



# Green Business Support Programme

September 2023



# The Sustainable Change Partner

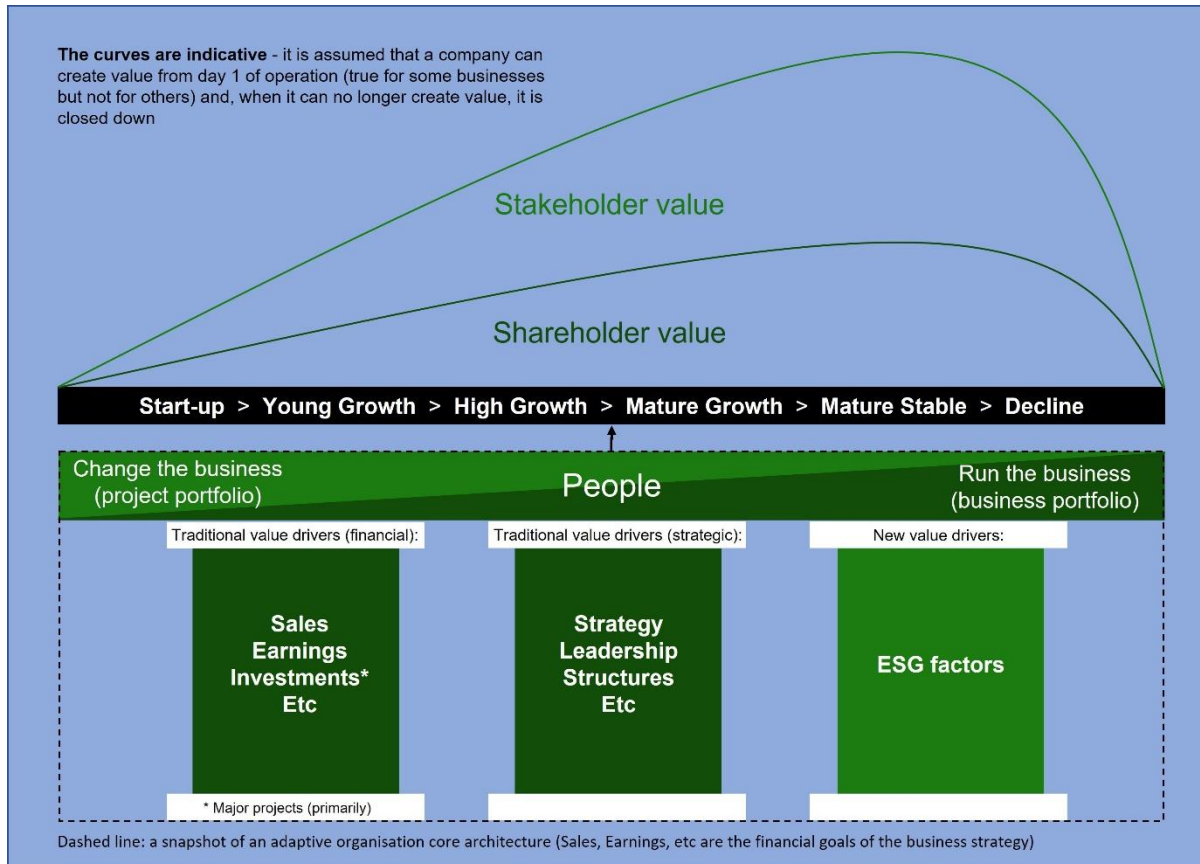


P27 is a team of Experts, Advisors and NEDs who help businesses, large and small, in Finance, Technology and other sectors plan and deliver sustainable change and increase their value.

We are a London-based firm incorporated in 2004 that offers services, such as Expert Advice and Venture Support, and operate the Green Business Marketplace (GBM).

We are a member of the [CDRT](#) – the Coalition for the Decarbonisation of Road Transport established by the Green Finance Institute, supported by HM Treasury.

# Sustainable Change: the three pillars



**To change sustainably, firms must manage:**

1. The traditional financial drivers of value, such as sales, earnings and investments to increase shareholder value over time, rather than short-term profit
2. The traditional strategic drivers of value, such as the strategy (non-financial goals), leadership, and structures to maintain an innovative organisation
3. The new drivers of value – the ESG factors to increase stakeholder value over time\*

\* Model introduced to the CISI members by M Tortone, director at P27, in the article [Sustainable change: the new model for value creation](#), published in The Review, the journal of the Chartered Institute for Securities & Investment (CISI).



# Green Business Support Programme



Pro-bono advice on the three pillars, tailored for each business (focused on specific problem areas).

The Green Business Support Programme (GBSP) is a quarterly one-to-one event series designed to help green businesses grow all the way to public markets in London, Milan, New York and Singapore or grow while remaining a privately owned company.

Events take place every 3 months on the 4th Thursday of the month. Event 1 took place on 27 Apr '23. The next 2 will take place on 26 Oct '23, and 25 Jan '24.

## **Who should apply?**

Tech & tech-enabled start-ups and scale-ups in strategic sectors, based in selected countries around the world (spec in p6), which offer solutions to help business clients transition to a greener and fairer economy.



# How GBSP works

## **APPLICATIONS**

P27 reviews the applications for each event day



## **TIMESLOTS**

P27 proposes a 30 min timeslot for the initial call (Zoom or Teams) to the businesses we can help\*



## **FOLLOW-UP CALLS**

After the initial call, each business can book up to two 30 min follow-up calls (pro-bono)

\* Places are subject to due diligence and the availability of experts.



# GBSP specification

<b>Scope</b>	<p><b>Areas (problem):</b> we provide advice on a number of areas, such as Change Management (strategic project &amp; portfolio management), Digitalisation, ESG integration, Leadership, Business Development, Business Planning, Compliance (e.g. tax, VAT and GDPR), Accounting Systems, Business Valuation, Funding Options, Marketing (including Digital), and Integrated Risk Management (including Geopolitical).</p> <hr/> <p><b>Sectors:</b> we prioritise solutions for the following sectors: Finance, Mobility, Energy and Food. <i>Note that Nuclear power is out of scope - we do not consider it to be green, primarily because of the unresolved problem of radioactive waste disposal.</i></p> <hr/> <p><b>Countries (base):</b> either UK or one of the following – APAC – Singapore, Vietnam, Australia, Japan and New Zealand; EMEA – the EU (all 27 countries), Israel, Monaco, South Africa, Switzerland, Turkey and the UAE; LATAM – Brazil; NA – Canada and the United States.</p> <hr/> <p><b><i>However, please feel free to apply if you are in a different sector or country, as long as you are a founder or leader of an active incorporated entity that has a Minimum Viable Product, a team of two or more people, and a HTTPS website in English.</i></b></p>
<b>Team</b>	Mauro Tortone, Strategy & Finance Director, supported by his team of experts, called in if & when needed/available, based on areas where help is needed.
<b>Effort and Duration</b>	The support we provide is a combination of 3 online consultations (30 min each), document review and email that can be completed in up to 9 months (best effort basis).
<b>Fees</b>	Pro-bono (free).



## GBSP next steps

[APPLY FOR A PLACE NOW](#)