

**Domain : Sustainability  
26<sup>th</sup> Aug 2024, Session 7**

# Our Expert & Guest Entrepreneur today

The banner features the logo of the Desai Sethi School of Entrepreneurship at the top left. The main title is "ENT 603 : INTRODUCTION TO ENTREPRENEURSHIP". Below it is a "GUEST SESSION" section with the title "SUSTAINABILITY & CLEAN ENERGY". A portrait of Ashish Goel is shown in a hexagonal frame. Text below his photo describes him as an "EX-CEO | FOUNDER URBAN LADDER" and highlights his role as a "LEADING CLIMATE TECH BUILDER AND EVANGELIST". The event details are listed as "THURSDAY, AUGUST 22 7:00PM-8:30PM LA 002". The bottom right corner features the logo of the Institution's Innovation Council.

**IIT Bombay  
IIM Bangalore  
McKinsey**

**Co-Founder Urban Ladder  
Exit to Reliance**

**5 times Fortune 40 under 40**

**Climate Tech Builder &  
Evangelist**



# Entrepreneurship in Sustainability

Ashish Goel

22nd August, 2024

IITB, Introduction to Entrepreneurship





# Agenda

---

- 01** My journey - 10-15 mins
  
- 02** Setting the Agenda! - 5-10 mins
  
- 03** What is Climate Tech?  
- 20-30 mins
  
- 04** Exercise 1 - 45 mins  
Exercise 2 - 45 mins

# Ashish Goel



IITB 1997-2002, EE, H9  
**Founder Tech GC**  
**Editor, Insight**  
**Insti bridge team**

**McKinsey (04-08)**  
**Amar Chitra Katha (08-11)**  
**cleanenergyinsights.com (09-11)**  
**Urban Ladder (12-24)**  
**Climate Investor (20-.....)**  
**climateXcapital (22-.....)**  
**Advisory for Adaptation projects**  
**OctoLife (24-.....)**



# Audience poll #1

---

Awareness!  
How many know about Sustainability,  
Climate tech!

- I have no idea, and I hope this lecture helps me get started
- I know a little, but!
- Top of mind topic!



# Audience poll #2

---

Interest!

Are you considering climate entrepreneurship?:

- No, other things interest me more
- Don't know enough, but curious
- Debating whether to dig in seriously
- Climate Tech is my calling!

# What are Sustainability and Climate Tech

**S**

Meeting the needs of the present without compromising the ability of future generations to meet their own needs

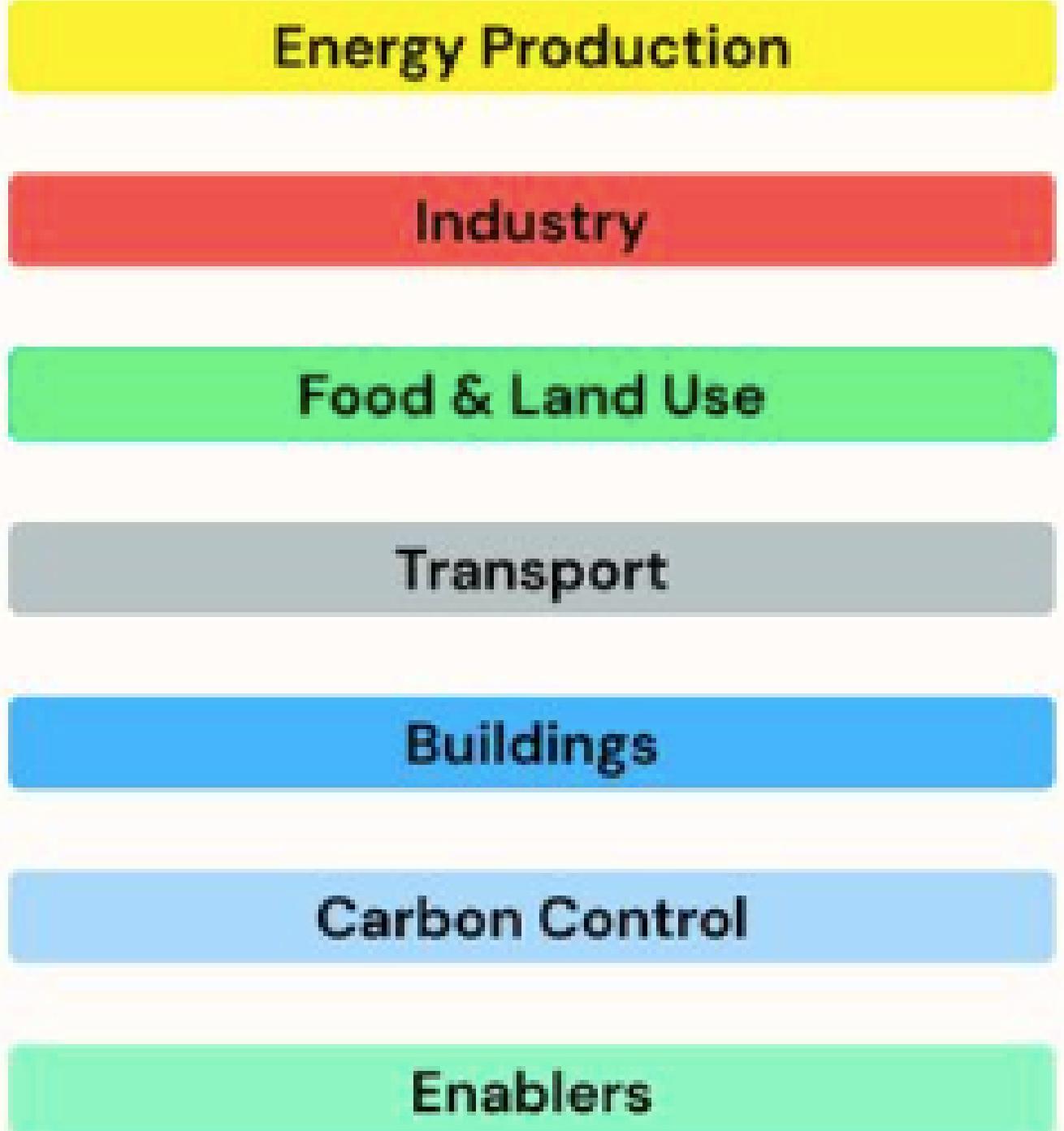
**CT**

Technologies or Solutions to reduce or adapt to climate change

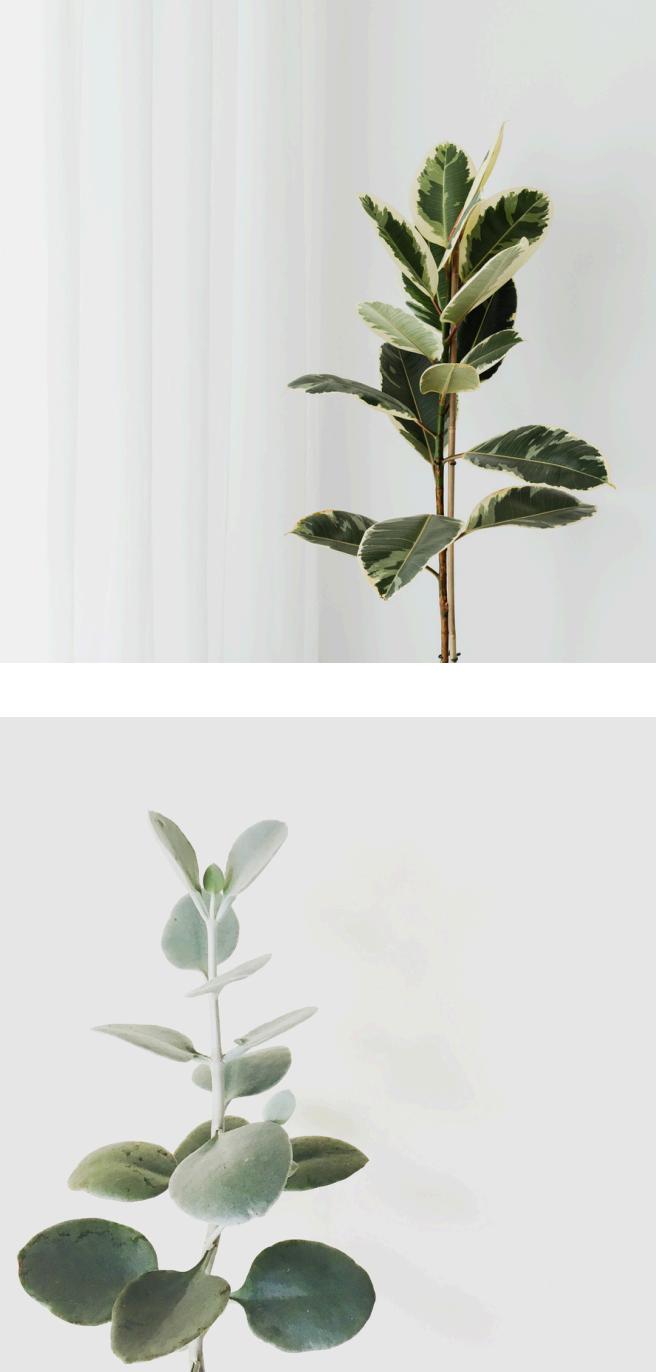


# The Climate Tech landscape

## Mile-Wide and Mile-Deep



<b>Scalers</b>	Software type
<b>Disruptors</b>	Tech IP led
<b>Executors</b>	Business model innovation
<b>Outliers</b>	High asset



“The next 1000 unicorns will be climate tech companies”

**Larry Fink  
CEO, Blackrock**

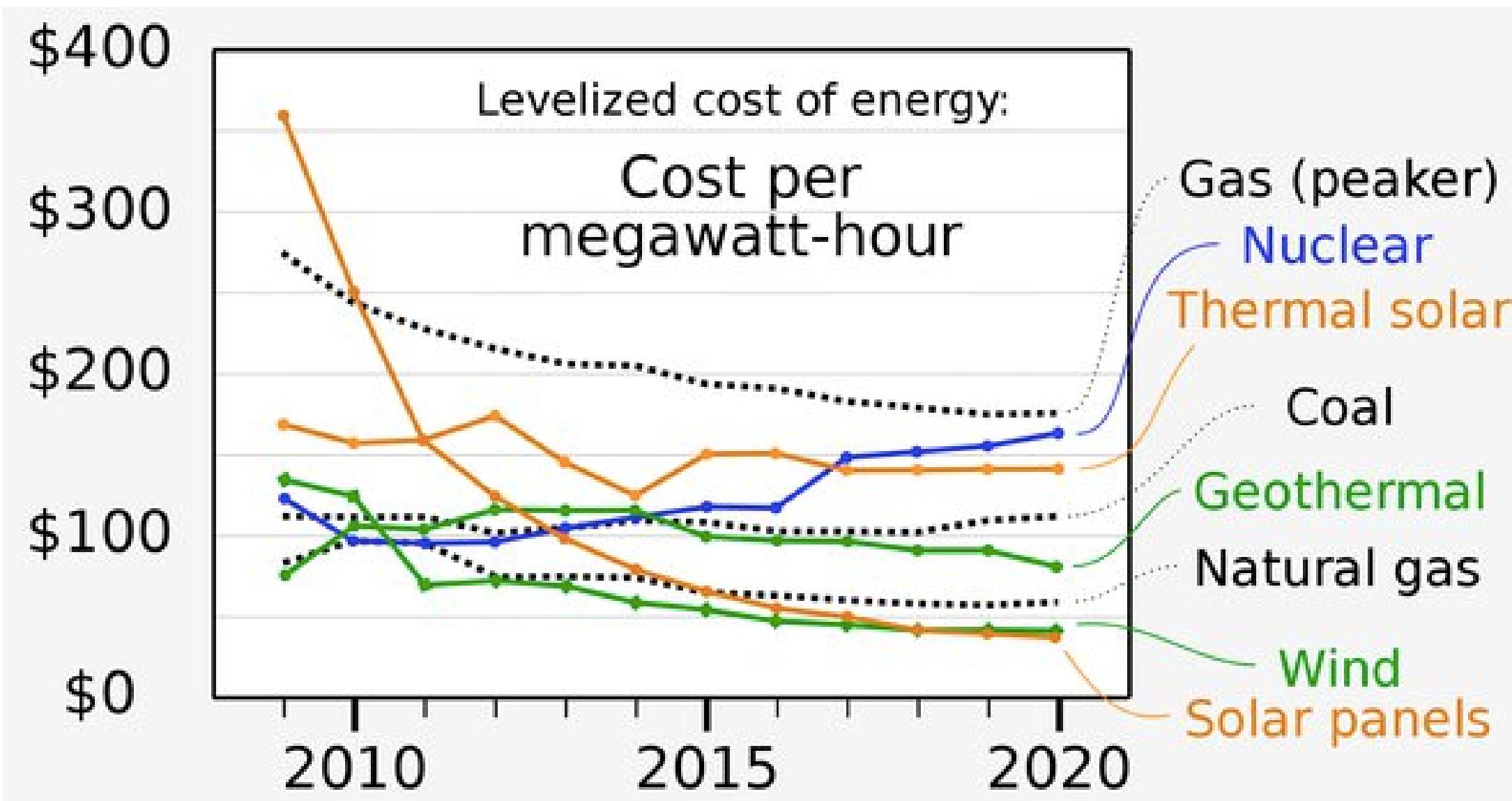
# Exercise format

---

- 6 member teams
- 15 mins to think
- 3 teams randomly picked -  
enthu counts
- 3 minutes to present
- 7 mins of Q&A
- Winning teams (voice vote,  
judges), get 5K dinner coupons



# Exercise # 1: Opportunity!



## India's Renewable Energy

- What % of India's total energy requirement is met by RE yet?
- What's stopping faster adoption?
- Your 2 spaces/ideas?

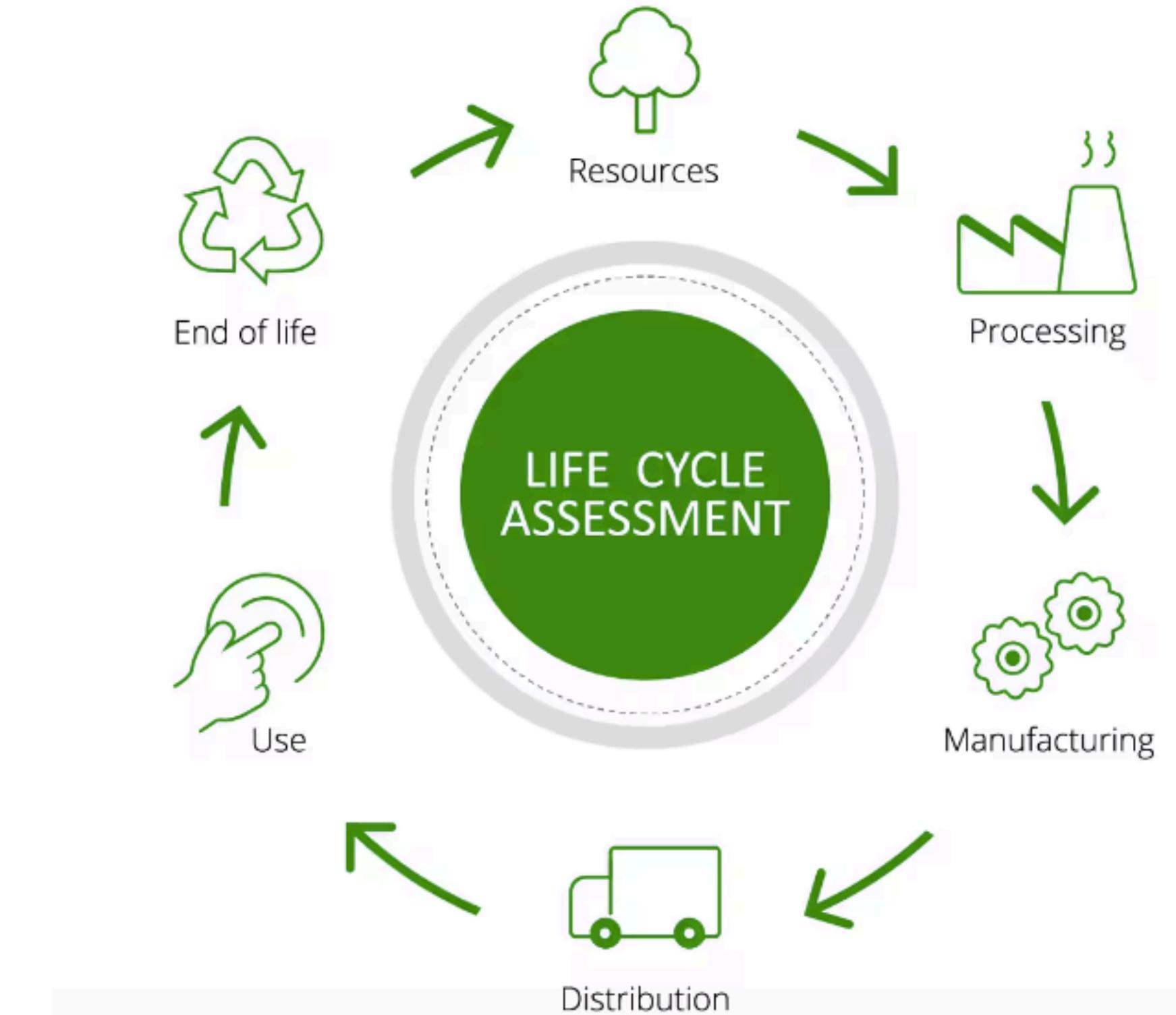
“Half the technology  
needed to get to  
zero emissions either  
**doesn't exist yet or is**  
**too expensive for much**  
**of the world to afford.”**

Bill Gates

# Exercise: Ideas!!

## Study Desk LCA

- Top 5 most un-sustainable parts of the product journey
- Your 2 spaces/ideas for sustainable entrepreneurship





# Recap

---

- Climate tech is wide and vast
- It needs the best minds to solve insanely tough problems
- There is bucket tons of money to be made while doing good
- If you need help, holler and chase down!

# Thank You

---

