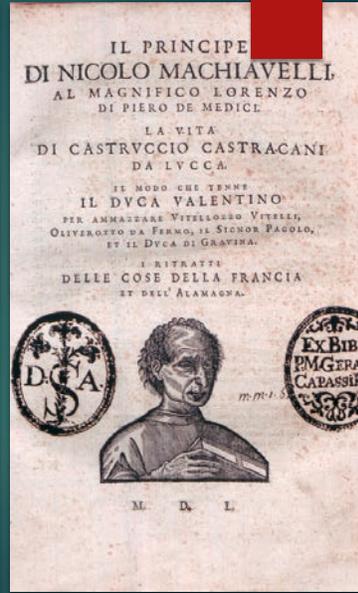
Karl Marx & Friedrich Engels

- ▶ *The Communist Manifesto* (1848)
- ▶ "It is enough to mention the commercial crises that by their periodical return put the existence of the whole of bourgeois society on trial, each time more threateningly. In these crises, a great part not only of existing production, but also of previously created productive forces, are periodically destroyed."



Back to the beginning...

- ▶ Niccolo Machiavelli (1469-1527)
- ▶ "Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage."



LOSS OF SPECIES BIODIVERSITY



BIODIVERSITY IS NECESSARY FOR HUMAN SURVIVAL
HUMANS HOLD THE POWER TO STOP THE LOSS

Sea level rising fastest in 2,800 years

Global warming caused more than half of oceans' rise during the 1900s

BY THOMAS SUMNER MAR 7, 2016 — 7:00 AM EST





Pacific Yew (*Taxus brevifolia*)



Yew
Farming

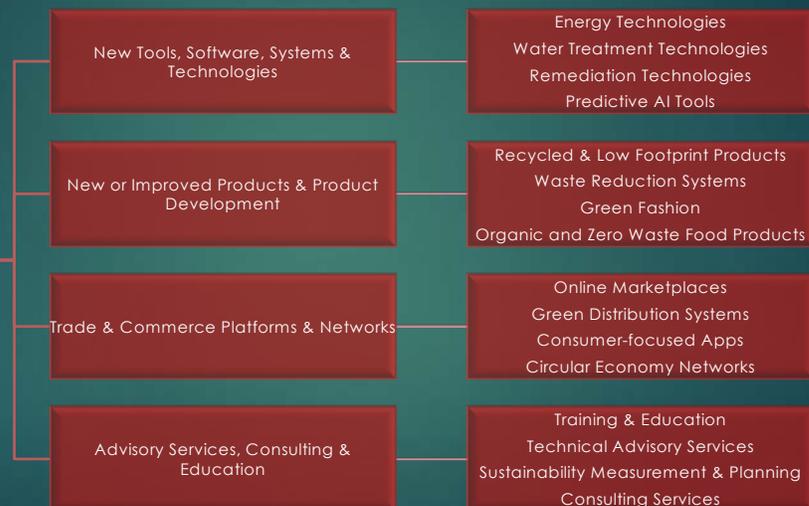
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Thinking about Green Entrepreneurs

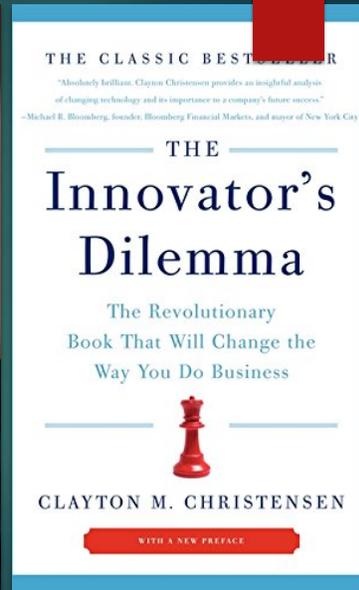
Green Entrepreneurship



The Innovator's Dilemma (1997)

There are 2 kinds of innovation:

- ▶ **Sustaining Innovation** is made up of the small changes that keep companies or communities competitive, but don't change the rules of the game
- ▶ **Disruptive Innovation** happens when there are big changes that destroy existing markets, allowing new companies and communities to rise up and outperform others



Sustaining Innovation





Disruptive Innovation



Christensen, Disruption and Entrepreneurship

- ▶ "...disruptive technologies typically are first commercialized in emerging or insignificant markets."

Is this not where the obstacles are greatest?

Is this not where innovation and entrepreneurship are most needed?

Why Silicon Valley, or Mumbai, or Waterloo and not New York, or Tokyo or Toronto?

Innovation & Failure

- ▶ Why didn't a typewriter company invent word processing?
- ▶ Why didn't the Globe & Mail invent kijiji?
- ▶ Why didn't Wal-Mart build Amazon?
- ▶ Why didn't NBC invent YouTube?



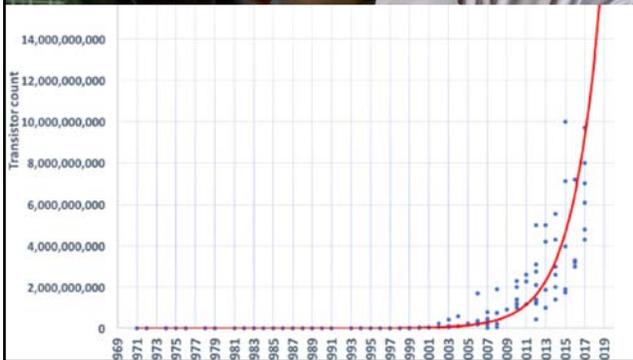
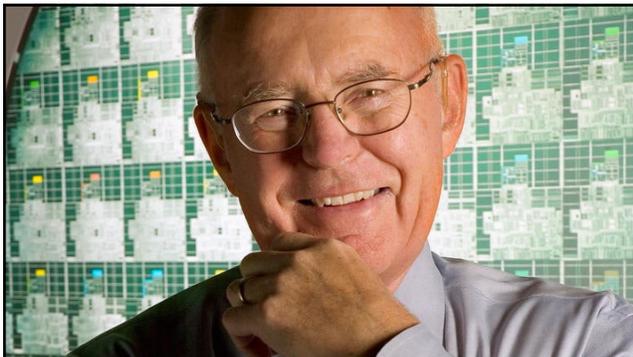
The Secret Origin of YouTube

- ▶ Someone had to post the first YouTube video ever
- ▶ "Me at the zoo" uploaded by Jawed Karim on April 23, 2005
- ▶ https://www.youtube.com/watch?v=jNQXA_C9IVRw



Christensen's Lessons from YouTube

- ▶ "Generally, disruptive technologies underperform established products in mainstream markets. But they have other features that a few fringe (and generally new) customers value." (p. xv)
- ▶ This is why managers in existing firms often fail to innovate
- ▶ This is why established companies are often the last to address major obstacles, or to embrace new innovations



Moore's Law

WITH PRICE HELD CONSTANT, THE PROCESSING POWER OF COMPUTERS DOUBLES EVERY 24 MONTHS.

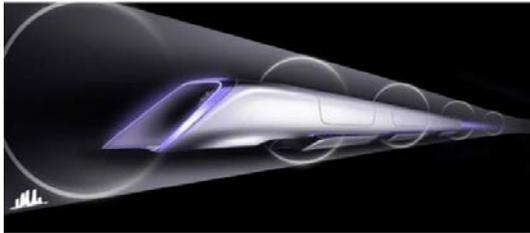


Gilder's Law

THE COST OF TRANSFERRING ONE BIT OF INFORMATION FALLS BY 50% EVERY TWELVE MONTHS.



Prepare for Green Disruption...



**Elon Musk Reveals
Open Source Design for
14,000 Mile-an-Hour Vacuum
Tube Railroad**

- ▶ Existing experts have not recognized the disruption already underway.
- ▶ Existing companies – and even entire sectors – don't believe it will happen...
- ▶ ... but the YouTubers are already at work...
- ▶ ... and they're giving their innovation away.



**Quebec Government
to Ban Sales of Gas-Powered
Vehicles by 2035**





Some things never change...

Entrepreneurship

Organizing

- Human and other resources
- Investment and capital
- Technology and other tools

to create structures that turn an idea (invention) into a viable innovation.

Sustainable Development

Sustainable Development is not a fixed state of harmony, but rather a process of change in which

- the exploitation of resources,
- the direction of investments,
- the orientation of technological development
- and institutional change

are made consistent with future as well as present needs.



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CYBER SECURITY SEMINAR

Program Details

- January 26 & 27, 2021 at 1PM to 4 PM
- Facilitated online sessions
- Valuable to professionals familiar with basic IT and security concepts who need to further their knowledge.

<https://brocku.ca/goodman-group/professional-development/cybersecurity/>

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SUPPLY CHAIN CANADA
PROFESSIONALS ADVANCING THE FUTURE



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Thank you for joining us.

Join us on Wednesday November 25 for
“Boost Your Career with Community Work
and Volunteering”
with Julia Deans,
CEO, Habitat for Humanity Canada

Taking businesses, careers and ideas to the next level