



SBDI CENTER

Sustainable Business Development
and
Innovation Center

2024

Sustainable Business Development



18 UNITY IN
DIVERSITY



**People
Planet
Profit**



SBDI CENTER

Sustainable Business Development
and
Innovation Center

Author: Jeroen Rijnenberg

SBDI Center Foundation

7-3-2024



WORLD HISTORY2

TRADITIONAL BUSINESS DEVELOPMENT.....3

SUN TZU THE, ART OF WAR4

BUSINESS IS WAR.....5

THE HISTORY OF SUSTAINABLE BUSINESS DEVELOPMENT.....6/7

SUSTAINABLE DEVELOPMENT GOALS (SDG’S).....8/10

A WINDOW IN THE FUTURE.....11/12


FUTURE PROBLEMS.....13

OUT OF THE BOX THINKING.....14/16

SUSTAINABLE BUSINESS DEVELOPMENT.....17/19

SUSTAINABLE BUSINESS PLAN DEVELOPMENT.....20/22

Benjamin Franklin



An investment in knowledge pays the best interest. When it comes to investing, nothing will pay off more than educating yourself. Do the necessary research, study and analysis before making any investment decisions.

AZ QUOTES

WORLD HISTORY

TRADITIONAL BUSINESS DEVELOPMENT

Traditional business development was created based on unequal opportunity. The knowledge transferred is consciously hindered to maintain power. The world is built on oppression and fear, financial exploitation leads to modern slavery. The poorest countries (are the richest countries), in human capital and natural resources. Through corporate business colonization, divide, and conquer strategy, the current powers succeed in exploiting these countries, resulting in wars, fear, hunger climate change, natural disasters, and dead, with one goal to maintain a dominate roll of power, in their business, we can call this capitalism.

THE COURSE OF DESTRUCTION

Our world is divided due to borders, religions, and business. We suffer today, from the heritage of our colonial past, that created these borders, with their divide-and-conquer strategies. The colonial heritage is still visible in our education system, which teaches us, to gain a monopoly position in our business. The following teachings. **Porter's model**, teach us to, define our competition, and gain power in the supply chain, and among consumers. **Sun Tzu the art of war**, is implemented in governmental and multinational strategies, that teaching them how to defend and defeat, our competition, with out personal damage, due to internal intervention strategies. The philosophy of **Business is War**. These are some of our destructive examples of business development.

1. Explain in your own words way traditional business development is destructive.
2. Give 3 examples of historical destructions, cased by traditional business development.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

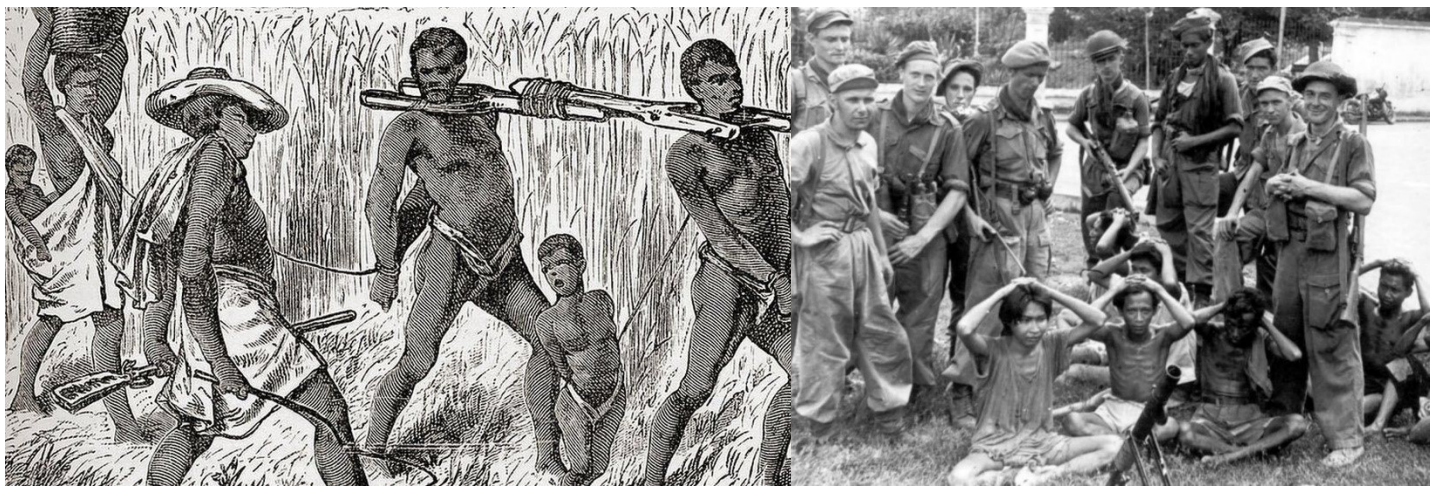
.....

.....

.....

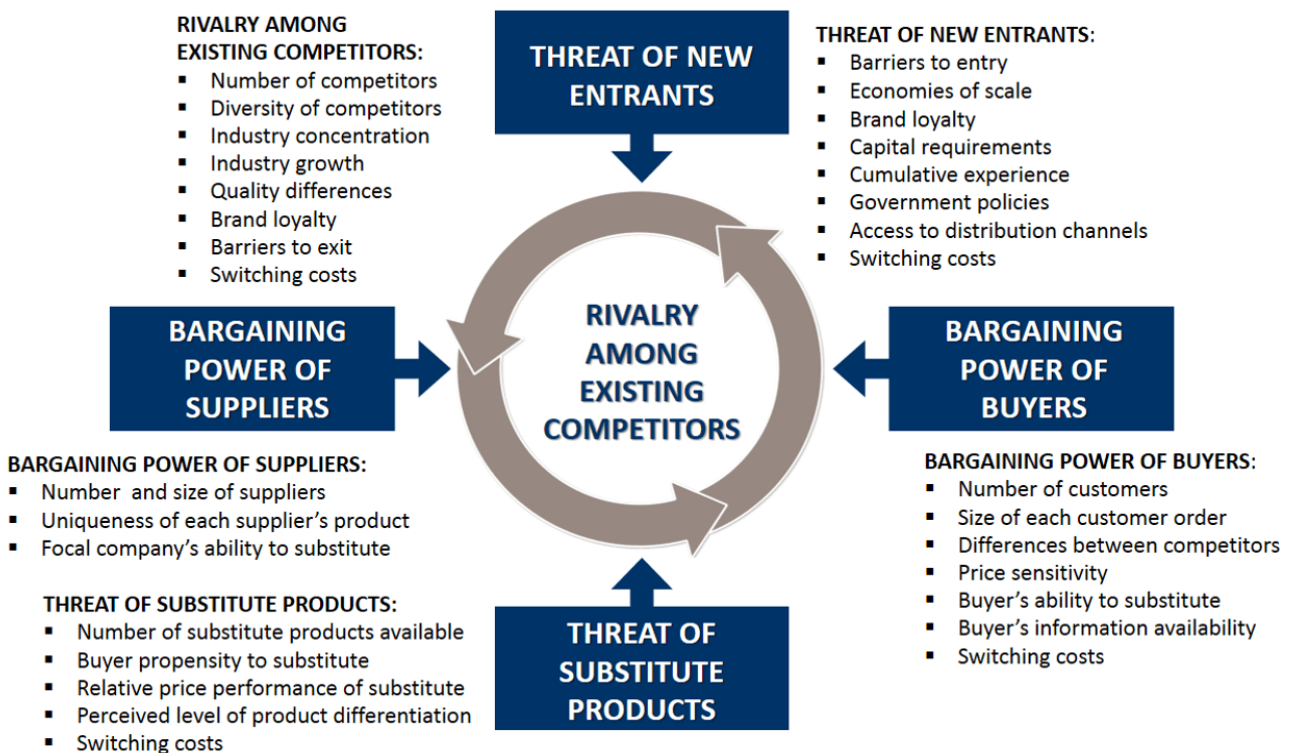
.....

.....



TRADITIONAL BUSINESS DEVELOPMENT

TRADITIONAL BUSINESS MODELS (PORTER)



https://en.wikipedia.org/wiki/Lyman_W._Porter
<https://insight.wellcode.io/five-forces-porter-strategy-marketing-industrial>
https://en.wikipedia.org/wiki/Expectancy_theory
https://en.wikipedia.org/wiki/Process_theory
https://en.wikipedia.org/wiki/Victor_Vroom
https://en.wikipedia.org/wiki/Expectancy_theory
https://en.wikipedia.org/wiki/Organizational_behavior

Research the link above and other online sources, and explain in your own words the business benefits and social negative effects of the porter model.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

SUN TZU THE, ART OF WAR

The Art of War of (of 'Sun Tzu's Military Method') is an ancient **Chinese military philosophy**, dating from (roughly 5th century BC). The work, which is attributed to the ancient Chinese military strategist Sun Tzu ("Master Sun"), is composed of 13 chapters. Each one is devoted to a different set of skills or art related to warfare and how it applies to military strategy and tactics. For almost 1,500 years it was the lead text that was formalized as the Seven Military Classics by Emperor Shenzong of Song in 1080.

The Art of War remains the most influential strategy text in East Asian warfare and has influenced both Far Eastern and Western military thinking, business tactics, legal strategy, politics, sports, lifestyles and beyond.

Is it feasible to build a successful business enterprise and beat your competitors without ever having to fight them? Are there parallels that can be drawn from military strategy and entrepreneurialism?

Those of us who have had the fulfilling experience of running small businesses know, the feeling that many times it can be outright war. Business enterprises at their core, are competitive with each another. Arguably the greatest text on tactical strategy, Sun Tzu's *The Art of War* teaches its readers, that the most logical way to confront ones competition is to subdue them by never fighting them at all. In the business battlefield today, known as the market place, successful business leaders apply Sun Tzu's strategy and tactics to defeat their competition and win market share. Written more than 2,500 years ago, *The Art of War* is heralded for advice on warfare strategy. Sun Tzu's teachings have since been applied by small business leaders and large company, CEO's alike to outsmart their competition.

Research online sources, and explain in your own words the business benefits and social negative effects of the Sun Tzu's *The Art of War* strategy's

.....

.....

.....

.....

.....

.....

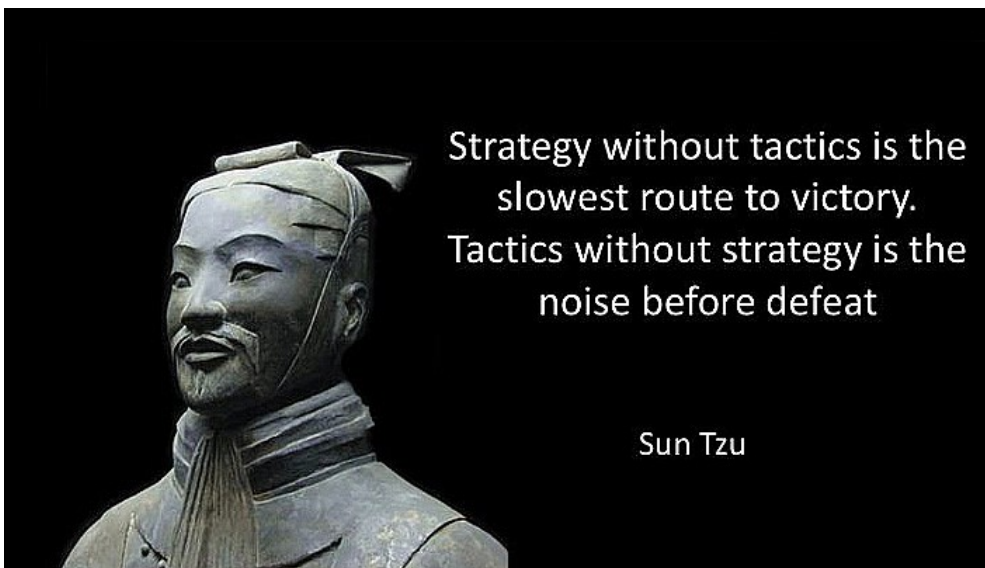
.....

.....

.....

.....

.....



BUSINESS IS WAR

Business is war, is the common mindset of SME's, Multinationals, and Government's. This destructive mindset is indoctrinated, due to our traditional business development education. You can find it back in almost every business related readings and studies. It contradicts the 10 principles and the 17 sustainable development goals of the United Nations. It blocks economic growth and prosperity. It ignores uniting business.



Give me 3 examples of company's that implement the strategy of, business is war. Describe the social and economic effects of the actions, from this 3 examples.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



THE HISTORY OF SUSTAINABLE BUSINESS DEVELOPMENT

The SBDI, Sustainable Business Development, is based on the study of ancient Javanese philosophy dated from the Majapahit Empire, Gotong Royong, which basically means together as one, Unity in Diversity.

The Matjapahit Empire was the Asian biggest empire, the empire gained its power due to its philosophy used in business, government, and society community's, **Unity in Diversity**. This philosophy is later adopted by the first president of Indonesia Sukarno.

Bhinneka Tunggal Ika, is the official national motto of Indonesia, inscribed in the National emblem of Indonesia, the Garuda Pancasila, written on the scroll gripped by the Garuda's claws. The phrase comes from the Old Javanese, translated to "Unity in Diversity." The phrase is also mentioned in the Constitution of Indonesia, specifically in Article 36A. The motto refers to the unity and integrity of Indonesia, a nation consisting of various cultures, languages, races, ethnicities, religions, and beliefs.

The phrase is a quotation from an Old Javanese poem Kakawin Sutasoma, written by Mpu Tantular, a famous poet of Javanese Literature during the reign of the Majapahit empire.

The SBDI Center Foundation combined this, philosophy with the 10 principles and 17 sustainable development goals of the United Nations and SBDI corporate goal 18 **Unity in Diversity**, as the main pillar of its sustainable business development.

Quote Sukarno

"The struggle and sacrifice that we have made for the liberation of our people from the shackles of colonialism, has been going on from generation to generation for centuries. However, the struggle is still not over. How can this struggle be said to be over if millions of people in Asia and Africa are still under colonial domination, still unable to enjoy independence?"

Explain Sukarno's influence at the United Nations, and the African Continents.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

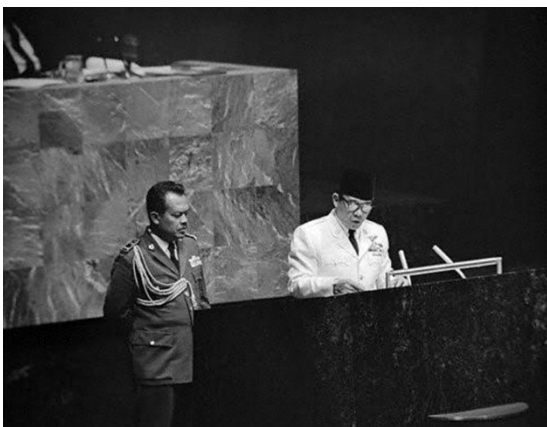
.....

.....

.....

.....

.....



Sukarno (Bung Karno) titled "To Build the World Anew", which he gave at the United Nations General Assembly in 1960, as the Memory of the World (MoW).



April 24, 1955: Heads of state of African and Asian nations convene at the Bandung Conference.

Mansa Musa came to power in 1312 and quickly set about consolidating his rule over the vast empire, which at its height stretched from present-day Senegal to Sudan. He was a strong and decisive leader, and his rule was characterized by a centralization of power and the expansion of trade and commerce.

Mansa Musa's governance impacted African politics was through his policies of religious tolerance. The Mali Empire was home to a diverse population of different ethnic and religious groups, and Mansa Musa made a point of treating all of his subjects equally. He did not impose a particular religion on his subjects, and instead allowed them to practice their own beliefs. This helped to create a sense of unity and cohesion within the empire, and it also helped to foster a culture of tolerance and mutual respect.

Mansa Musa also made a significant impact on the development of education and the arts in Africa. He was a patron of the arts and sciences, and he built several universities, libraries, and schools throughout the empire. He also encouraged the translation of important works from Arabic into African languages, which helped to spread knowledge and learning throughout the continent. Mansa Musa's governance also had a positive impact on the economy of the region. He encouraged the growth of agriculture and the development of new technologies, which helped to increase productivity and improve living standards. He also worked to improve the infrastructure of the empire, building new roads and canals to connect different parts of the region and making it easier for people to trade and communicate.

In conclusion, Mansa Musa's governance had a profound impact on African politics and society. His policies of religious tolerance and support for education and the arts helped to create a more united and prosperous continent, while his control of trade routes and focus on economic development helped to establish the Mali Empire as a major power in the region. His legacy continues to be felt today, as his governance serves as an example of how strong leadership, religious tolerance and development can benefit a country and its people.

Describe the similarities between the Mali Empire and Majapahit Empire.

Describe the social and economic benefits of unity in diversity strategy in business development.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



SUSTAINABLE DEVELOPMENT GOALS (SDG's)

The UN Global Compact was announced by UN Secretary-**General Kofi Annan** in an address to the World Economic Forum on 31 January 1999, and was officially launched at UN Headquarters in New York City on 26 July 2000

The UN Global Compact was initially launched with the first nine Principles. On 24 June 2004, during the first Global Compact Leaders Summit, Kofi Annan announced the addition of the tenth principle against corruption in accordance with the United Nations Convention Against Corruption adopted in 2003

The Ten Principles of the United Nations Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2: make sure that they are not complicit in human rights abuses.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: the elimination of all forms of forced and compulsory labor.

Principle 5: the effective abolition of child labor.

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges.

Principle 8: undertake initiatives to promote greater environmental responsibility.

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.



Explain in your own words, how to implement the 10 principles in your sustainable business plan.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all — laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of “Agenda 2030” are the 17 Sustainable Development Goals (SDGs) which clearly define the world we want — applying to all nations and leaving no one behind.

The new Global Goals result from a process that has been more inclusive than ever, with Governments involving business, civil society, and citizens from the outset. We are all in agreement on where the world needs to go. Fulfilling these ambitions will take an unprecedented effort by all sectors in society — and business has to play a very important role in the process.



Research One small-medium company, one multinational, and one NGO, and explain how they implemented the sdgs in their business.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Explain in your own words the difference between traditional business development and Sustainable business development.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

A WINDOW IN THE FUTURE

A business developer understands that he has to predict the future of business. International policies and problems are the engine of innovation. For this reason, a business developer analyses potential future problems and international policies, to create a window in the future.

An example of world policies are:

- Implementation of SDGs in business
- Energy transition, from fossil fuel to sustainable electric energy
- From chemical agriculture to organic agriculture
- Climate change, carbon CO2 reduction policies
- Carbon credits
- Carbon tax
- World food security

Designers and business developers are challenged to develop new solutions. New policy implementations are motivated by financial injections, in the form of Subsidiaries. Subsidiaries are available for designers and developers, to create new business opportunities. Therefore, the change of policies is responsible for innovations and new business opportunities.

Give me an example of innovations and business development, based on the example of world policies above. SDGs/ Energy transition/ Agriculture/ Climate change/ Carbon credits/ Carbon tax/ World food security.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....





https://en.wikipedia.org/wiki/Phase-out_of_fossil_fuel_vehicles

https://en.wikipedia.org/wiki/List_of_parties_to_the_Paris_Agreement

Above you will see the events where international policies are made and executed. In the links above you find information about the policy implementation of each country. Study the events to create a window in the future.

- How do these policies affect Indonesia?
- What is the policy change for Indonesia?
- What are the innovations and business opportunities for Indonesia?
- How do you see the future of Indonesia?
- How can you take advantage, of these policies?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

FUTURE PROBLEMS

Policymakers are politicians, they are not engineers, product developers, or business developers, therefore they have limited knowledge and know-how about the effects of changing their policies. They rely on engineers and product developers, to support them with problem solving.

Here is an example of the problem of climate change, and the policy to reduce fossil fuel.



Climate change	Problems
Temperature rise	Melting ice
Temperature rise	Drought
Temperature rise	Sea level rises
Temperature rise	Natural disasters
Temperature rise	Shortage of drinking water
Temperature rise	Agriculture problem
Temperature rise	Food problem

Climate actions	Problems
Stop fossil fuel consumption	Lack of energy
Electric mobility	High energy demand
Electric charging	Energy supply problems
Grid solar panels	Grid problems overload
Grid wind turbines	Grid problems overload
Grid power plants	CO2 pollution
More energy consumption	Energy production problems

Research countries that have energy problems caused by policy change.

Explain the course of the problems.

Explain the size of the problem.

Explain the future energy problems in your country

.....

.....

.....

.....

.....

.....

.....

.....

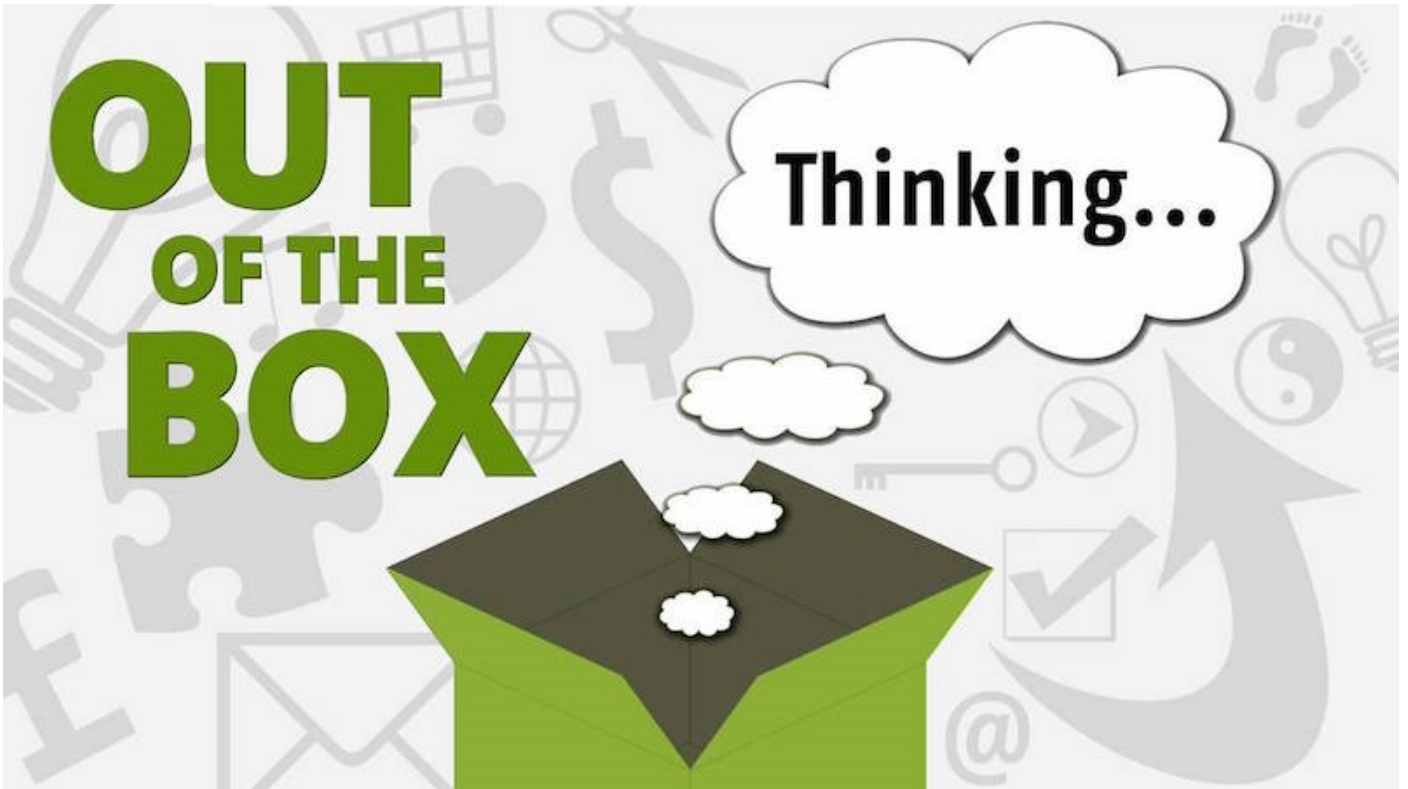
.....

.....

.....

.....

OUT OF THE BOX THINKING



The box



Count their laws and inventions for our time? **NO!**

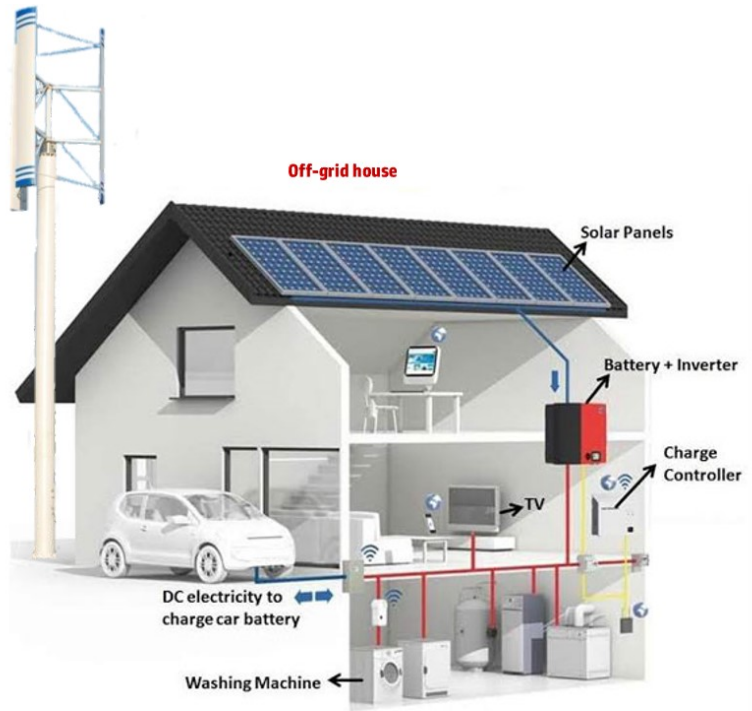
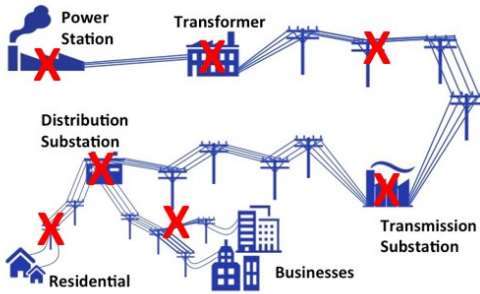


All our products are DC
Why do we still need AC?



DC tot DC save 40 to 60%
Energy consumption

Off-grid is the future
Create what you need







100%
Produkt Original



SAFE
Pengiriman
Aman & Cepat



Produk
Garansi Resmi





Adaptor Charger Laptop Sony 19.5V-3.9A

Specification :

- Charger Sony Vaio DC
OUTPUT : 19.5V 3.9A
- Input Voltage : AC 100-
240v 1.5a
- Connector Size : 6.0mm
with middle pin
- Model : VGP-AC19V20
- Power : 75W

Input laptop power supply Indonesia, AC 220V x 1,5Ampere = 330watt
Output power supply, laptop use, DC 19,5V x 3,9 Ampere = 76.05 watt
Energy lose by direct use of power supply = 330watt-79.05 watt= 250,95 watt

By developing an off-grid DC to DC system we can save our energy consumption between 40 and 60%

Product development examples



Find sustainable products that have potential business in your country
Explain the way the product has a potential business in your country
Explain the social, and financial, benefits of the product

.....

.....

.....

.....

.....

.....

.....

SUSTAINABLE BUSINESS DEVELOPMENT

Business development starts with a good business plan, a good business plan upscales the success rate of your business.

A business plan is created for multiple reasons.

- Navigation tool for your business
- Source document for your communication
- Business strategy tool
- Branding strategy tool
- Business monitoring tool
- Business management tool
- Corporate identity creation tool
- Target tool
- Sales tool
- Analyze tool
- Financial management tool
- Product development tool
- Investment tool

The creation of a business plan and the value validation of your business plan depends on the business. A business plan we call Intellectual property (IP)

A business value can be divided into 3 segments.

1. Intellectual properties (IP)
This is your business plan, business strategy, developed products, product research, and prototypes.
2. Goodwill, (GW) goodwill is the amount of your consumer, stakeholders, brand equity, supply chain, staff, management, and strategic operations. (brand equity, mostly has the highest value within your goodwill).
3. Assets, this are buildings, equipment, cars and other physical products .
Together they represent the value of your company.

A sustainable business developer understands the concept of value creation, therefore his high focus will be IP and GW development strategy, this strategy creates, consumer loyalty, stakeholder loyalty, and supply chain loyalty as well as efficient management.

Asset creation will have a lower priority, this because the value of assets will decrease during a period of time.

Human capital, human capital is the biggest value for a company.

Human capital can be divided into 4 segments

1. Consumer human capital
2. Stakeholders human capital
3. Supply chain human capital
4. Company human capital

The focus of a sustainable business developer is, therefore, human capital creation, (your financial capital is equal to your human capital) (your net worth is your network)

Sustainable business development is looking at business true a different eye glass.



Link 1 <https://sdgs.un.org/goals>

Link 2 <https://www.unglobalcompact.org/library>

Link 3 <https://www.unglobalcompact.org>

Explore the SDG goals at link 1 and 2, give a summary of the impact SDG's implementation has on business. Explore link 3, research the UNGC members, download there communication on progress (COP) and explain how they implemented the SDG's in there business strategy, and way they implemented the SDG's in there strategy.

.....

.....

.....

.....

.....

.....

SUSTAINABLE BUSINESS PLAN DEVELOPMENT



<https://www.youthassembly.org/fundraising-guide/>

<https://www.networkforgood.com/resource/build-fundraising-plan-propels-nonprofit-forward/>



1. Best Overall: [Kickstarter](#)
2. Runner Up: [Indiegogo](#)
3. Best for Creators: [Patreon](#)
4. Best for Shopify Stores: [Crowdfunder](#)
5. Best for Personal: [GoFundMe](#)
6. Best for Small Businesses: [Fundable](#)
7. Best for UK and Europe: [Crowdcube](#)
8. Best for Nonprofits: [Mightycause](#)
9. Best for Seed-Stage Companies: [SeedInvest](#)
10. Best for High-Growth Startups: [StartEngine](#)

Business plan index

1. Introduction
2. Company mission
3. Company vision
- Product**
4. Product research
5. Market research
6. Development Research
7. Product introduction
8. Product development plan
9. Product specifications
10. SDG's product implementation
11. Product development methodology
12. Product prototyping
13. Product testing
- Management**
14. Management plan
15. Management strategy
16. Management organogram
17. Management models
18. SDG's Implementation in Management
- Communication**
19. Communication plan
20. Communication strategy
21. SDG's implementation
22. Communication models
23. Internal communications
24. External communications
25. Brand equity
26. Human capital development
- Measurement tools**
27. Market analyse
28. Swat analyse
29. Trent analyse
30. Policy analyse
- Operational plan**
31. Operational strategy
32. Operational organogram
33. Supply chain strategy
34. Stakeholders
35. Strategic partners
- Sales plan**
36. Sales Strategy
37. Sales organogram
- Financial plan**
38. Investment strategy
39. Investment plan
40. ROI calculations
41. Solvability calculations
42. Financial overview short 3 years
43. Financial overview long 5 years



Make a group existing of the following functions

1. Chief Executive Officer (CEO) **is the highest officer charged with the management of the organization he is responsible to develop business strategies.**
3. Chief Communications Officer (COO) **Responsible for all the internal, external communication, and communication strategy development.**
4. Chief Financial officer (CFO) **Responsible for all the internal and external financial matters.**
5. Chief technology officer (CTO) **Responsible for technology, research, product development.**
6. All the exclusive officer will have operation managers to execute there strategy.
7. All the operation managers, will manage there operators, to execute the operations of the company.



The rich invest in time, the poor
invest in money.

— *Warren Buffett* —

AZ QUOTES

