Green Entrepreneurship

Creating Business While Creating a Better Planet



Green SkillsAccelerator 2026 (Dr. Luan Nguyen, Head of Entrepreneurship Department)

GREEN STARTUP IDEATION CHALLENGE

MEKONG DELTA INNOVATION SPRINT

Goal: Develop innovative and sustainable business ideas that address real environmental and social challenges in the Mekong Delta through technology, creativity, and entrepreneurship.



TEAM	INNOVATION THEME	KEY REGIONAL CHALLENGES	OPPORTUNITIES & GREEN BUSINESS IDEAS	RELEVANT SDGs
TEAM 1	Circular Agriculture & Bioeconomy	• Agricultural waste and biomass burning • Low-value by-products • High GHG emissions from farming	Biochar from rice husks • Mushroom cultivation using agri-waste Organic fertilizer from fruit peels & livestock waste Biodegradable packaging (rice straw, water hyacinth) Coconut-fiber biomaterials • Insect farming for protein Carbon credit services for farmers	2, 8, 12, 13, 13, 15
TEAM 2	Climate Change Adaptation & Water Innovation	• Salinity intrusion • Water scarcity • Flooding & erosion • Climate uncertainty	Smart salinity monitoring devices (IoT) AI climate advisory platform for farmers Floating agriculture systems • Smart rainwater harvesting Solar-powered water purification • Precision irrigation Climate risk insurance platform	6, 9, 11, 13, 15
TEAM 3	Green Food, Aquaculture & Sustainable Fisheries	• Unsustainable aquaculture • Food waste • Seafood by-products • Low-value agri. products	Eco-friendly shrimp farming technologies Sustainable fish feed from insects & algae Upcycled seafood by-products into health products Plant-based food using local ingredients Cold-chain solutions with renewable energy AI & IoT for smart aquaculture monitoring	2, 3, 8, 12, 12, 14
TEAM 4	Green Digital Innovation & Smart Communities	• Limited ESG adoption • Inefficient waste mgmt. • Lack of sustainability data • Digital transformation gap for SMEs	Carbon footprint tracking application • AI waste sorting assistant Green marketplace for farmers & consumers Blockchain agricultural traceability platform ESG reporting platform for SMEs • Smart community environmental dashboard • AI sustainability chatbot	9, 11, 12, 13, 17
TEAM 5	Eco-tourism, Circular Lifestyle & Community Enterprises	• Low sustainable tourism • Declining traditional crafts • Plastic waste • Youth migration	Zero-waste homestays • Community-based eco-tourism Refill stations for household products Upcycled handicrafts (water hyacinth, coconut waste) Community sharing & repair platform Eco-friendly souvenirs from local by-products	8, 11, 12, 13, 15

DESIGN THINKING PROCESS

1 EMPATHIZE
Understand people, communities and the environment. Interview, observe, and identify real problems.

2 DEFINE
Analyze insights and define one key sustainability challenge worth solving.

3 IDEATE
Brainstorm widely using techniques like SCAMPER, Crazy 8s, Brainwriting.

4 PROTOTYPE
Build a simple prototype or business model (Lean Canvas, Business Model Canvas).

5 PITCH
Present your solution, impact, feasibility and scalability in a 5-minute pitch.

EVALUATION CRITERIA

Innovation & Creativity	Environmental Impact (ESG/SDGs)	Business Feasibility	Technology & AI Integration	Scalability & Market Potential	Pitch Quality
25%	20%	20%	15%	10%	10%

CHALLENGE STATEMENT

> Design an innovative green startup that addresses a real sustainability challenge in the Mekong Delta by integrating technology, circular economy principles, AI, or climate adaptation solutions while creating measurable environmental, social, and economic impact.

SUSTAINABLE • INNOVATIVE • IMPACTFUL • SCALABLE



GREEN STARTUP DESIGN CHALLENGE

20 JULY 2026

Each team will develop an early-stage green business concept by completing the following tasks.



1 PROBLEM IDENTIFICATION



- What environmental or social problem are you addressing?
- Why is it important in the Mekong Delta?
- Who is affected?

TIPS
Use data, local insights, and real stories to validate the problem.

2 GREEN SOLUTION DESIGN



- Describe your product or service.
- What makes it innovative?
- How does it contribute to sustainability?

TIPS
Focus on innovation, feasibility, and measurable sustainability benefits.

3 CUSTOMER DISCOVERY



- Who are your target customers?
- What customer needs or pain points are solved?
- What unique value do you offer?

TIPS
Understand your customers deeply. Validate with interviews or surveys.

4 BUSINESS MODEL DEVELOPMENT



- Revenue streams
- Key partners
- Key resources
- Cost structure

TIPS
Use Business Model Canvas (BMC) to structure your business idea clearly.

5 SUSTAINABILITY IMPACT ASSESSMENT



Evaluate the expected impact using the ESG Framework:

E ENVIRONMENTAL
Carbon reduction, waste minimization, resource efficiency

S SOCIAL
Community development, employment, inclusion

G GOVERNANCE
Ethical management, transparency, responsible business practices

TIPS
Think long-term impact and measurable outcomes.

FINAL OUTPUT:
Each team will present a 5–7 minute pitch deck and submit a 1-page summary of your green startup concept.

PITCH DAY:
Teams will present on **20 July 2026**

WIN CRITERIA:
- Innovation
- Feasibility
- Sustainability Impact (ESG)
- Scalability

BUSINESS MODEL CANVAS (BMC) – 9 BUILDING BLOCKS

Công cụ giúp mô tả, thiết kế và cải tiến mô hình kinh doanh trên một trang duy nhất

1 CUSTOMER SEGMENTS (Phân khúc khách hàng)

- Ai là khách hàng mục tiêu của bạn?
- Bạn đang phục vụ nhóm người nào?
- Ai là người ra quyết định mua hàng?
- Phân loại theo nhân khẩu học, hành vi, nhu cầu.

Ví dụ:
Sinh viên, người đi làm, doanh nghiệp vừa & nhỏ, cơ quan nhà nước.

2 VALUE PROPOSITIONS (Giá trị đề xuất)

- Bạn giải quyết vấn đề gì cho khách hàng?
- Giá trị khác biệt và lợi ích mà khách hàng nhận được?
- Tại sao khách hàng nên chọn bạn thay vì đối thủ?
- Kết hợp lợi ích chức năng, cảm xúc và kinh tế.

Ví dụ:
Tiết kiệm thời gian, chi phí; dễ sử dụng; chất lượng vượt trội; đổi mới, sáng tạo.

3 CHANNELS (Kênh phân phối)

- Khách hàng sẽ biết đến và tiếp cận bạn qua kênh nào?
- Kênh nào hiệu quả nhất để tiếp cận và giao hàng?
- Bao gồm kênh trực tiếp và gián tiếp.

Ví dụ:
Website, Mobile App, mạng xã hội (Facebook, TikTok, Instagram), sàn TMĐT, đại lý, cửa hàng, đối tác phân phối.

4 CUSTOMER RELATIONSHIPS (Quan hệ khách hàng)

- Bạn xây dựng và duy trì mối quan hệ nào với từng phân khúc?
- Khách hàng mong đợi điều gì từ bạn?
- Làm thế nào để giữ chân và phát triển khách hàng?

Ví dụ:
Tự phục vụ, hỗ trợ trực tuyến, chatbot AI, chăm sóc 1-1, chương trình thành viên, loyalty program, cộng đồng.

5 REVENUE STREAMS (Dòng doanh thu)

- Bạn sẽ kiếm tiền bằng cách nào?
- Khách hàng sẵn sàng trả tiền cho điều gì?
- Nguồn doanh thu chính và phụ?
- Cơ chế giá: mua một lần, định kỳ, theo mức sử dụng,...

Ví dụ:
Bán sản phẩm, phí dịch vụ, đăng ký (subscription), freemium → premium, hoa hồng, quảng cáo, bản quyền.

6 KEY RESOURCES (Nguồn lực chính)

- Những nguồn lực quan trọng nào cần thiết để mô hình kinh doanh hoạt động?
- Có thể là tài sản hữu hình, vô hình, nhân sự hoặc tài chính.

Ví dụ:
Nhân sự, công nghệ, dữ liệu, AI, thương hiệu, bằng sáng chế, vốn, văn phòng, thiết bị.

7 KEY ACTIVITIES (Hoạt động chính)

- Những hoạt động quan trọng nhất để tạo ra giá trị cho khách hàng?
- Hoạt động cốt lõi giúp doanh nghiệp vận hành và phát triển?

Ví dụ:
Nghiên cứu & phát triển (R&D), thiết kế sản phẩm, marketing, bán hàng, vận hành, chăm sóc khách hàng, quản lý dữ liệu.

8 KEY PARTNERSHIPS (Đối tác chính)

- Ai là đối tác quan trọng giúp bạn vận hành mô hình?
- Hợp tác để tối ưu, giảm rủi ro và mở rộng nguồn lực?
- Bao gồm đối tác chiến lược, nhà cung cấp, tổ chức hỗ trợ.

Ví dụ:
Nhà cung cấp, trường đại học, doanh nghiệp, nhà đầu tư, chính phủ, tổ chức hỗ trợ khởi nghiệp, đối tác công nghệ, logistics.

9 COST STRUCTURE (Cơ cấu chi phí)

- Những chi phí chính trong mô hình kinh doanh của bạn?
- Chi phí cố định và chi phí biến đổi?
- Doanh nghiệp theo chiến lược tối ưu chi phí hay tạo giá trị cao?

Ví dụ:
Chi phí nhân sự, marketing, công nghệ, máy chủ (cloud), văn phòng, vận chuyển, nghiên cứu, bảo trì, pháp lý.

VÌ SAO SỬ DỤNG BMC?

- ✓ Tổng quan toàn bộ mô hình kinh doanh trên một trang.
- ✓ Giúp kiểm tra giả định, thử nghiệm và điều chỉnh nhanh chóng.
- ✓ Tăng tính đồng bộ và giao tiếp trong đội ngũ.
- ✓ Dễ dàng cập nhật khi thị trường thay đổi.

CÁCH SỬ DỤNG

1. In canvas khổ lớn hoặc dùng công cụ số (Miro, Canva, Strategyzer...).
2. Dùng sticky notes để brainstorm cho từng ô.
3. Thảo luận, sắp xếp, kết nối và hoàn thiện các khối.
4. Thường xuyên xem xét và cập nhật mô hình.

GỢI Ý BIỂU TƯỢNG

- Khách hàng
- Giá trị
- Kênh
- Quan hệ khách hàng
- Doanh thu
- Nguồn lực
- Hoạt động
- Hoạt động
- Đối tác
- Chi phí

★ Hãy bắt đầu đơn giản – tập trung vào giá trị cốt lõi và khách hàng mục tiêu. Sau đó tối ưu và mở rộng mô hình của bạn!

BUSINESS MODEL CANVAS (BMC) – 9 BUILDING BLOCKS

A clear way to design, test, and communicate your business idea in one page

1 CUSTOMER SEGMENTS

Who are you creating value for?



- Define your target customers (primary and secondary).
- Segmentation by demographics, needs, behaviors, and willingness to pay.
- Examples: Mass market, niche market, B2C, B2B, B2G.

2 VALUE PROPOSITIONS

What problem are you solving for your customers?



- What make your solution unique and valuable?
- Functional benefits (what it does)
- Emotional benefits (how it makes customers feel)
- Cost savings or efficiency
- Innovation and differentiation

3 CHANNELS

How will you reach your customers and deliver your value?



- How do customers find you?
- How do you communicate and deliver your products/services?
- Examples: Website, Mobile App, Social Media, Online Marketplaces, Partners, Direct Sales, Stores

4 CUSTOMER RELATIONSHIPS

What kind of relationship does each customer expect?



- Type of relationship: Self-service, Support, Personal Assistance, Community, Loyalty Programs
- Build trust and long-term engagement
- Retention and customer satisfaction

5 REVENUE STREAMS

How and through which pricing mechanisms do you make money?



- What are your sources of revenue?
- Pricing models: One-time sales, Subscription, Freemium, Licensing, Commission, Advertising, Others

6 KEY RESOURCES

What unique assets do you need to make your business work?



- Physical, intellectual, human, and financial resources
- Examples: Technology, Talent, Brand, Data, Patents, Capital, Facilities

7 KEY ACTIVITIES

What are the most important things you must do?



- Core activities that create value and deliver your proposition
- Examples: Product Development, Marketing, Sales, Operations, Customer Support, Data Management

8 KEY PARTNERSHIPS

Who are your key partners and suppliers?



- Partnerships that help you optimize operations, reduce risk, or acquire resources
- Examples: Suppliers, Technology Partners, Distributors, Investors, Institutions, Service Providers

9 COST STRUCTURE

What are the major costs of your business model?



- Major cost categories
- Fixed costs vs Variable costs
- Cost-driven (focus on minimizing costs) or Value-driven (focus on delivering premium value)

WHY USE THE BMC?



- ✓ Helps you clarify and test your business idea
- ✓ Makes assumptions visible and easy to discus
- ✓ Supports strategic planning and quick adjustments
- ✓ Aligns your team and communicates your model clearly

HOW TO GET STARTED



1. Fill in all 9 blocks with as much detail as possible.
2. Validate your assumptions with real customers.
3. Review, refine, and update regularly.
4. Turn your canvas into action!

TIPS

- Know your customers
- Create real value
- Deliver effectively
- Build strong relationships
- Build strong relationships
- Maintenance regularly
- Control costs smartly
- Adapt and improve

★ One Canvas. Big Picture. Better Decisions. Stronger Business. ★

FACEBOOK BUSINESS MODEL CANVAS

KEY PARTNERS

- CONTENT PARTNERS (TV SHOWS, MOVIES, MUSIC, INFLUENCERS, NEWS, ARTICLES)

KEY ACTIVITIES

- PLATEFORM DEVELOPMENT
- DATA CENTER OPERATIONS MANAGEMENT

KEY RESOURCES

- FACEBOOK PLATFORM
- TECHNOLOGY INFRASTRUCTURE

VALUE PROPOSITIONS

- CONNECT WITH YOUR FRIENDS, DISCIVER & LEARN, EXPRESS YOURSELF
- REACH, RELEVANCE, SOCIAL CONTEXT, ENGAGEMENT
- PERSONALIZED AND SOCIAL EXPERIENCES, SOCIAL DISTRIBUTION, PAYMENTS

CUSTOMER RELATIONSHIP

- SAME-SIDE NETWORK EFFECTS
- CROSS-SIDE NETWORK EFFECTS

CHANNELS

- WEBSITE, MOBILE APPS
- FACEBOOK ADS, FACEBOOK PAGES
- DEVELOPER TOOLS AND APIS

CUSTOMER SEGMENTS

- INTERNET USERS
- ADVERTISERS, MARKETERS
- DEVELOPERS

COST STRUCTURE

- DATA CENTER COSTS
- MARKETING AND SALES
- RESEARCH AND DEVELOPMENT
- GENERAL AND ADMINISTRATIVE

REVENUE STREAMS

- AD REVENUES
- PAYMENT REVENUES

THE EVOLUTION OF ENTREPRENEURSHIP

From Profit-Driven Business to Purpose-Driven Innovation

TRADITIONAL ENTREPRENEUR

FOCUS	Profit is the primary goal
VALUE CREATED FOR	Shareholders / Owners
TIME HORIZON	Short-term growth
RESOURCE APPROACH	Extract resources
BUSINESS MODEL	Linear economy
WHAT THEY SELL	Products
SUCCESS MEASURED BY	Financial KPIs
ULTIMATE OUTCOME	Financial success

MINDSET SHIFT

OLD QUESTION

How can I make more money?

NEW QUESTION

How can I solve an environmental problem while building a profitable business?

TRIPLE BOTTOM LINE



GREEN ENTREPRENEUR

FOCUS	Profit enables long-term impact
VALUE CREATED FOR	Stakeholders / Society / Environment
TIME HORIZON	Long-term sustainability
RESOURCE APPROACH	Regenerate resources
BUSINESS MODEL	Circular economy
WHAT THEY DELIVER	Sustainable solutions
SUCCESS MEASURED BY	Triple Bottom Line (People, Planet, Profit)
ULTIMATE OUTCOME	People + Planet + Profit

REAL WORLD EXAMPLES

FASHION

TRADITIONAL		GREEN
• Fast Fashion • High Production • High Waste • Low Cost	VS	• Durable Products • Repair & Reuse • Lifetime Value • Customer Loyalty

MATERIALS

TRADITIONAL		GREEN
• Plastic Packaging • One-time Use • Landfill • Pollution	VS	• Water Hyacinth • Natural Fiber • Furniture & Home Décor • Circular Economy

AGRICULTURE

TRADITIONAL		GREEN
• Raw Coconut • Sell Commodity • Low Value • Limited Income	VS	• Harvest Blossom Nectar • Premium Products • Higher Farmer Income • Export Market

AGRICULTURAL WASTE

TRADITIONAL		GREEN
• Burn Residues • Air Pollution • No Value • GHG Emissions	VS	• Corn Residues • Biodegradable Products • Create Value • Reduce Emissions

AUDIENCE INTERACTION

Imagine you have **US$100,000** to start a business.

COMPANY A

Manufactures disposable plastic packaging.

COMPANY B

Produces biodegradable packaging using agricultural waste and AI-optimized production.

- Which company is more likely to attract future customers?
- Which company is more attractive to ESG investors?
- Which company is more resilient to future environmental regulations?

Discuss with the person next to you for one minute.

1 MIN

> Traditional entrepreneurs ask: ***"What can I sell?"*** Green entrepreneurs ask: ***"What problem can I solve?"***

The future belongs to those who create value for both the economy and the environment.