



# BUSINESS TRANSFORMATIONS TOWARDS SUSTAINABILITY FROM A STARTUP PERSPECTIVE

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**CAN A STARTUP IDEA BE PROFITABLE AND SOLVE A GLOBAL CHALLENGE AT THE SAME TIME?**



**THE TRADITIONAL STARTUP MINDSET**

# PROFIT FIRST, IMPACT MAYBE LATER



## Focus on Short-Term Gains:

- Prioritize rapid growth and profitability.
- Metrics focus on revenue and market share.

## Limited Social and Environmental Responsibility:

- Sustainability is seen as an afterthought or additional cost.
- Potential for negative environmental impact through production or operations.
- Limited community engagement or social good initiatives.

## LIMITATIONS OF THIS APPROACH

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- **Short-sighted:** Focuses solely on short-term profits, potentially neglecting long-term sustainability.
- **Brand Risk:** Consumers are increasingly conscious of a company's social and environmental impact. A purely profit-driven approach could lead to negative public perception.
- **Limited Investor Pool:** Impact investors are a growing force, focusing on businesses with a positive social or environmental impact. This approach might miss out on attracting such investors.
- **Missed Opportunities:** Sustainable business practices can unlock new markets and revenue streams. Focusing solely on profit might lead to missing these opportunities.



**THE RISE OF THE SDG-DRIVEN STARTUPS**

## MEET THE SDG-DRIVEN STARTUP



- **Beyond Profit:** These startups integrate a social or environmental mission into their core business model from the very beginning.
- **Building a Better Future:** They address global challenges outlined in the UN's Sustainable Development Goals (SDGs).
- **The Power of Purpose:** Purpose-driven businesses are attracting customers, investors, and talent more than ever before.

## INVESTOR TRENDS:



- **Growth in Impact Investing:** According to the Global Impact Investing Network (GIIN), the impact investing market size is projected to reach \$3.1 trillion by 2025 (<https://thegiin.org/>).
- **Rise of Thematic Funds:** There's an increasing number of investment funds focusing on specific SDG goals. For example, a 2022 report by the Forum for Sustainable and Responsible Investment (US SIF) found that 88% of sustainable investment assets in the U.S. target one or more SDGs. (<https://www.ussif.org/about>)



## SDG-DRIVEN STARTUP GROWTH:



- **Accelerators and Incubators:** Many accelerators and incubators are now specifically focused on supporting SDG-driven startups. For instance, the UNDP SDG Impact Lab connects entrepreneurs with resources and mentorship to address global challenges through their businesses. (<https://www.undp.org/>)
- **Regional Growth:** The rise of SDG-driven startups is happening globally, not just in developed economies. Reports like the "State of Startup Funding in Africa 2023" by Briter Bridges (<https://briterbridges.com/reports>) highlight a significant increase in venture capital funding for African startups addressing social and environmental issues.

## CONSUMER PREFERENCES

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- **Sustainability Focus:** A 2023 McKinsey report (<https://www.mckinsey.com/capabilities/sustainability/our-insights>) found that 70% of consumers globally are willing to pay a premium for sustainable brands.
- **Increased Scrutiny:** Consumers are becoming more critical of companies' social and environmental claims.



**BENEFITS OF THE SDG-DRIVEN APPROACH**

## WHY GO SDG-DRIVEN?



### **Attract Top Talents:**

- Passionate & Purpose-Driven Employees.
- Build a Strong Employer Brand.

### **Unlock Funding Opportunities:**

- Secure Impact Investment.
- Diversify Your Funding Sources.

### **Build Brand Loyalty & Customer Trust:**

- Resonate with Socially Conscious Consumers.
- Enhance Brand Reputation.

### **Operate with a Clear Purpose:**

- Motivate Your Team.
- Strategic Advantage: Aligning with SDGs future-proofs your business and positions you for long-term success.



# SHIFTING A STARTUP MINDSET

## PRACTICAL STEPS FOR A STARTUP

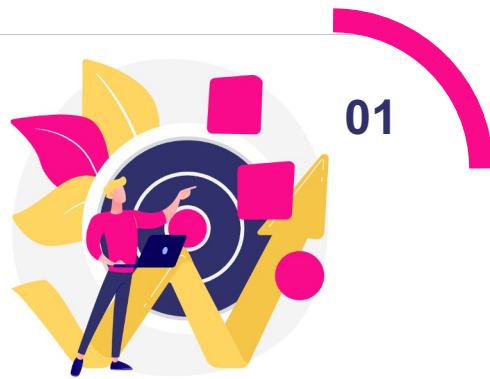


- **Identifying Relevant SDGs:** Analyze which SDGs align with your startup's core mission and target market.
- **Building Your Impact Model:** Design how your business will address the chosen SDG(s) through your product or service.
- **Measuring Impact:** Establish clear metrics to track and measure your positive social or environmental impact over time.



**OUR STORY**

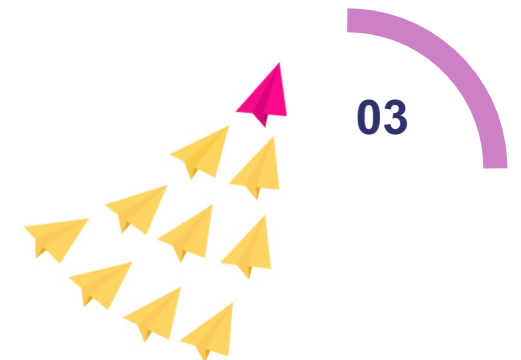
# WHY DOES EMOTIONAL INTELLIGENCE MATTER?



## Employability & Salary level



## Happiness & Life Satisfaction



## Company results & Performance



The World Economic Forum predicts that by 2030, workers will be required to possess **26% more emotional intelligence skills** than they do today. People with higher emotional intelligence **earn 33% more** and **feel happier**.

Soft skills training boosts **productivity and retention by 12%** and delivers a **250% return on investment** within 8 months.

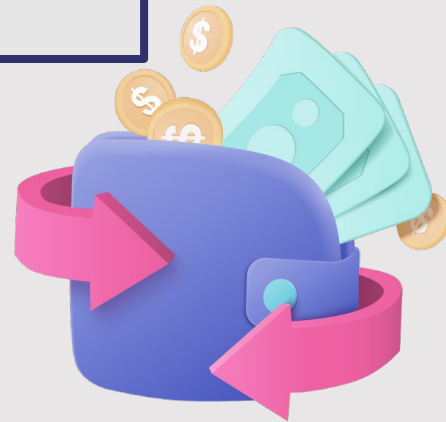
**Emotional intelligence can be improved by 25%**



# 71% of leaders

find existing solutions for the development of emotional intelligence as:

## PROBLEM



Expensive



Not Effective

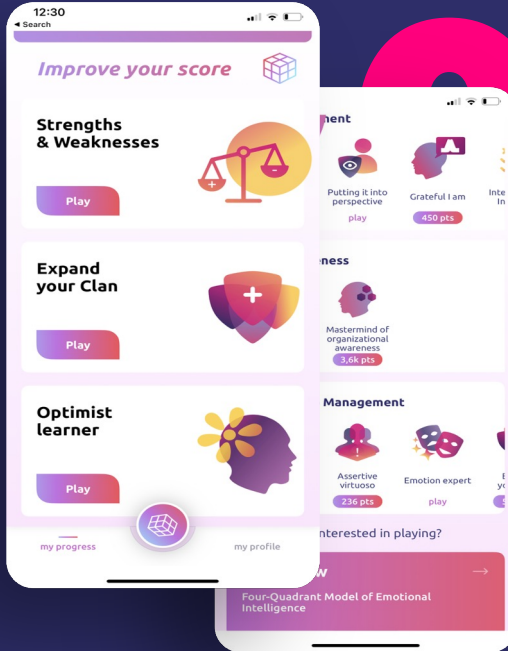
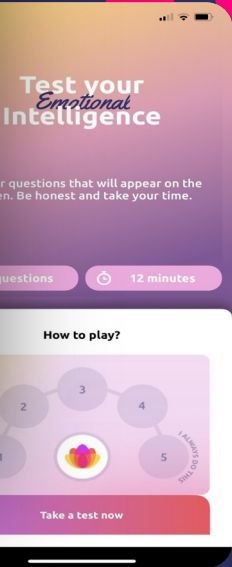


Time Demanding

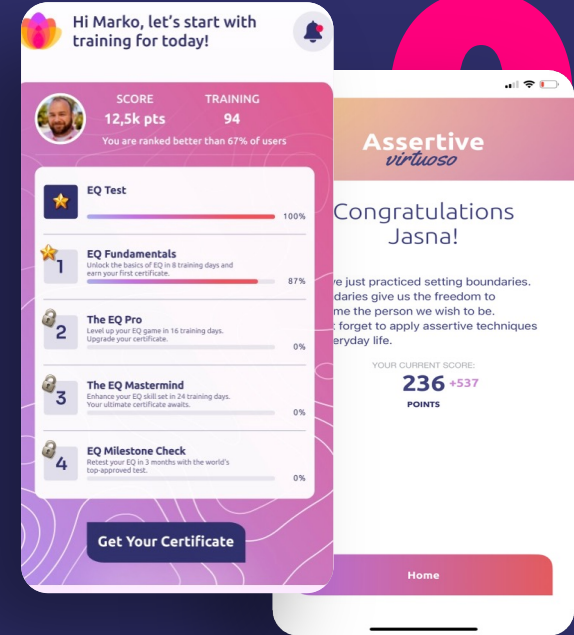
# SOLUTION



Measure



Develop



Track

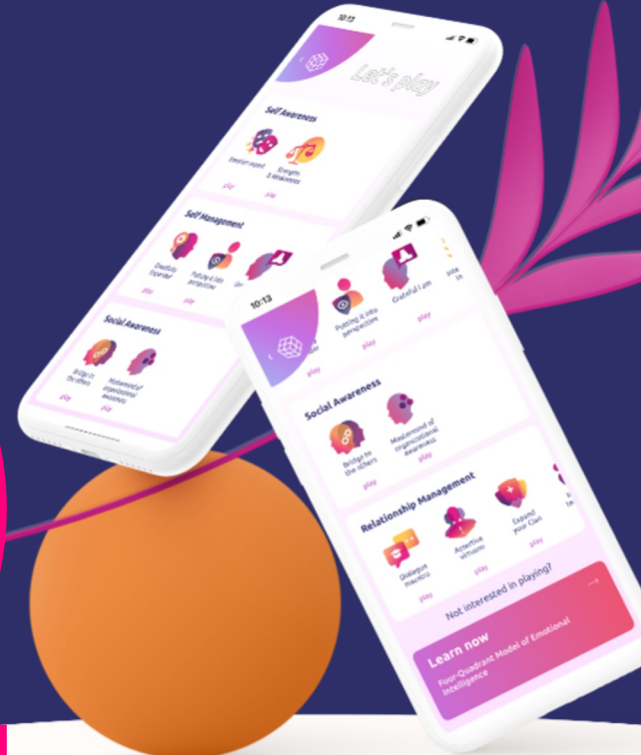
Flourish measures the user's emotional intelligence, proposes a development plan, and tracks progress through interactive personalized exercises and quizzes.

# DASHBOARD FOR MANAGEMENT



- Progress tracking
- Activity reports
- Overview of organization's strengths and weaknesses

Personalized, gamified and beautiful, Flourish helps turn soft skills into a habit. It only requires 10-20 minutes of weekly use



# SCIENTIFIC RESEARCH

„By checking the reliability of the EQ test, it was determined that the test has high reliability ( $r=0.899$ )“

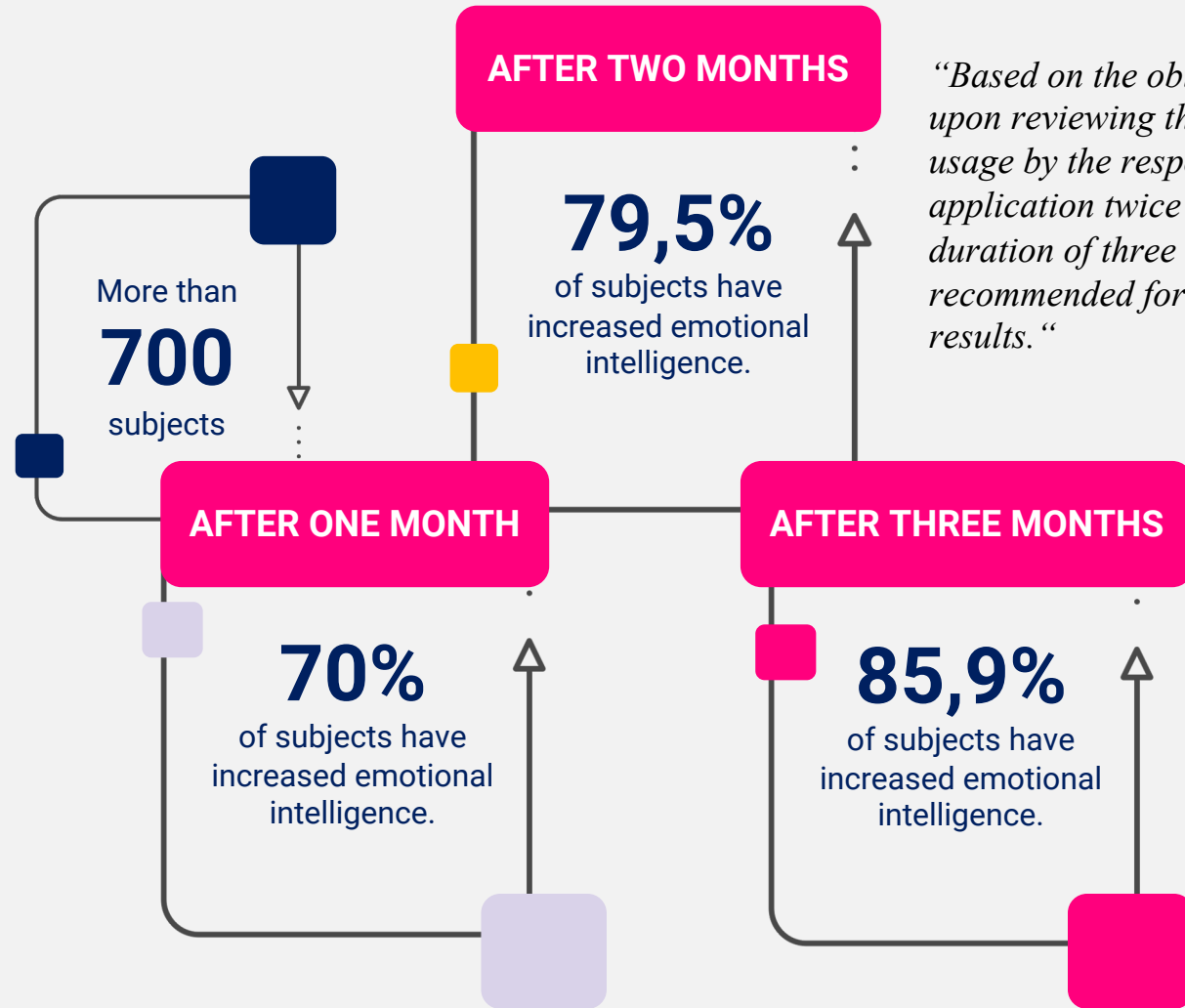
Ph.D. Bojana Miletic  
researcher & professor



Conducted by university psychologists, and esteemed scientists

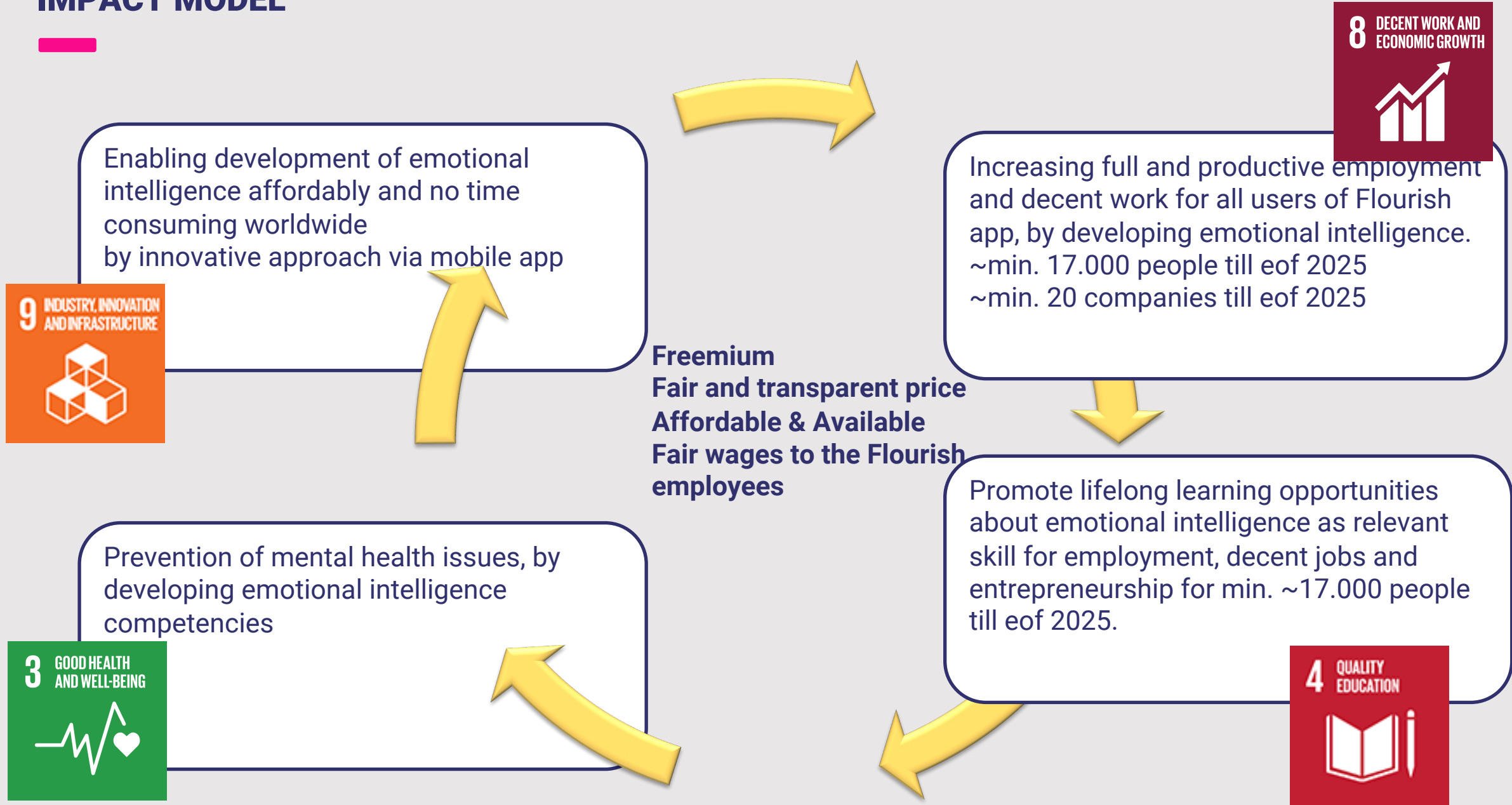


Three months of Flourish application usage monitoring







“Based on the obtained data and upon reviewing the frequency of app usage by the respondents, using the application twice a week for a duration of three months is recommended for the most optimal results.“

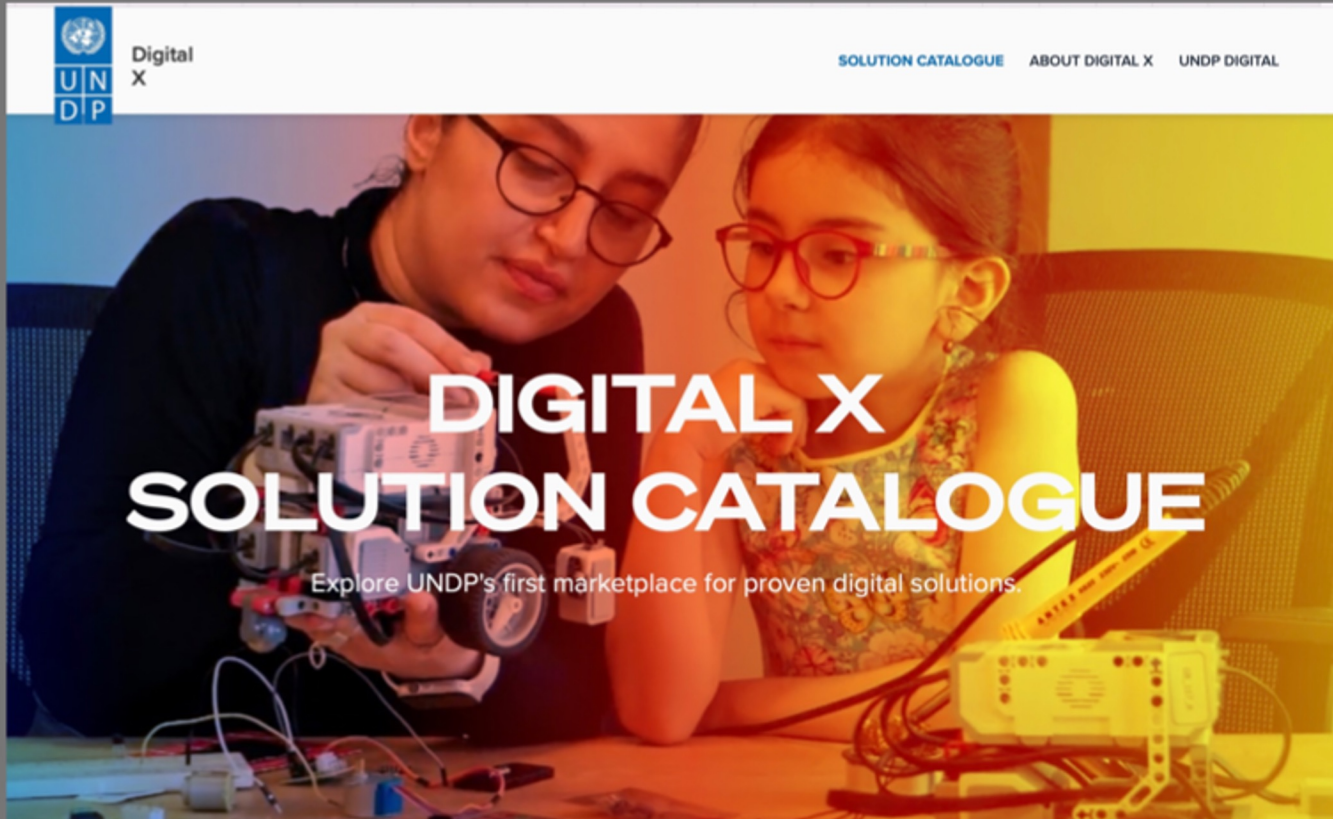
# IMPACT MODEL



# IMPACT MODEL

SDG	TARGETS	INDICATORS
	<p><b>3.4</b> By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being</p> <p><b>3.8</b> Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all</p>	<p><b>3.4.1</b> Mortality rate attributed to cardiovascular disease, cancer, diabetes or chronic respiratory disease</p> <p><b>3.4.2</b> Suicide mortality rate</p> <p><b>3.8.2</b> Proportion of population with large household expenditures on health as a share of total household expenditure or income</p>
	<p><b>4.3</b> By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university</p> <p><b>4.4</b> By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</p>	<p><b>4.3.1</b> Participation rate of youth and adults in formal and non-formal education and training in the previous 12 months, by sex</p> <p><b>4.4.1</b> Proportion of youth and adults with information and communications technology (ICT) skills, by type of skill</p>
	<p><b>8.5</b> By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value</p>	<p><b>8.5.1</b> Average hourly earnings of female and male employees, by occupation, age and persons with disabilities</p> <p><b>8.5.2</b> Unemployment rate, by sex, age and persons with disabilities</p>
	<p><b>9.5</b> Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending</p> <p><b>9.B</b> Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities</p>	<p><b>9.5.1</b> Research and development expenditure as a proportion of GDP</p> <p><b>9.B.1</b> Proportion of medium and high-tech industry value added in total value added</p>

# RECOMMENDED BY UNDP EXPERTS



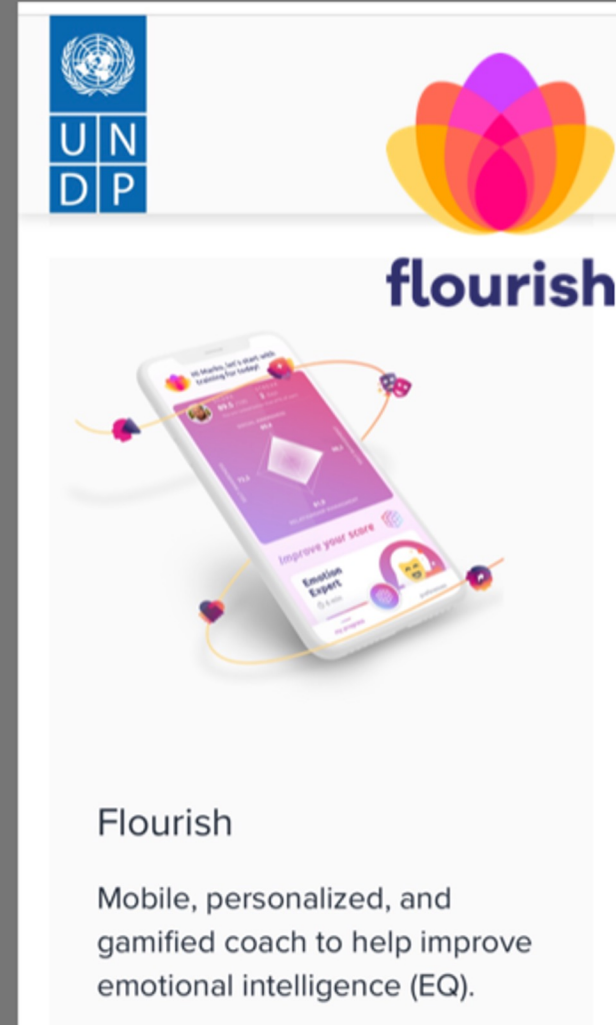
Digital X

SOLUTION CATALOGUE ABOUT DIGITAL X UNDP DIGITAL


## DIGITAL X SOLUTION CATALOGUE

Explore UNDP's first marketplace for proven digital solutions.

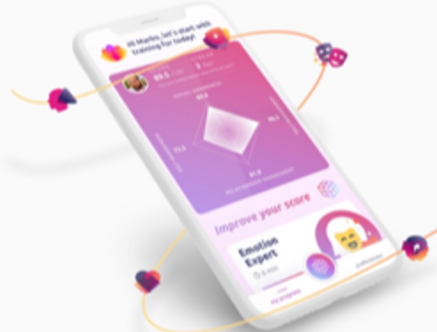
[www.flourishapp.me](http://www.flourishapp.me)



UNDP



flourish



Flourish

Mobile, personalized, and gamified coach to help improve emotional intelligence (EQ).

# CUSTOMERS



Powered by  
Arizona State University



Univerzitet Crne Gore



EPALE



88%

End users find  
Flourish App as a  
good way to improve  
EQ

93%

find Flourish  
interesting/  
amusing

97%

find Flourish  
intuitive and  
easy to use



# MOST INNOVATIVE COMPANY IN MONTENEGRO AND MOST INNOVATIVE STARTUP IN REGION



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# QUESTIONS



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