

Institute for Environmental Entrepreneurship – Madagascar *by Michael J. Simsik*

Executive Summary

This business plan examines the feasibility for the creation and operations of the Institute for Environmental Entrepreneurship – Madagascar (IEEM). This Institute would function as a nonprofit organization engaged in social entrepreneurship applied to the environmental sector. This Institute will provide low-interest loans to innovative Malagasy entrepreneurs who have creative ideas about how to simultaneously address social issues in their communities while also improving the quality of the natural environment. The Institute will initially operate in southeastern Madagascar, with the potential to expand into other regions of the country and ultimately, to other countries in sub-Saharan Africa. The management team of the Institute would include an American, and two Malagasy, all with substantial experience working on conservation and development issues in Madagascar. This plan represents an initial attempt to determine the feasibility of this Institute, and will ultimately be improved with further analysis on the financial aspects of the market, competition, and business. The major elements of the business plan are summarized as follow:

- The mission of the IEEM is to simultaneously address social and environmental concerns of people living in Madagascar.
- The IEEM has four goals: to provide people with the means necessary to put their innovative ideas into practice; to enable entrepreneurial ideas that simultaneously address pressing social and environmental issues; to create a learning community among loan recipients, the management team, and community officials; and, to determine lessons learned and publicize these to a wide audience for the benefit of other entrepreneurial and environmental conservation efforts in developing countries.
- Keys to the Institute's success include having an experienced management team with a willingness to work closely with clients to assure their success, as well as going into a market that is underserved despite great need.

In conclusion, this plan projects sufficient growth and profits over the course of the next five years. Implementing this plan will ensure that the Institute for Environmental Entrepreneurship in Madagascar will rapidly become a profitable venture while addressing vital social and environmental needs.