

Startups as Drivers of Change: Innovative Solutions for more Sustainable Ecosystems

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Who am I?



Prof. Dr. Alexandra Moritz

- Professor for Entrepreneurship - UAS Koblenz
- Post-Doc: Trier University (Entrepreneurship, Financing and Strategy) (2016-2022)
- PhD: “Crowdfunding and Financing of SMEs”, Trier University (2013-2015)
- Working experience: > 10 years in international banking
- Studies: Business administration (Financing & International Markets)
- Research interests: Entrepreneurship, Entrepreneurial Finance, Sustainable Entrepreneurship, Strategic Management
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Who are we and where are we?



Koblenz University of Applied Sciences is located in the state of Rhineland-Palatinate in the southwest of **Germany**

STARTUPS AS DRIVERS OF INNOVATION

Importance of startups

- Dynamic
- Flexible
- Disruptive
- Creative
- Mission-driven
- Niche markets



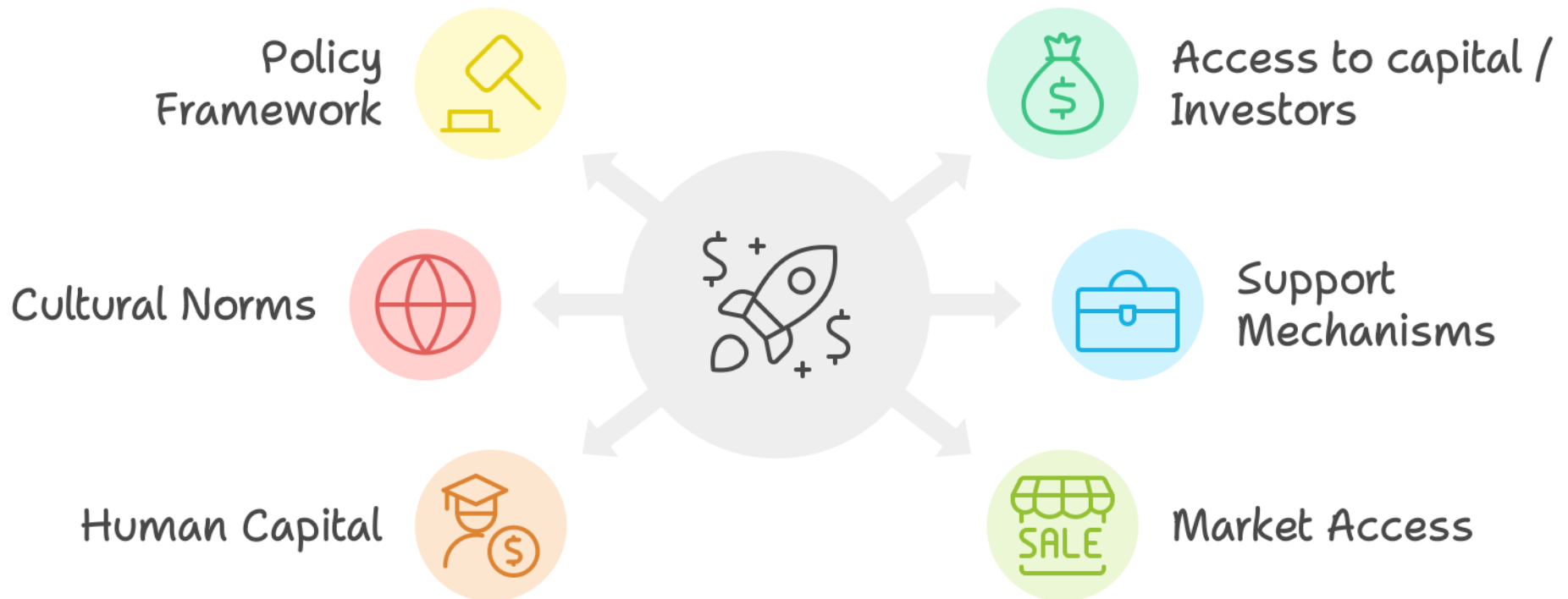
Importance of Innovation





Entrepreneurial Ecosystem

**Entrepreneurs are part of an entrepreneurial ecosystem.
They shape the ecosystem, but also feed on it.**



STARTUP INNOVATIONS CAN CHANGE INDUSTRIES

Examples



Amazon is the largest bookstore worldwide, without a single local/classical book store.



Netflix reinvented video rentals, without a single video rental store.



Zopa enables the provision of loans without a banking license and managing any funds.

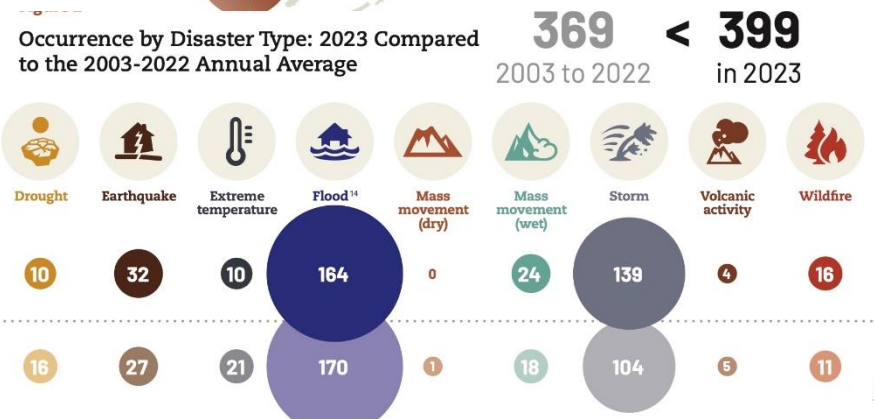
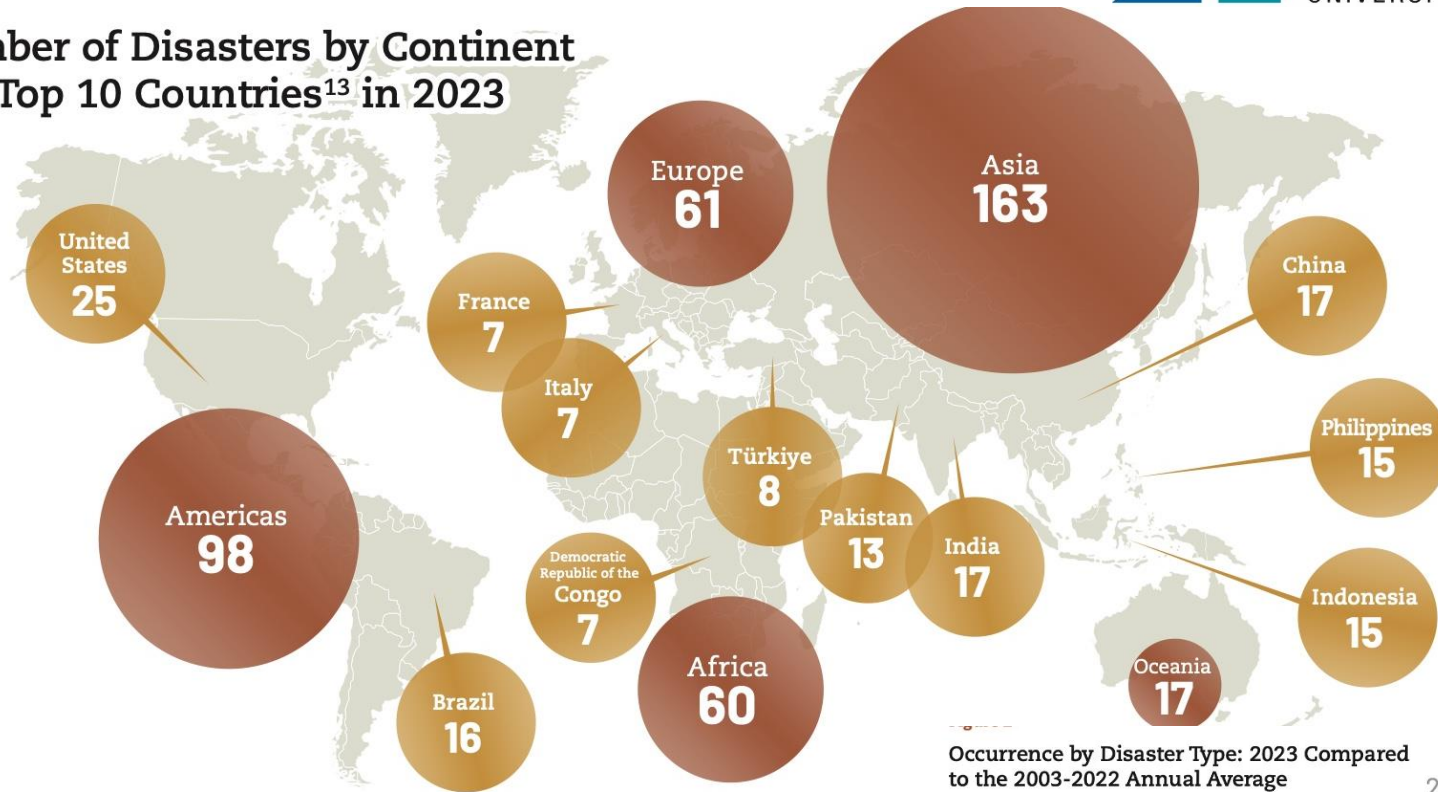
CHANGING MINDSET

**It's real. It's us. Experts agree. It's
bad. There's hope.**

Prof. Anthony Leiserowitz,
Professor of Climate Communication, and Director of the Yale Program on Climate
Change Communication (YPCCC)

Changing Mindset - Motivation

Number of Disasters by Continent and Top 10 Countries¹³ in 2023



Source: Emergency Events database 2023, https://files.emdat.be/reports/2023_EMDAT_report.pdf

Funchal, Madeira 2010



Source: <https://www.dw.com/de/zahlreiche-tote-auf-ferieninsel-madeira/a-5269937>

Ahrtal, Germany 2021 (close to Koblenz)

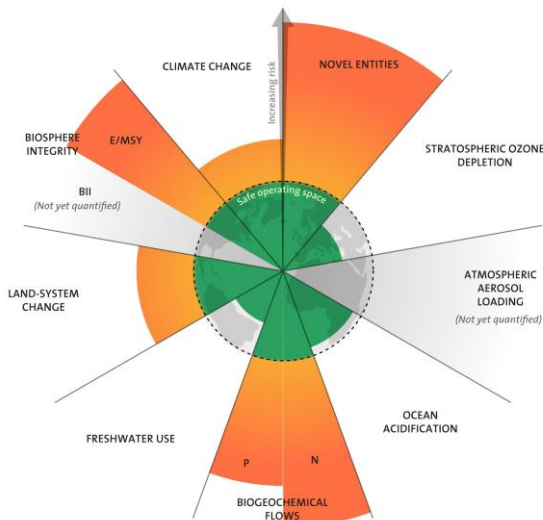


Source: <https://www.tagesschau.de/inland/gesellschaft/ahrtal-ermittlungen-eingestellt-100.html>

Changing Mindset - Motivation

Ecological motivation:

6 out of 9 planetary boundaries have been crossed.



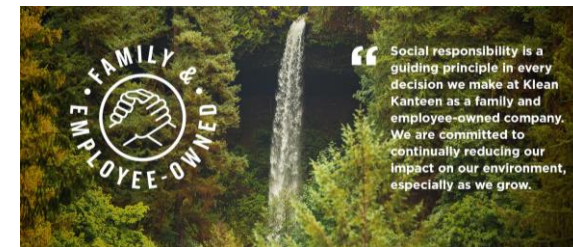
Political motivation:

Paris Agreement and Agenda 2030 set the course.



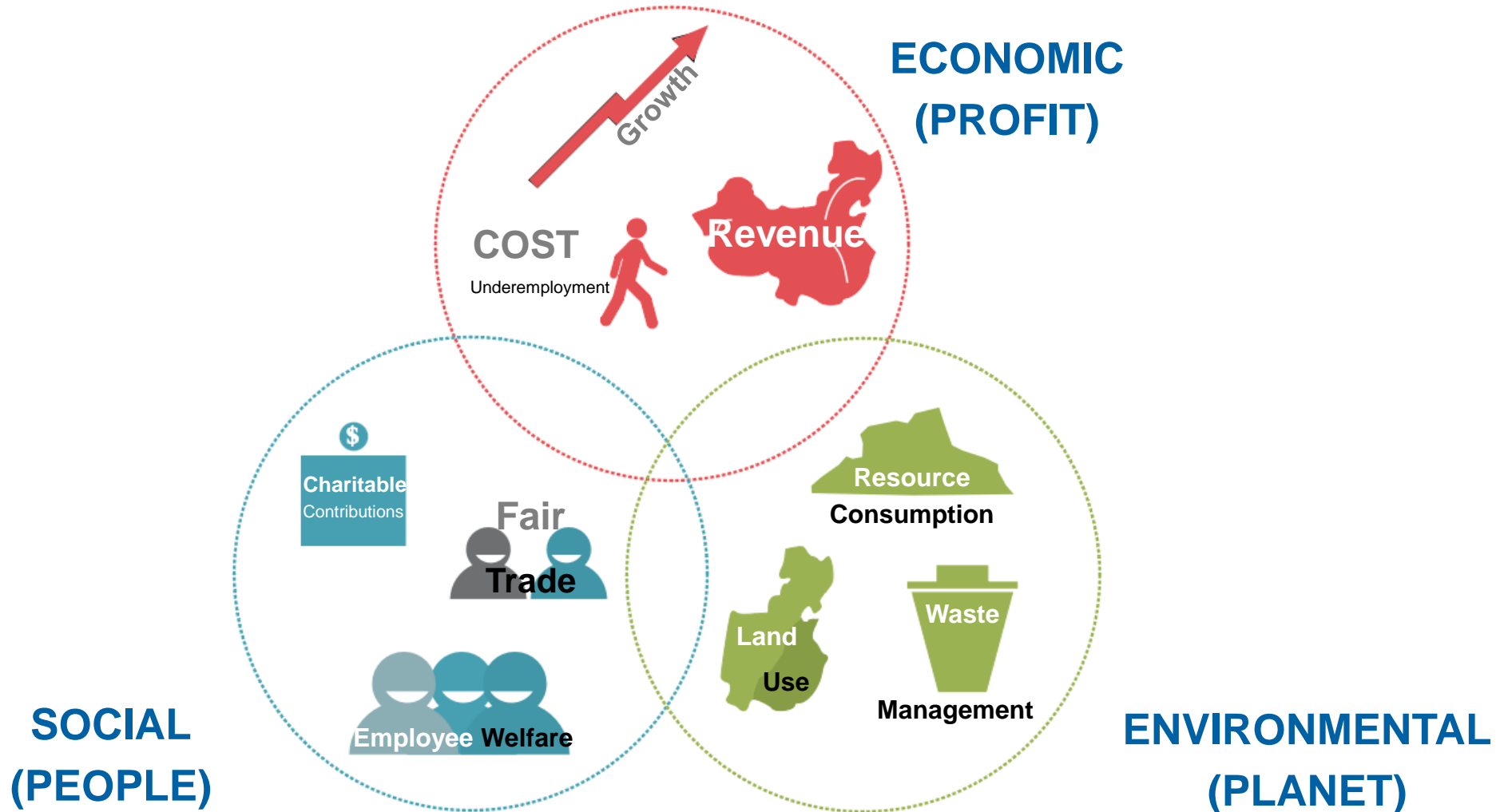
Economic motivation:

Sustainability on different levels becomes a competitive factor.



Changing Mindset - Result

Triple Bottom Line



Source: Elkington, 1994.

STARTUP INNOVATIONS CAN HELP TO SOLVE SOCIAL AND ENVIRONMENTAL CHALLENGES

Emerging Trends

Carbon Capture
and Storage



Circular
Economy



Sustainable
Urban
Development



Food
Innovation



Sustainable
Fashion

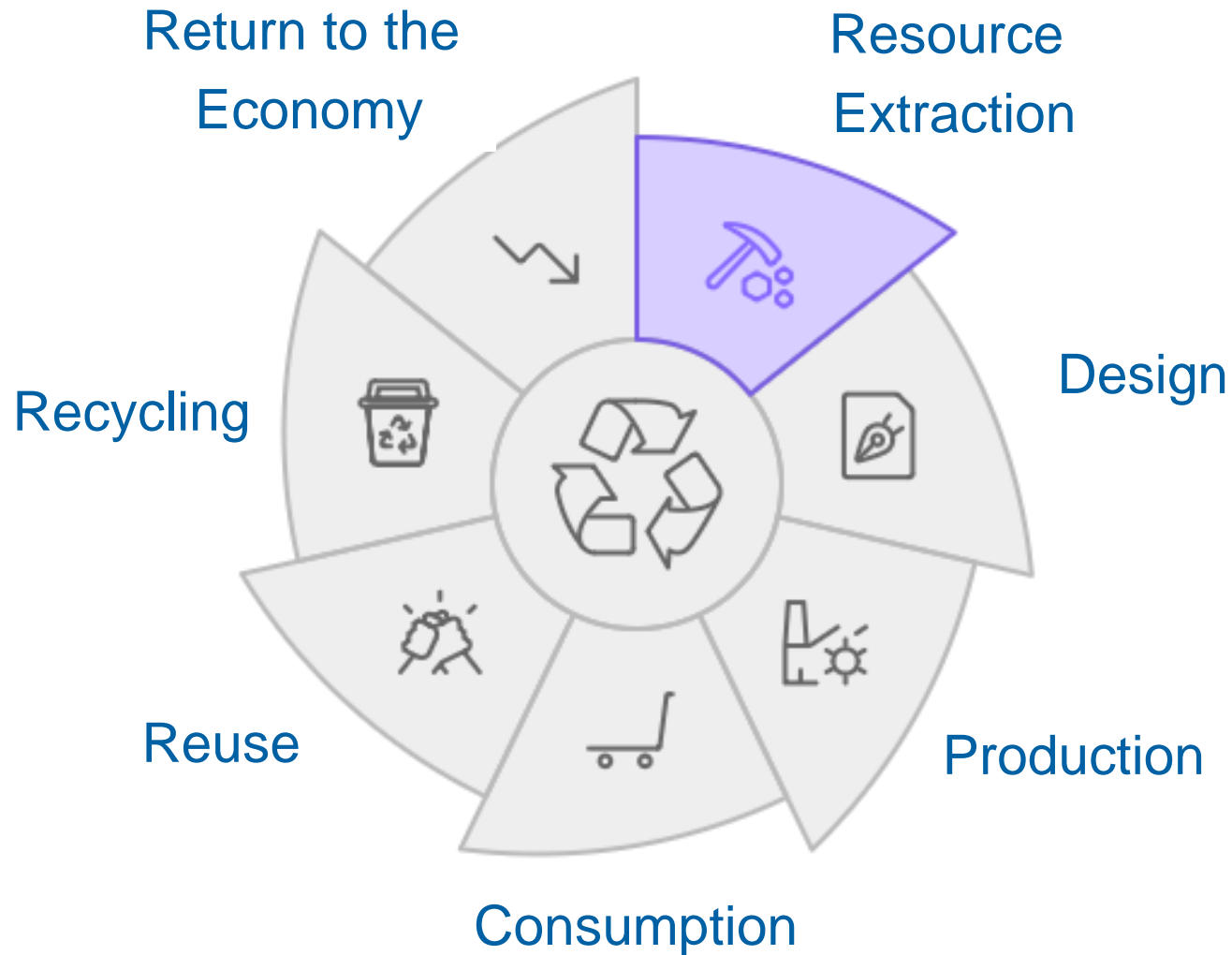


GreenTech



EXAMPLES OF STARTUP INNOVATIONS

Circular Economy

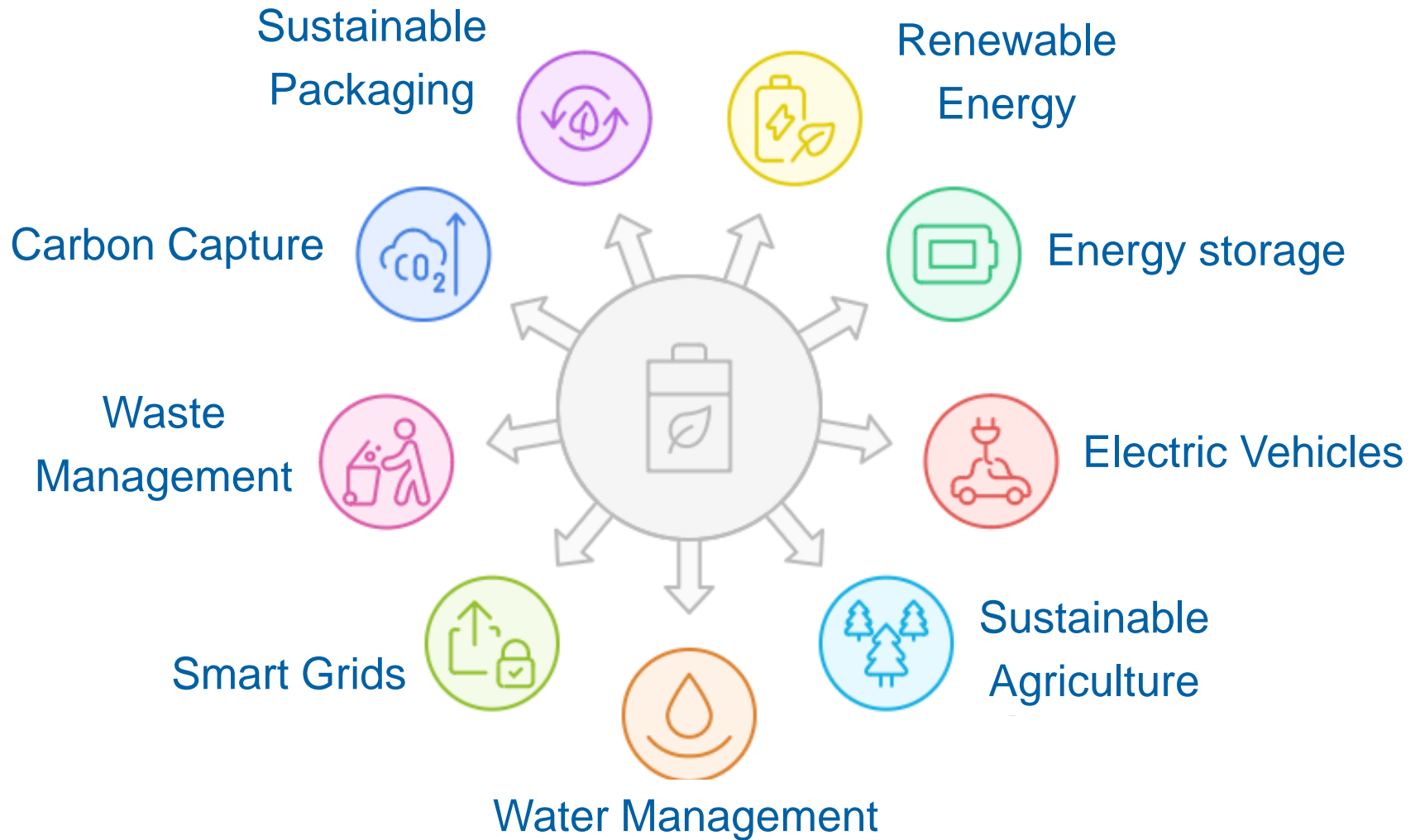


Circular Economy - Example



The future of plastics is circular. Cirplus leverages digital technology to make that future possible, closing the loop and put an end to plastic pollution.

GreenTech Innovations





Enapter



Our Vision

To live in a world where fossil fuels are no longer used and green hydrogen fuels and powers the world via renewable energy sources.



Our Mission

To make green hydrogen affordable and accessible to all. We are reducing the cost of water electrolysis so hydrogen is competitive with fossil fuels.



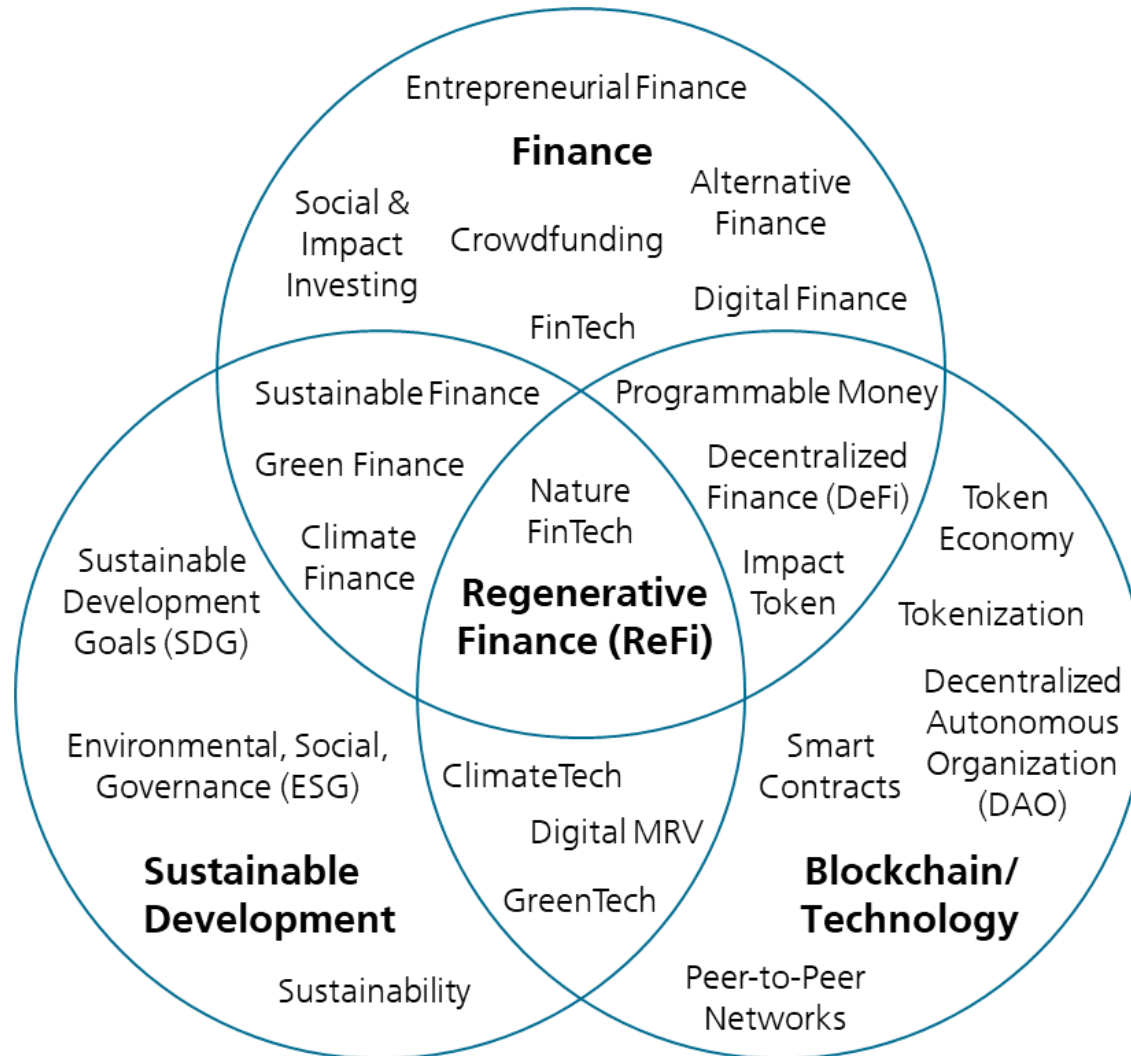
Our Goal

To be responsible for 10% of global hydrogen generation capacity by 2050. We work towards the overall goals set by the Hydrogen Council.

To make all of this happen, we act with urgency, opt for simplicity and insist on transparency.

Combining different trends

Regenerative Finance





Catalyzing climate finance through incentivizing a regenerative agriculture

Regen enables land stewards and communities to sell green certificates to buyers all over the world.

CHALLENGES FOR STARTUPS

Regulation



Scaling

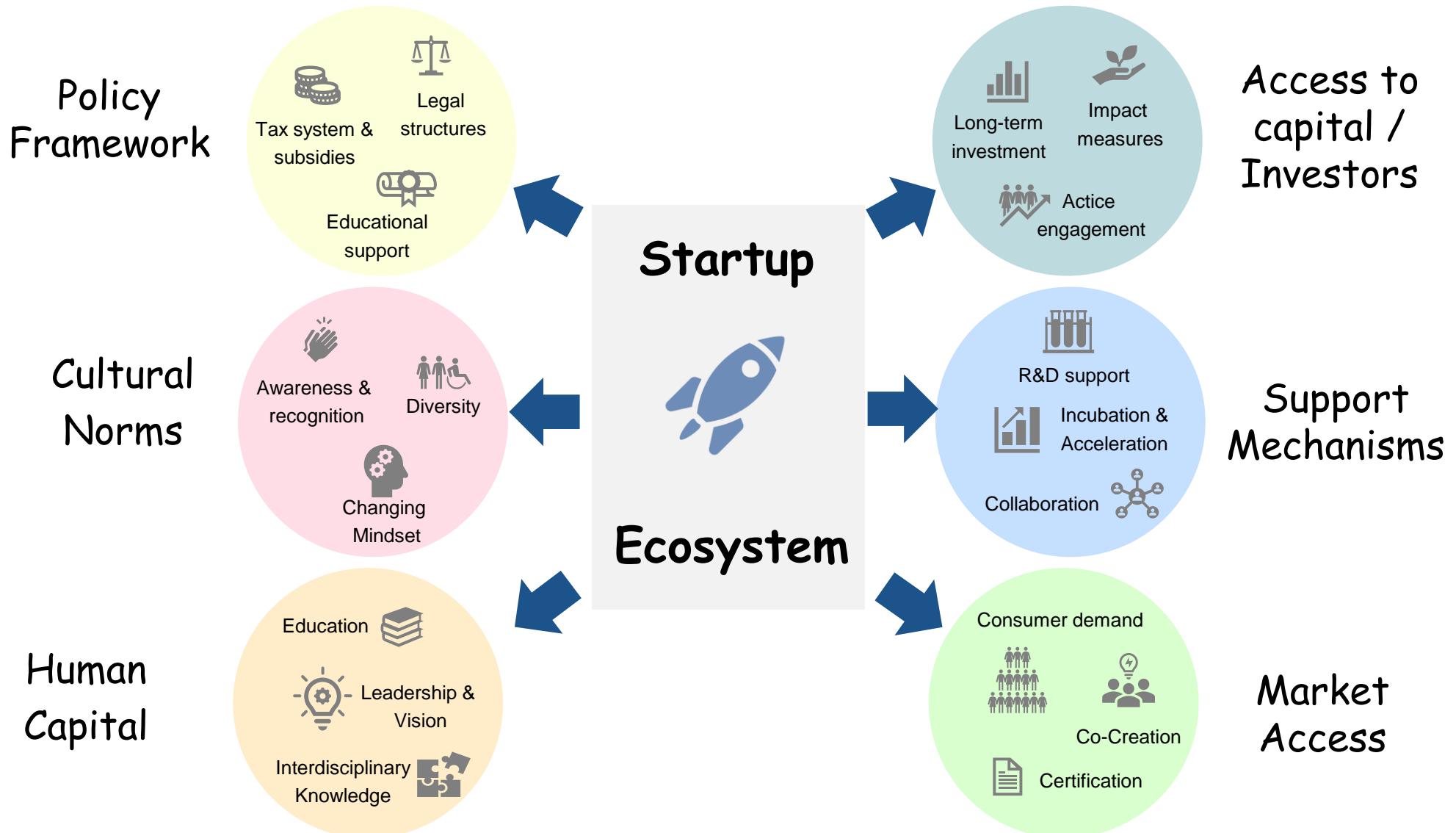


Funding



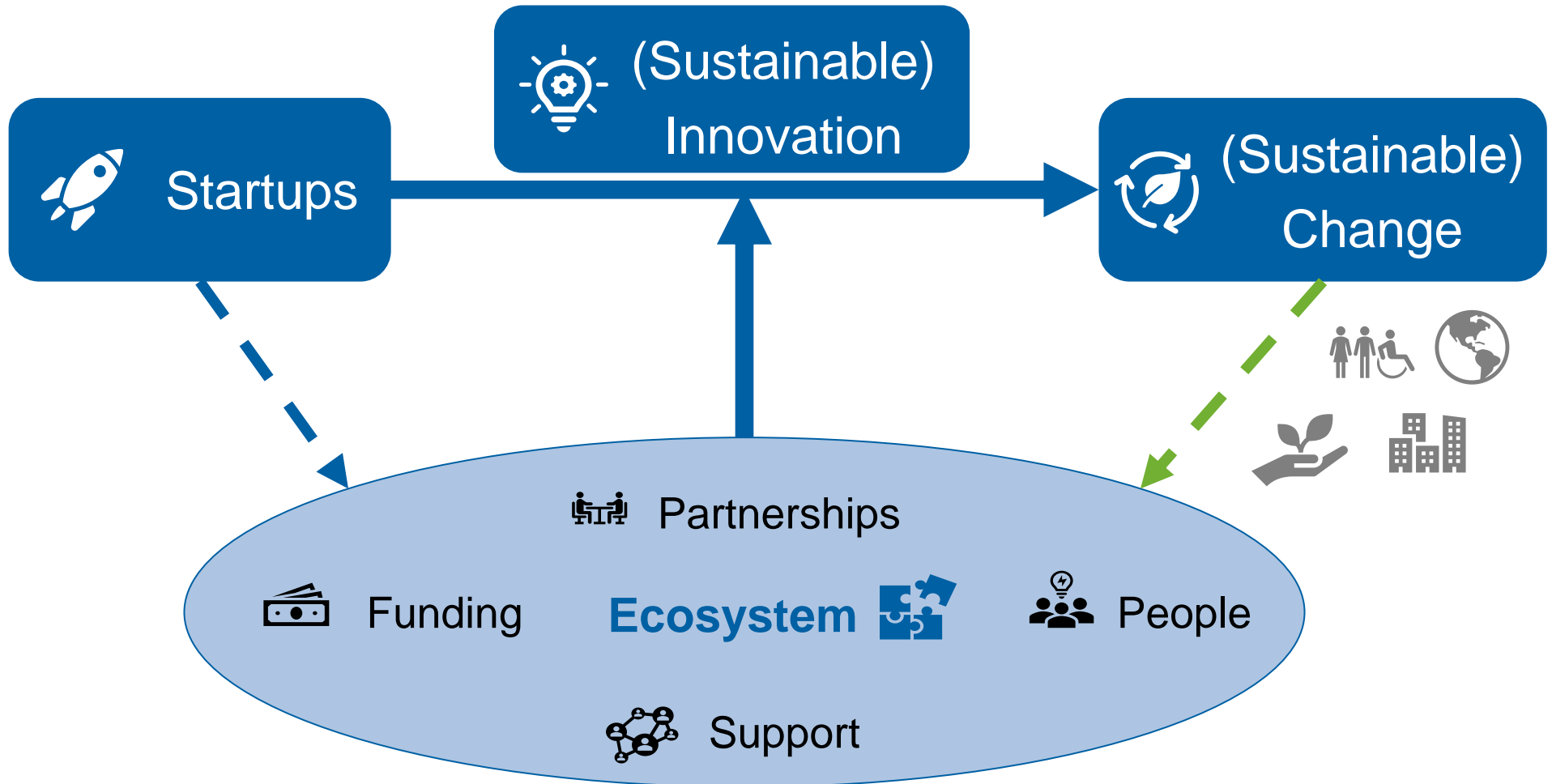
CHANGING MINDSET REQUIRES A FITTING ECOSYSTEM

Ecosystem needs to adapt

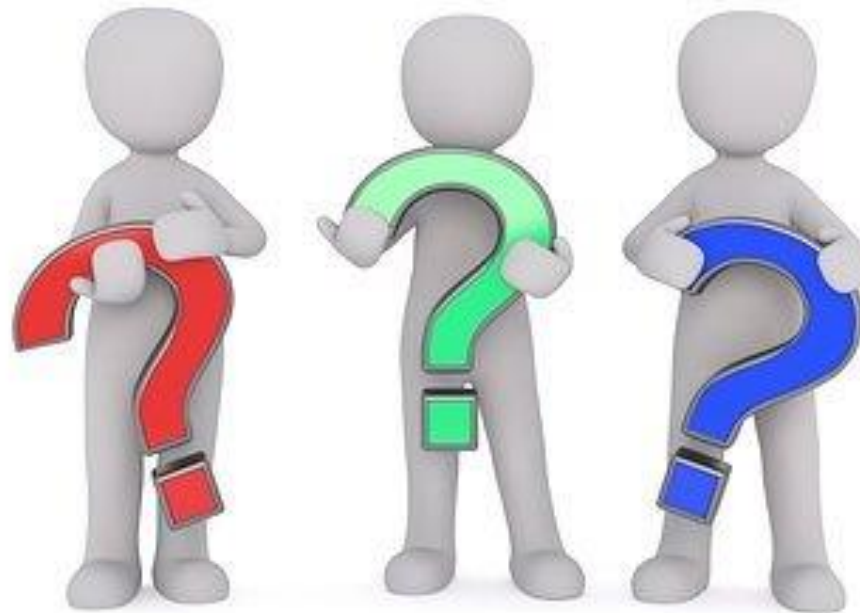


Summary

Startups as Drivers of a Sustainable Future



Thank you!



References

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