
Teju Ravilochan

Follow this and additional works at: https://scholar.law.colorado.edu/energy-justice-conference-and-technology-exposition

Part of the Business Law, Public Responsibility, and Ethics Commons, Energy and Utilities Law Commons, Energy Policy Commons, Entrepreneurial and Small Business Operations Commons, Environmental Engineering Commons, Environmental Health and Protection Commons, Environmental Law Commons, Environmental Policy Commons, Environmental Public Health Commons, International Business Commons, International Law Commons, International Public Health Commons, Power and Energy Commons, Science and Technology Law Commons, Sustainability Commons, Transportation Commons, Water Law Commons, and the Women's Health Commons

Citation Information
https://scholar.law.colorado.edu/energy-justice-conference-and-technology-exposition/19

Reproduced with permission of the Getches-Wilkinson Center for Natural Resources, Energy, and the Environment (formerly the Natural Resources Law Center) at the University of Colorado Law School.
What Laundry Can Teach Us: 5 Principles for New Business Models
10 to 20 world-changing ventures + 50 world-class mentors + 25 capital funds + 100+ angels and other investors + 1 big house + 6 weeks
1. “Help people do what they do best...better.”

- E.F. Schumaker
2. Copy what works.
3. Welcome constraints.
4. Know Technology’s Percent of the Job

- Marketing and Distribution 80%
- Your Technology 20%

- Paul Polak
5. Create dignity.
In Review


2. Copy what works.

3. Welcome Constraints.

4. Your technology is just the beginning.

5. Create dignity.
Thank You!

teju@unreasonableinstitute.org
Unreasonableinstitute.org