

# Business Pitch

Sustainable Brands: San Diego

Bard MBA in Sustainability | PPWA

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**Scenario Recap:** Ross Video is a media equipment manufacturing company facing internal resistance to a sustainability initiative aimed at reducing waste, lowering emissions, and improving energy efficiency. Your group has been tasked with building a business case that will help persuade key stakeholders (especially department heads) to support the initiative.

## 1. The Opportunity 🌟

- **What sustainability challenge or opportunity is being addressed?**
- *Prompt:* Describe the sustainability issue (e.g., reducing waste, lowering carbon emissions) and why it's important for Ross Video.
- **How does this align with the company's overall strategy or goals?**
- *Prompt:* How will this initiative help Ross Video maintain competitiveness, reduce risks, or align with market demands?

## 2. The Financial Case 💰

- **What are the potential financial benefits of this initiative?**
- *Prompt:* Highlight the financial upside (e.g., savings from reduced energy use, potential new revenue streams, cost avoidance from regulations).
- **What metrics can you use to quantify these benefits?**
- *Prompt:* Try to use metrics like cost savings, ROI, or payback periods.

## 3. Risk Reduction ▼

- **What risks does this initiative help mitigate?**
- *Prompt:* Identify risks that could be reduced, such as regulatory compliance, market risks, or operational inefficiencies.
- **How can this initiative protect Ross Video from future risks (e.g., market changes, client demands)?**

- *Prompt:* Consider client demands, evolving market expectations, and regulatory changes that make the initiative necessary.

#### 4. Stakeholder Value 🍪

- **Who are the key stakeholders affected by this initiative?**
- *Prompt:* Consider stakeholders like investors, clients, employees, and department heads.
- **How does this initiative benefit each stakeholder group?**
- *Prompt:* List key benefits for each stakeholder (e.g., financial returns, enhanced reputation, regulatory compliance).

#### 5. Implementation Strategy 📅

- **What steps can Ross Video take to implement the initiative with minimal disruption?**
- *Prompt:* Suggest a phased approach, pilot programs, or change management strategies that can reduce operational resistance.
- **What resources or support are needed for success?**
- *Prompt:* Consider technical, financial, or staffing resources.
  - Example: "The initiative requires a \$200,000 initial investment in energy-efficient technology, which can be recouped through energy savings within 2 years."

#### 6. Final Pitch Summary 📢

- **Craft a 2-3 sentence summary of the business case.**
- *Prompt:* Sum up the key points of the business case that you would present to decision-makers.