**Study questions:**

(1) By looking through a sustainability lens an entrepreneur can benefit in many ways. Aside from saving money, benefiting the health of the environment, possible expense reductions, etc; the entrepreneur will also be entering into an emerging market. This would allow the business to invent and market a new product in a rapidly growing market, increasing the chance of success.

(3) Venture capitalists go for the clean commerce domain because it is becoming increasingly difficult to manufacturer due to the vastly varying regulations. If goods are manufactured to the highest standard it will streamline the production process and prevent getting caught selling "substandard" products.

(5) The new more stringent laws popping up in various countries can be used to the benefit of an entrepreneur. Entrepreneurs can come up with new processes and products to stay ahead of the regulations and competition, and it also provides a way of improving processes, revenue, and efficiency.

**Mind Stretchers:**

(2) To bring energy efficiency and clean commerce into a business one could design the building with more insulation, a green roof, and many other eco friendly methods of construction. In addition to this you could install a private wind turbine and solar panels to cut the cost of electricity, and could even sell back to the grid in off production hours. In addition to this, you can design products with the highest standards which could potentially make a more desirable product due to quality control, consistency, and reliability.