

# Introductory video module 2: Scanning the business environment (Janek)

“Hi and welcome to module 2: Scanning the business environment.

## *Who are you?*

My name is Janek. I am an entrepreneur and environmental consultant. I founded an online start-up, manage a consultancy that focuses on innovations for development and have been training and coaching entrepreneurs like you for the past five years at cewas – the international centre for water management services.

## *What is your role in this online course?*

I will be your trainer for this module and will guide you through the most important steps for scanning your business environment.

## *How does this module fit into the course?*

In the last module you identified challenges in your local sanitation and waste management system and you identified business opportunities. You should also have an idea by now on how you can create a business around a Resources Recovery and Reuse value proposition – be it selling low-cost energy alternatives from fecal sludge, high-yield fertilizer from solid waste or a new and affordable source of irrigation water from municipal wastewater.

You probably came up with your business idea assuming that you will easily get access to the required raw material – so for example household waste – and that farmers - your potential customers – are allowed to use fertilizer from household waste on their fields to produce food... That farmers will actually buy your product because they are convinced of its benefits to them and because no other business is selling this product.

Well, this is the ideal situation, but in reality you will probably face a few challenging surprises. To be prepared for this and know if your business idea can be successful you should analyse and understand your business environment in more detail. Find out if waste is available, if the existing laws and institutions allow you to run your business. And of course if there are actually customers out there that would be willing to buy your product.

## *How can participants apply this to develop their business model?*

One option for testing the feasibility of your business idea, is to run a feasibility study (another essential option for testing your business idea is to pilot it – we will get to that in module 6). This does not mean that you have to invest millions of pounds, dollars, rupees, shillings or pesos into scanning your business environment, but that a few essential questions should be answered before you proceed in developing your business model.

In this module I will guide you through the questions you need to get answers to regarding the waste supply in your target area, the market demand of your potential customers, the competition that is selling similar products and the institutional framework - so laws and organisations that may support or hinder your business.

So, get started and watch the video of week 1 below!”