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Module 1

# Sustainability Unleashed

Entrepreneurial Insights and Design Thinking Foundations



# Module Objectives

Explore the intersection of entrepreneurship and sustainability

Understand the Triple Bottom Line

Develop skills in applying Design Thinking  
to sustainability challenges



# What is Entrepreneurship?

Innovation

Risk-taking

Creativity

Value creation

Social entrepreneurship

Example  
Grameen Bank



# What is Sustainability?

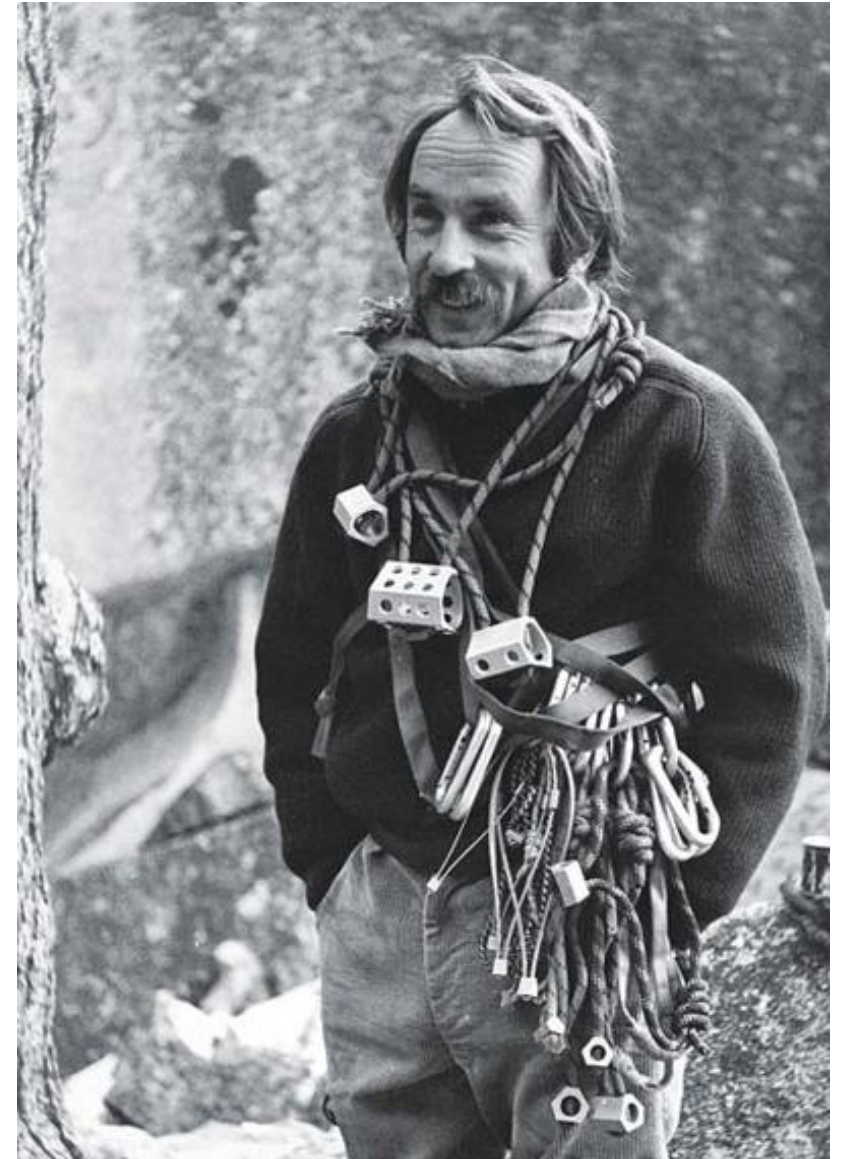
Environmental

Social

Economic



Example  
Patagonia

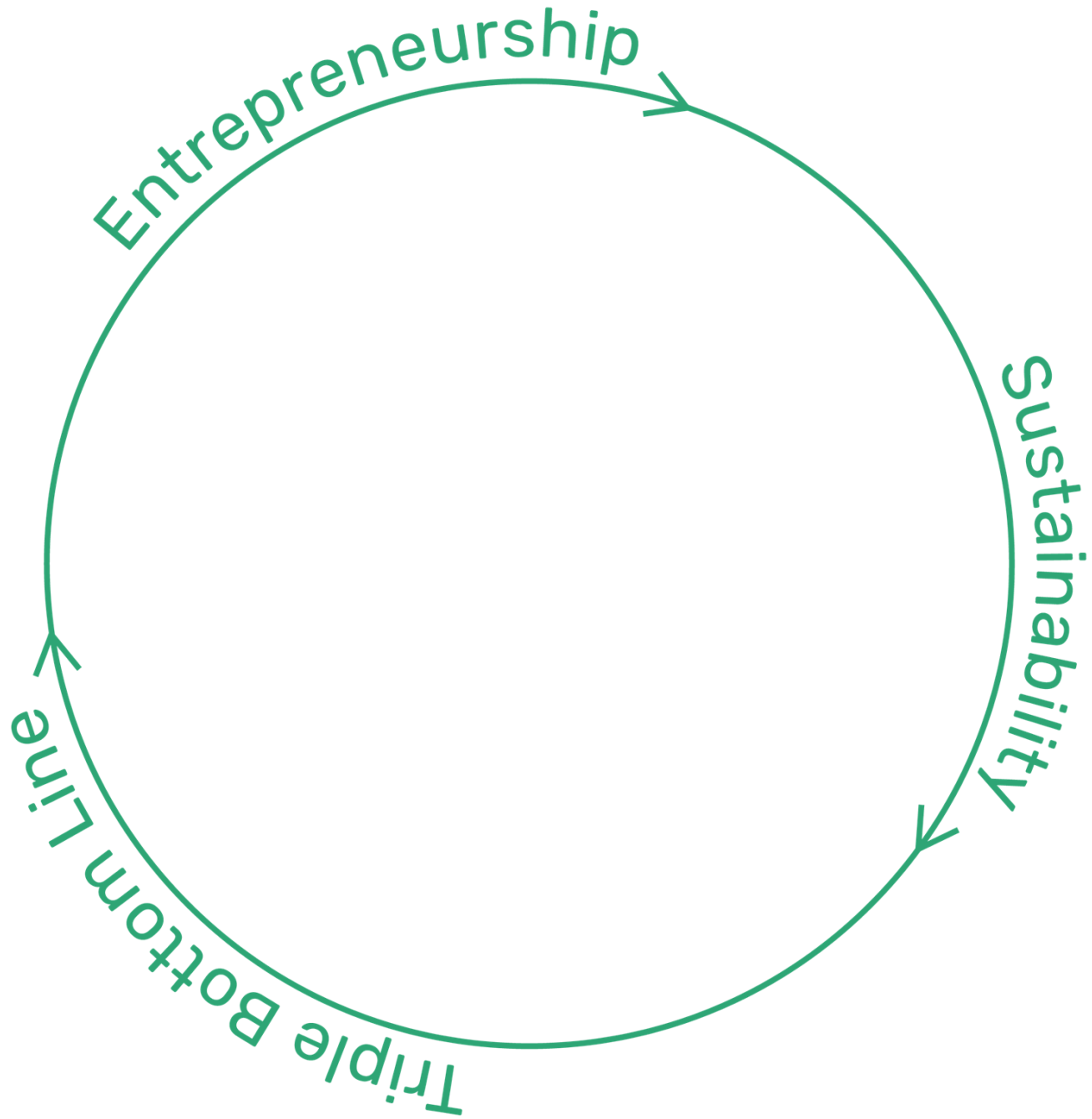


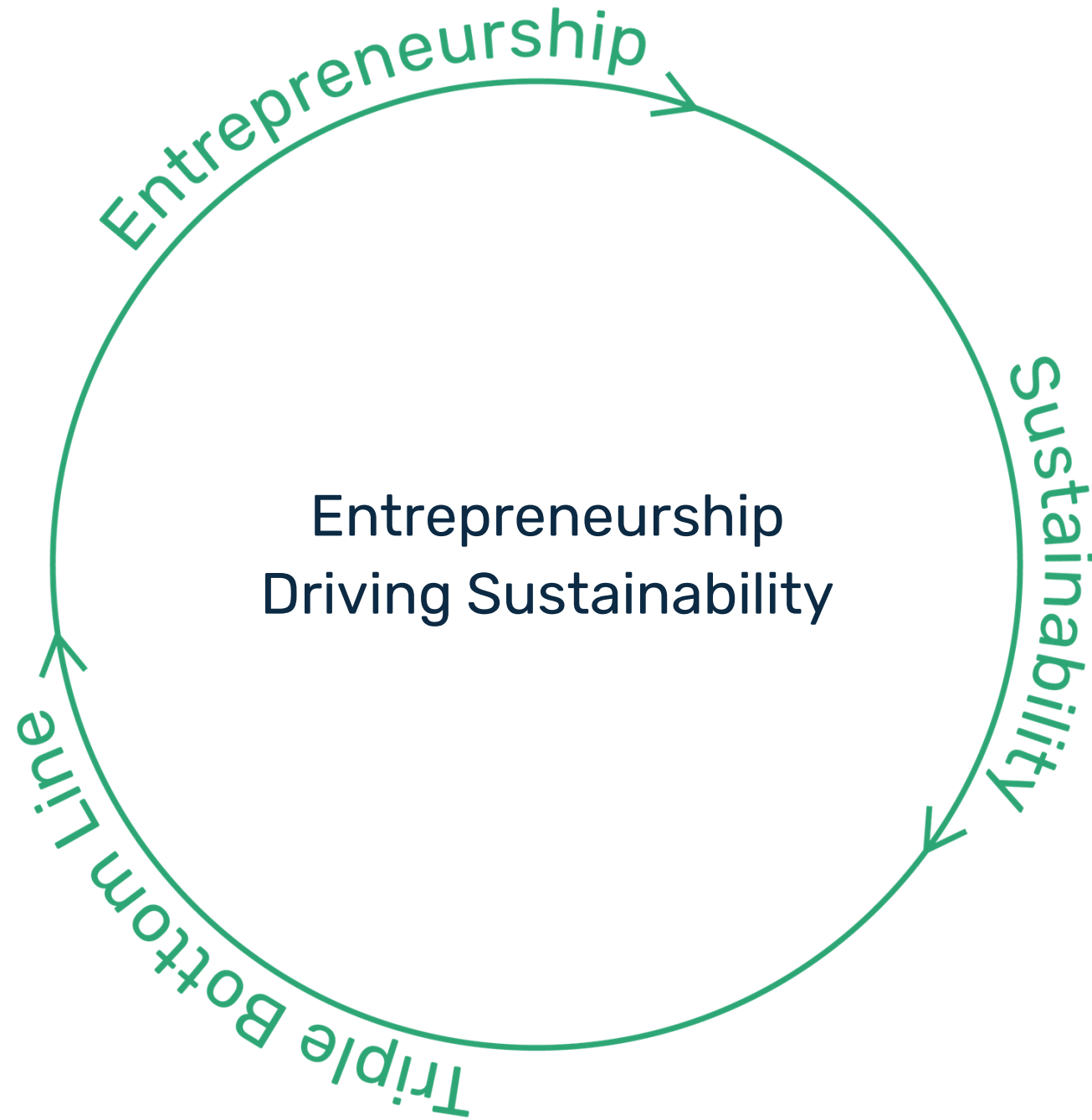
# The Triple Bottom Line (TBL/3BL)

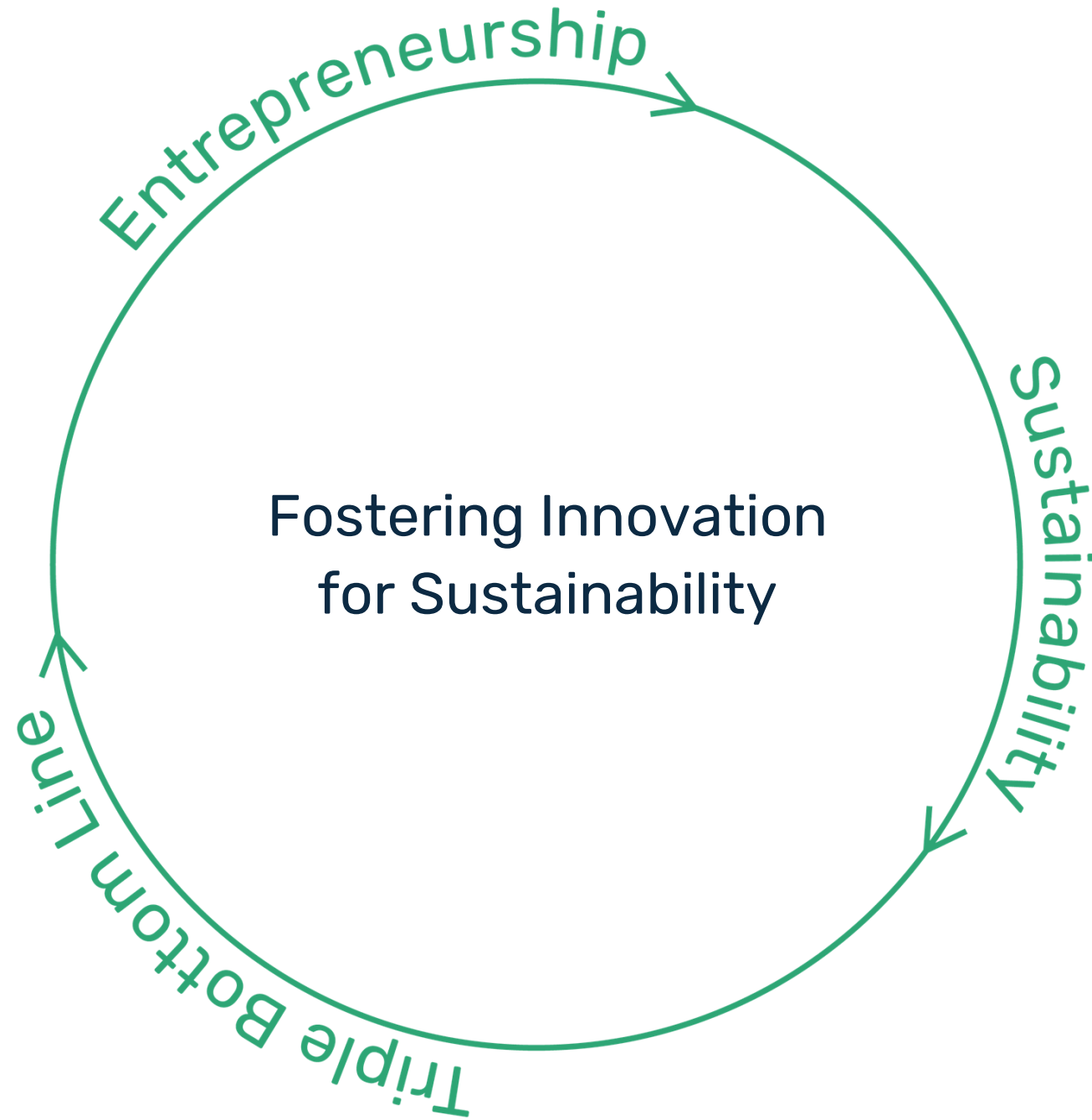


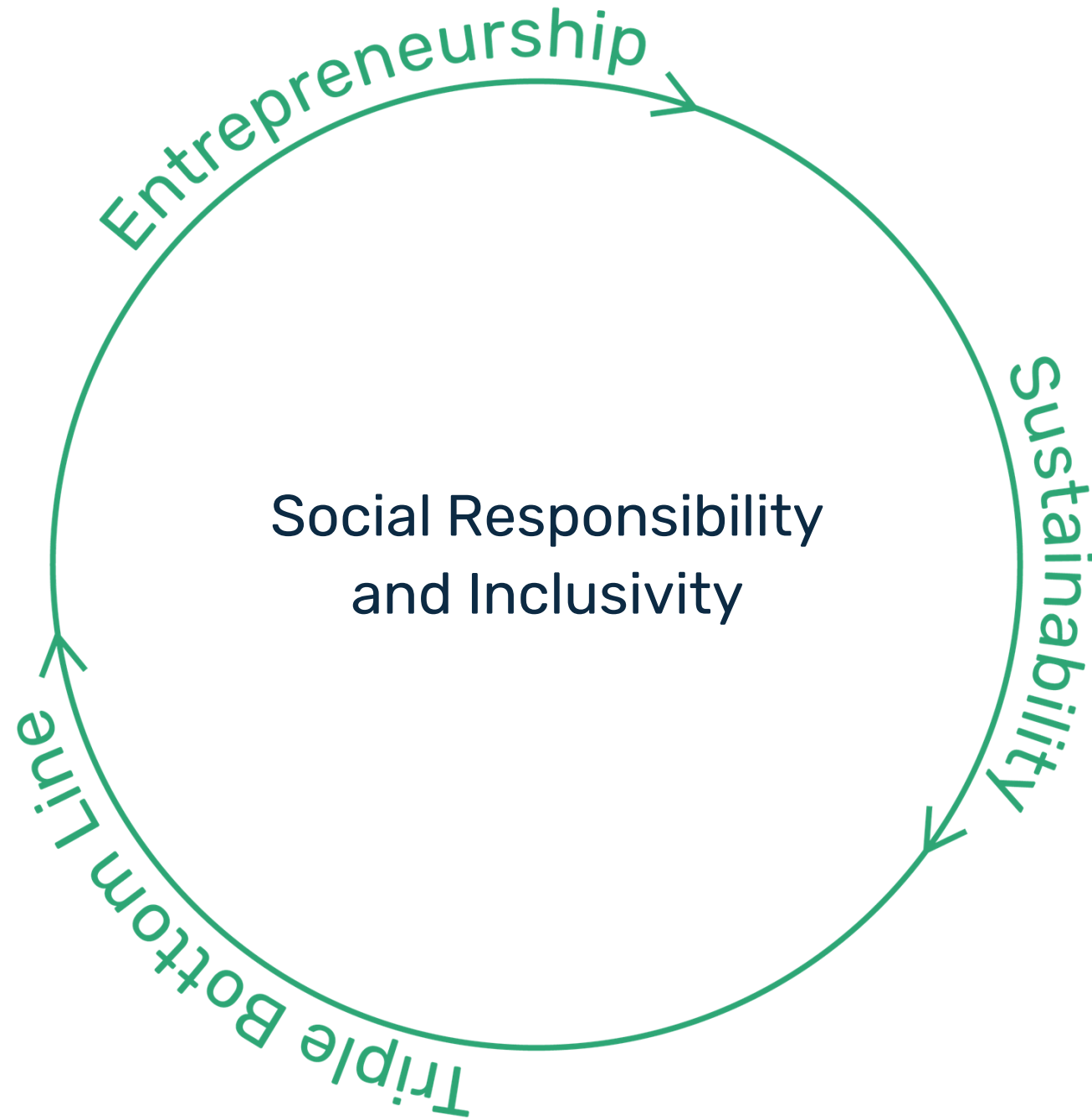
# Example Interface





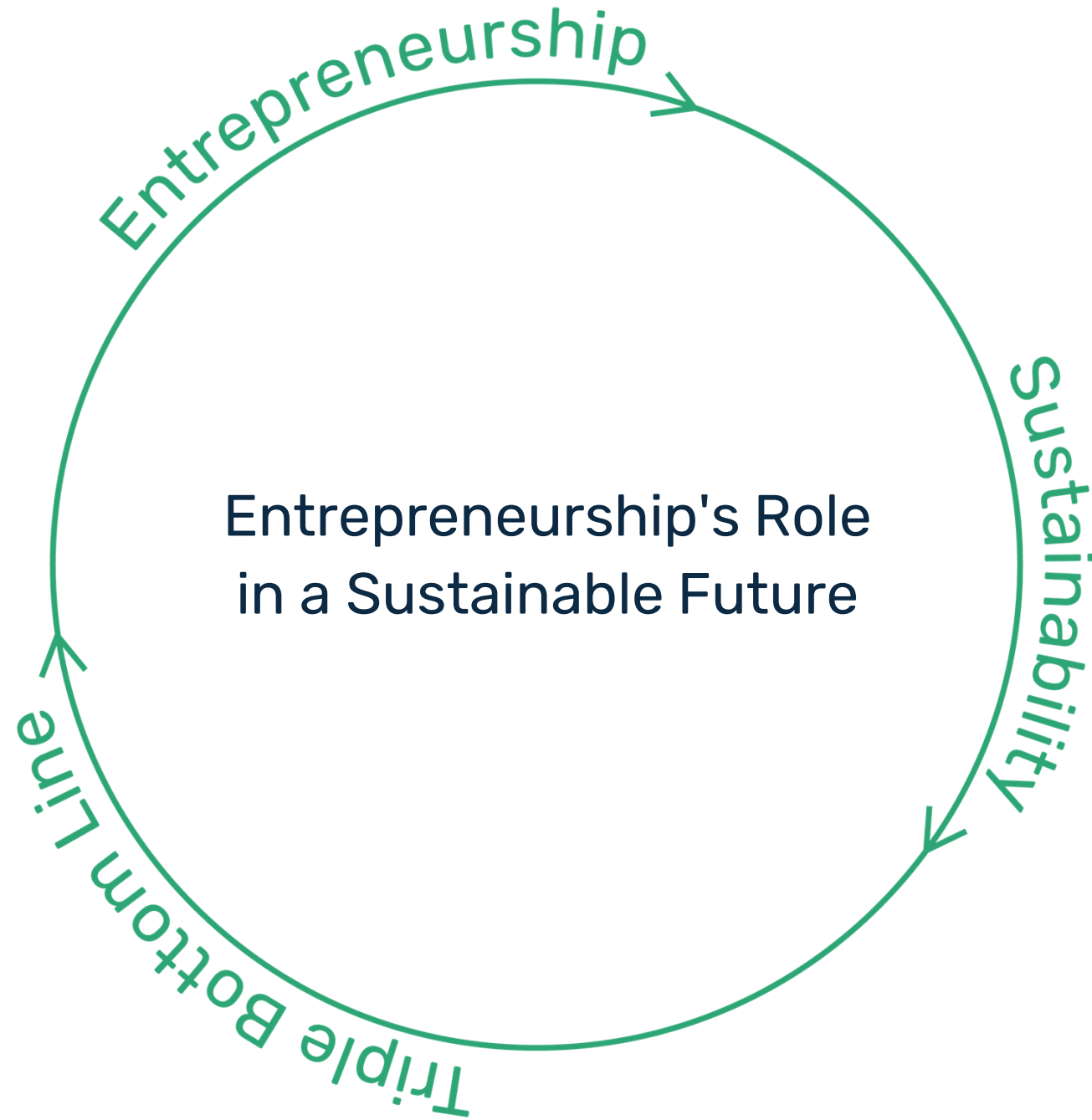




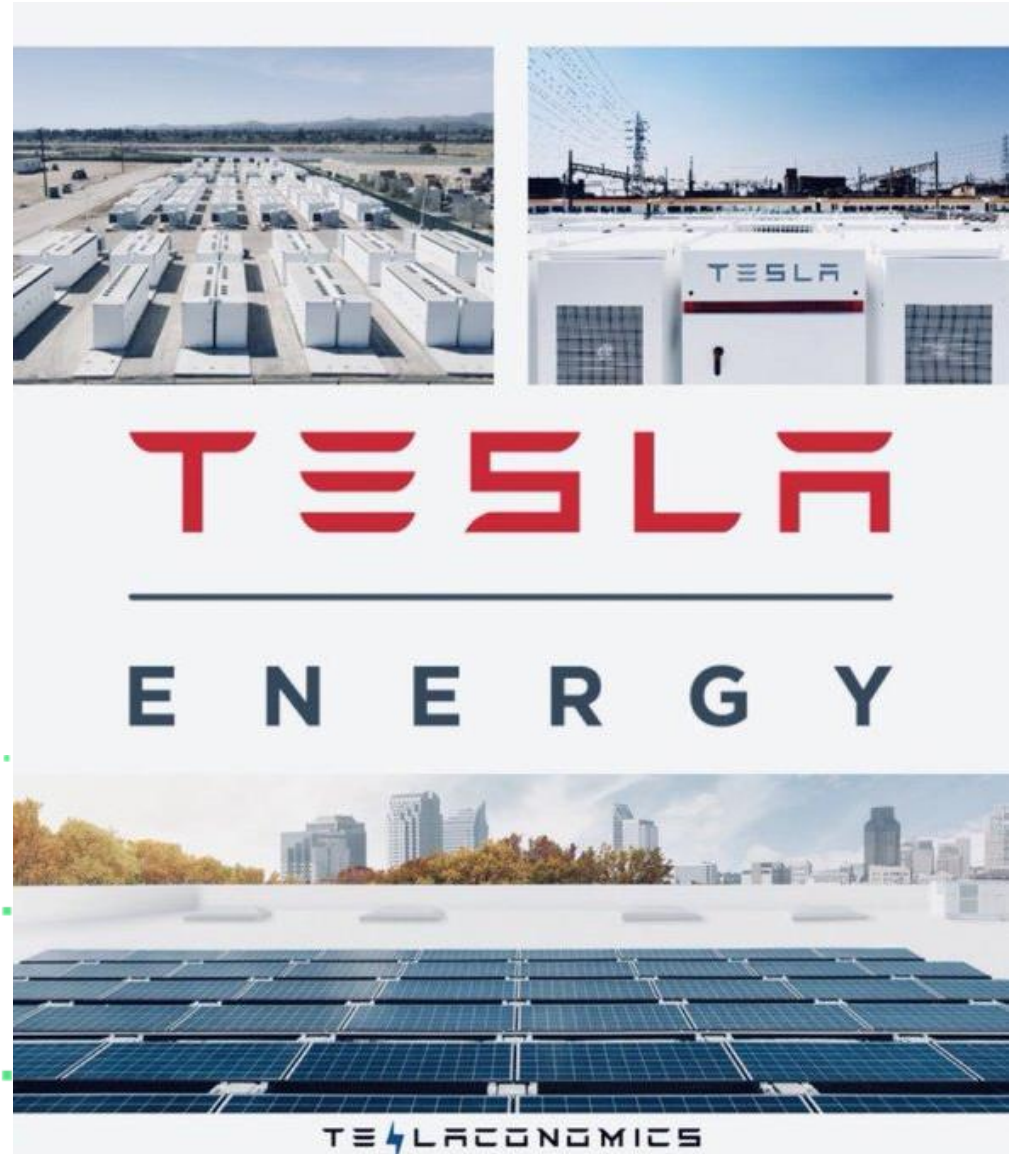








# Example Tesla



# Design Thinking

## Stage 1

# Empathizing

Understanding the problem deeply by empathizing with users or stakeholders.

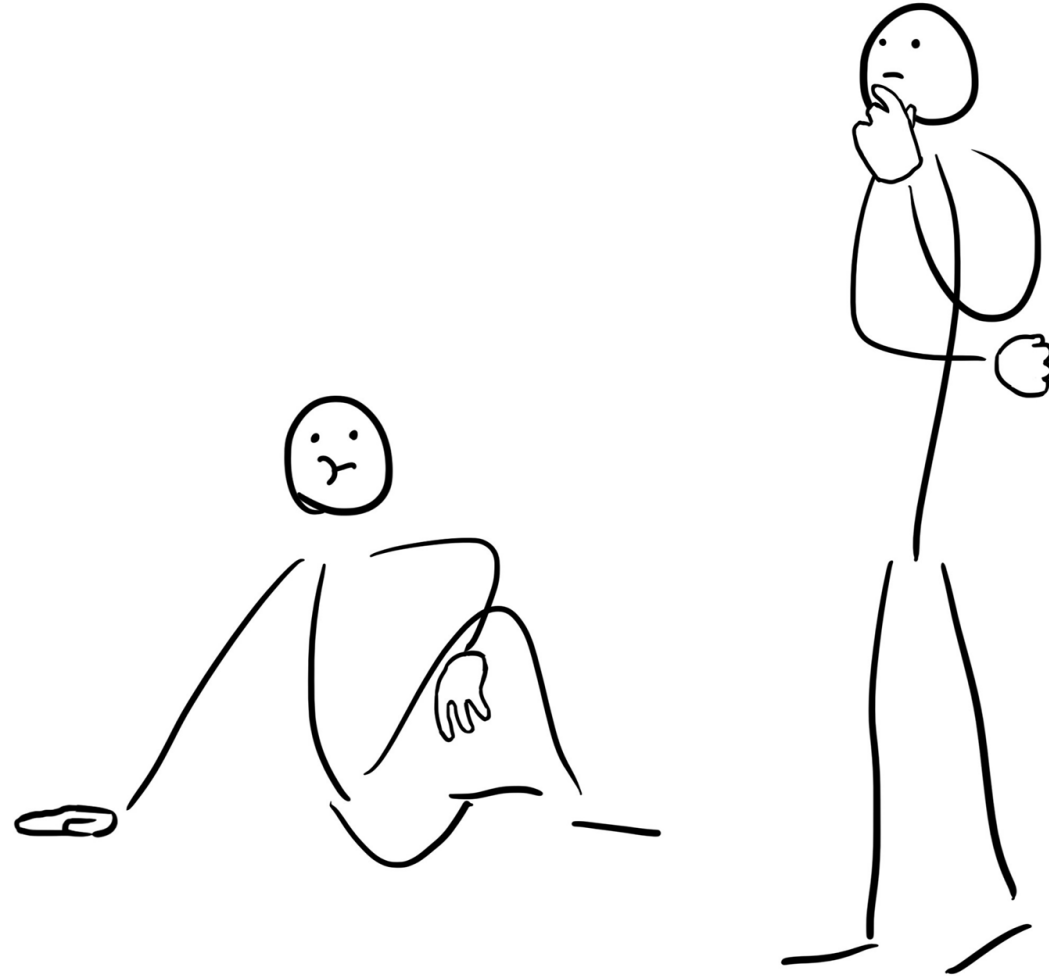
Activities:

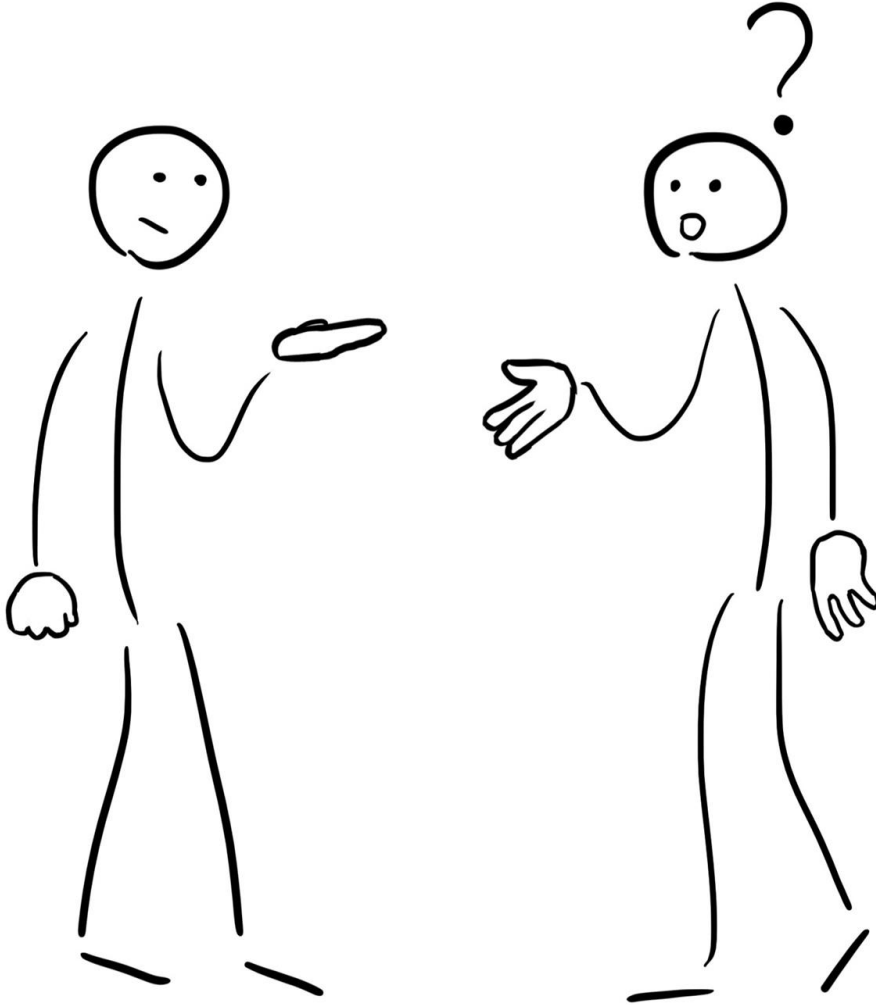
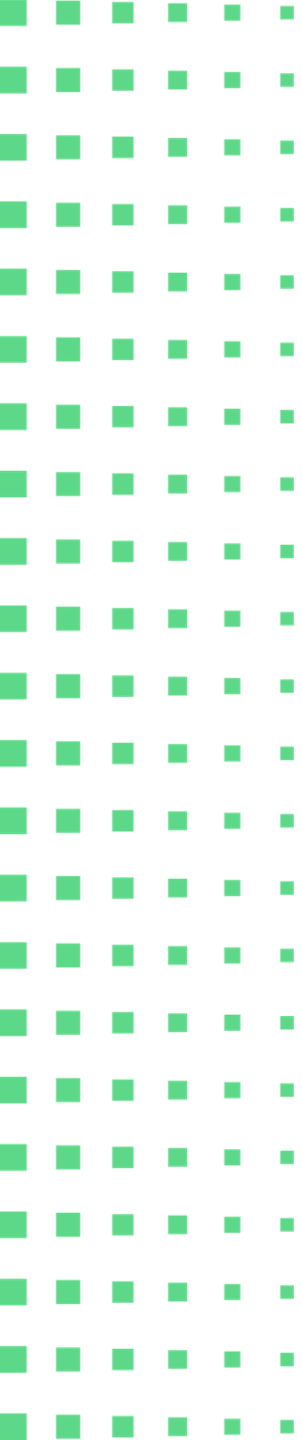
Interviews

Observations

Aim:

Gain insights into the sustainability challenge.





Stage 2

## Re-defining to Understand

Clearly articulating the sustainability challenge.

Activities:

Problem definition

Identifying key aspects

Aim:

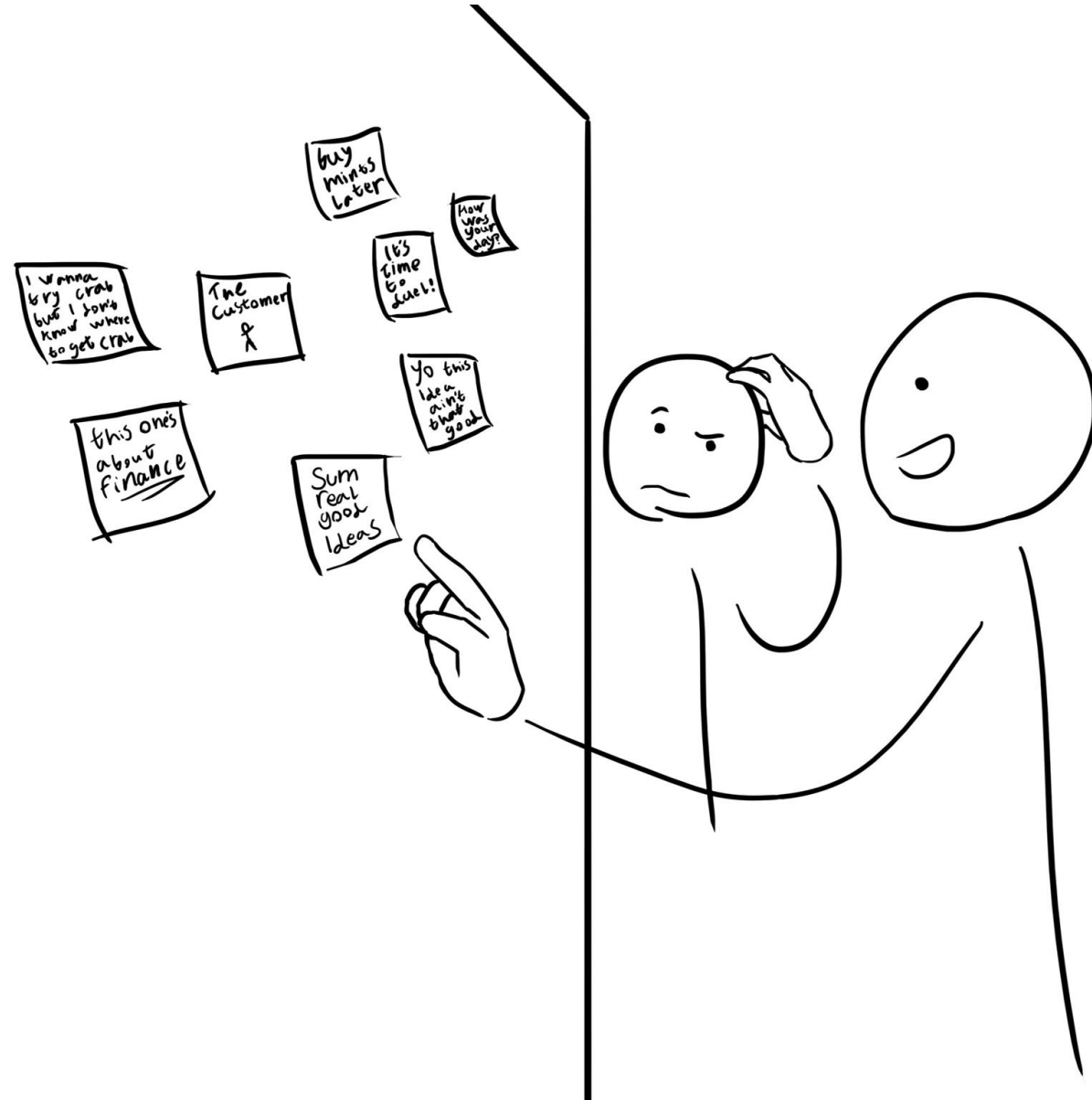
Craft a focused problem statement.

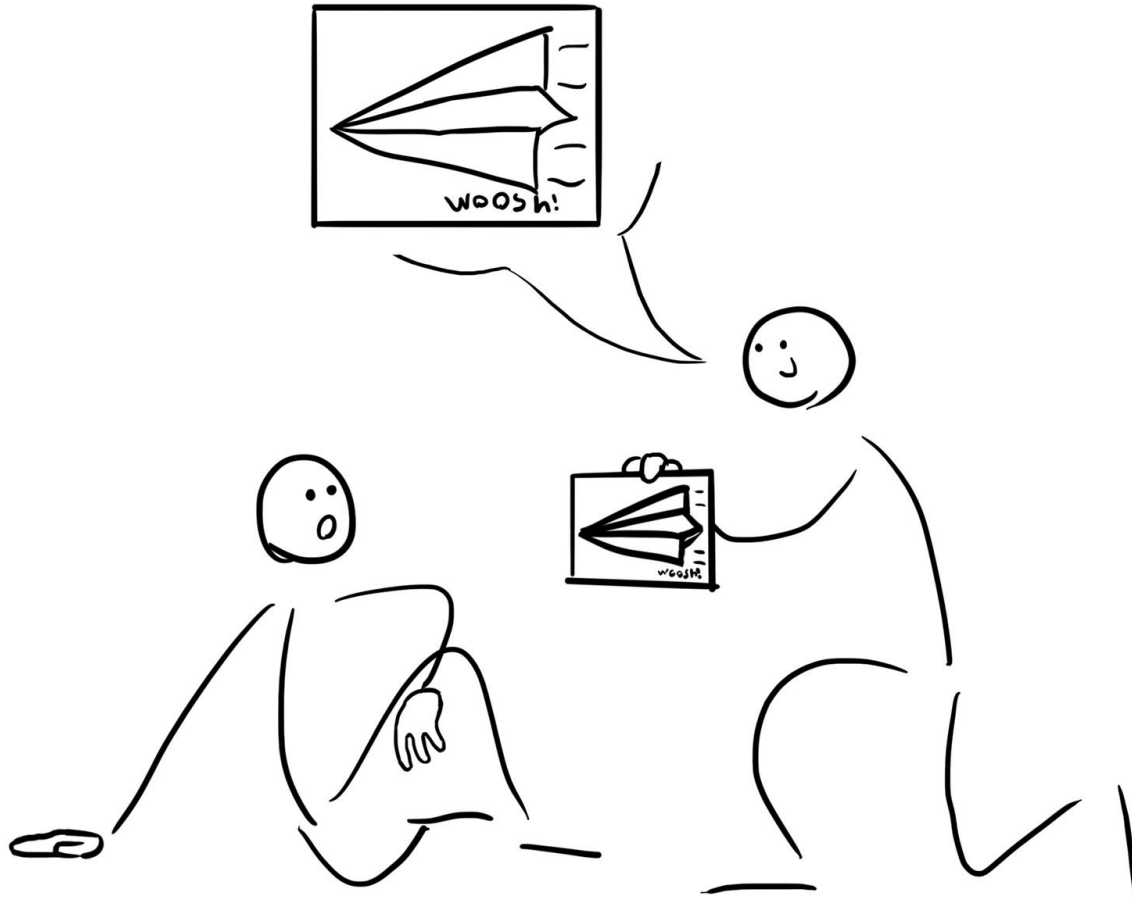
## Stage 3 Ideating

Generating innovative ideas for addressing the challenge.

Activities:  
Brainstorming  
Creative thinking

Aim:  
Novel solutions.





## Stage 4 Prototyping

Creating low-fidelity models or representations of solutions.

Activities:

Building prototypes

Visualizing concepts

Aim:

Test ideas in a tangible way.

## Stage 5 Evaluating

Gathering  
feedback/feedforward  
and refining solutions.

Activities:  
User testing  
Iteration

Aim:  
Ensure that solutions meet  
user needs and are viable.



## Stage 6

# Implementing

Bring the refined solution to life.

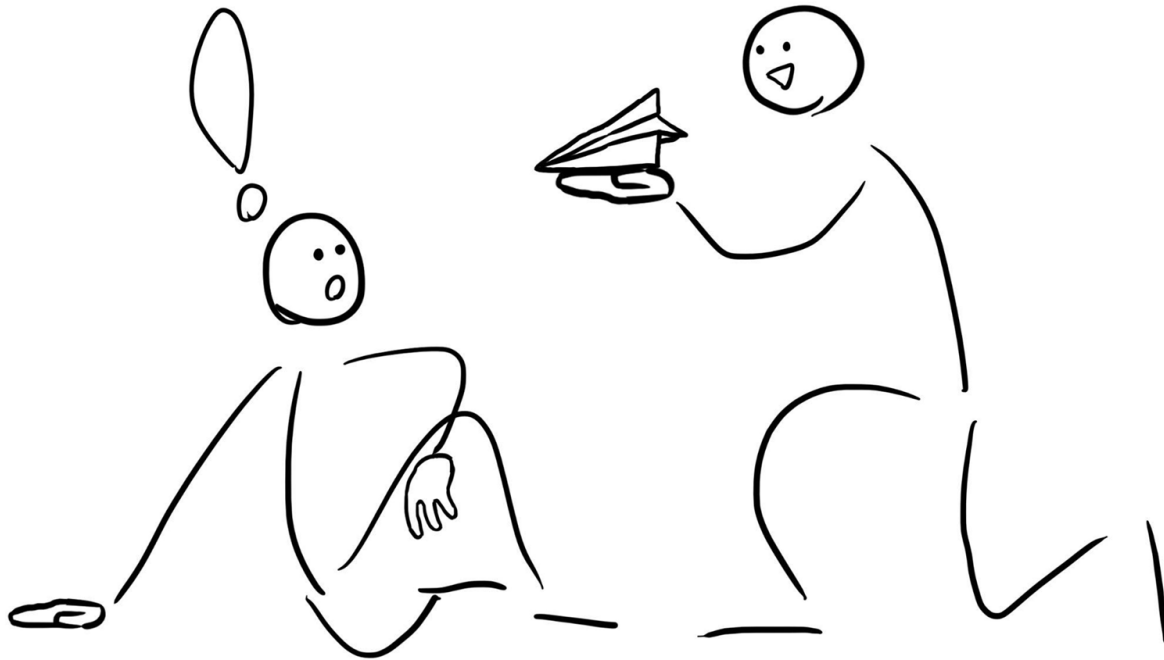
Activities:

Finalizing designs

Planning for implementation

Aim:

Develop a stable version of the solution and market launch.





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