

April 25, 2014 / Marga Hoek  
**De Groene Zaak**

De Groene

*Zaak*

• ondernemers voor een duurzame economie



# SCOPEinsight

## Case

### Revolutionize agricultural finance:

- Independent rating agency which enables and empowers agricultural farmer organizations to have access to formal and affordable credit, investments and other financial services and market opportunities
- Bridge the information gap between financial institutions, value chain players and farmer organizations
- By scoring the business potential of farmer organizations who would otherwise be excluded from the mainstream banking system



SCOPE*insight*

# Sustainability threefold

*All assets included:  
Social, Ecological, Financial*



# Mainstreaming sustainable business

Business with a purpose

- Incremental innovation leaves no solution space
- Revolutionary innovation creates space

De Groene *Zaak*  
• ondernemers voor een duurzame economie



# BAS

## Case

### Sustainable for 0 euro:

- Arranges houses-buildings to get sustainable, step by step
- By using cash flow from energycost savings
- So no investment needed, or investments by third party
- All enabled by app and serviced completely, thus relieving customers

# This means business goes all the way

- Goals & Kpi's
- Product development & innovation
- Valuation: P&L's & Reporting
- In a continuous learning process

# Seven Windows



Value Cycle

Scale

Clients

Finance

Innovation

Leadership

Business  
Case

# Business

Opportunities

&

Constraints

- Policy, tax system and law 'old economy'
- Knowledge & skills
- Build the bridge while we're walking on it: leadership