



nexworks



Catalyst Empowerment Summit

From Purpose to Action: How to Leverage Innovation to Solve the World's Biggest Problems

Daniel Elizalde, Product Advisor for Climate Tech
Companies at DanielElizalde.com

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Going from purpose to action means:

Applying your skills to accelerate solutions to problems you care about.

Going from purpose to action means:

Applying ^③ your skills to accelerate
solutions _② to problems _① you care about.

1- Be clear about the problem to solve



Problem: Climate change

Plastic waste

Circular economy

Droughts

Methane gases

Energy transition

Forecasting

Social impact

Building electrification

Resiliency

Food shortages

ESGs

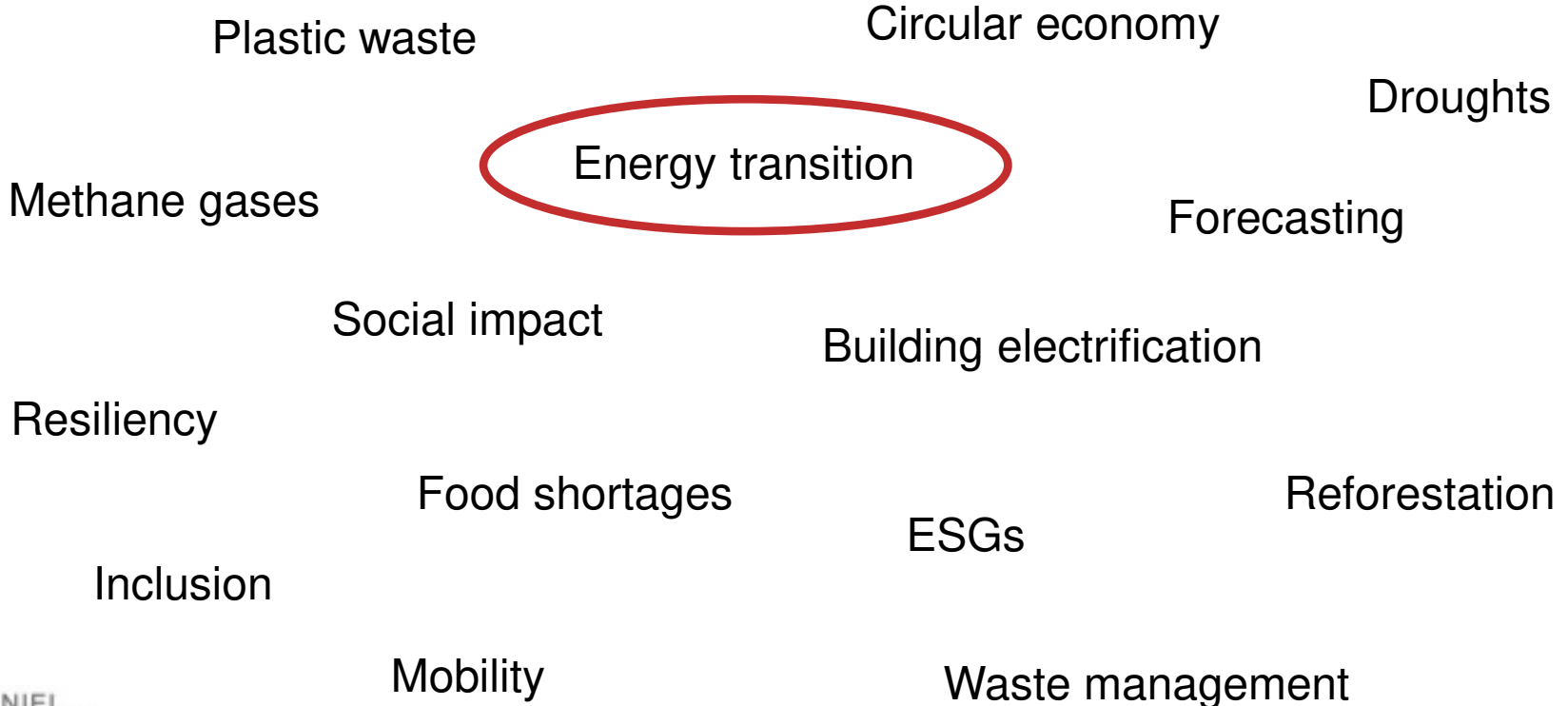
Reforestation

Inclusion

Mobility

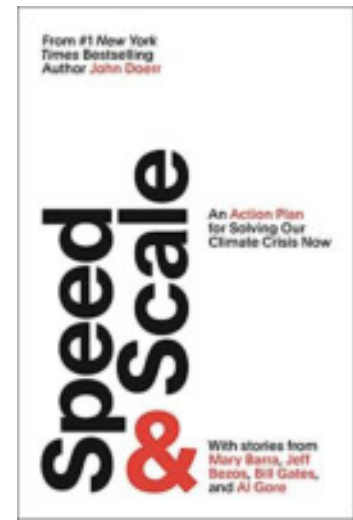
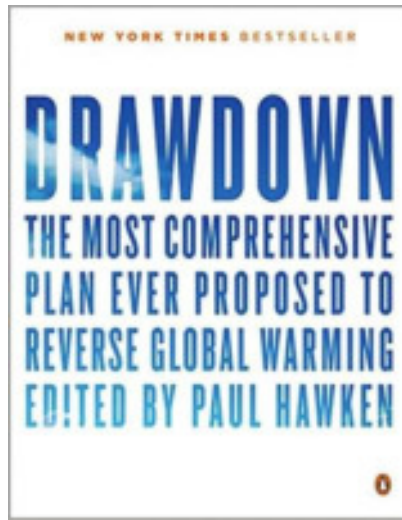
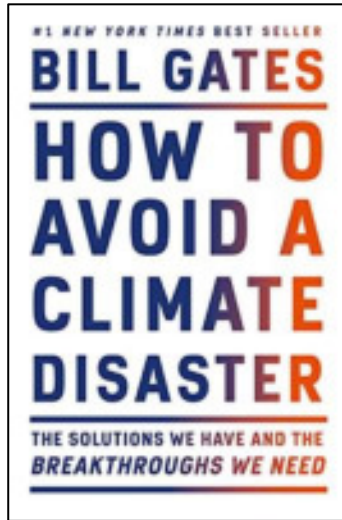
Waste management

Problem: Climate change



2 - Understand the solutions

Learn about the industries, verticals, use cases, and companies involved in your area of interest.



3 - Use your skills to accelerate solutions



This your action area

3 - Use your skills to accelerate solutions

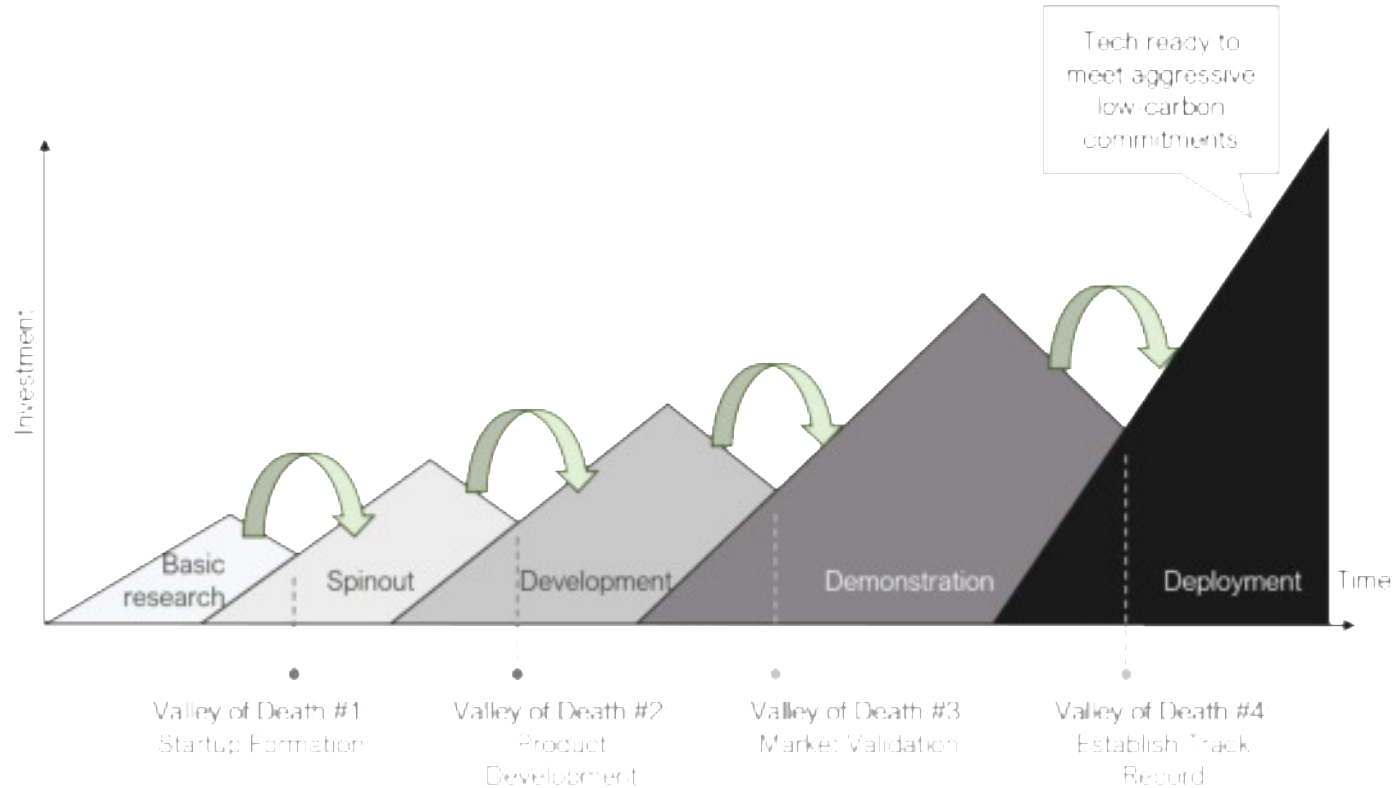
My target audience's
challenge:
Navigate the four
valleys of death



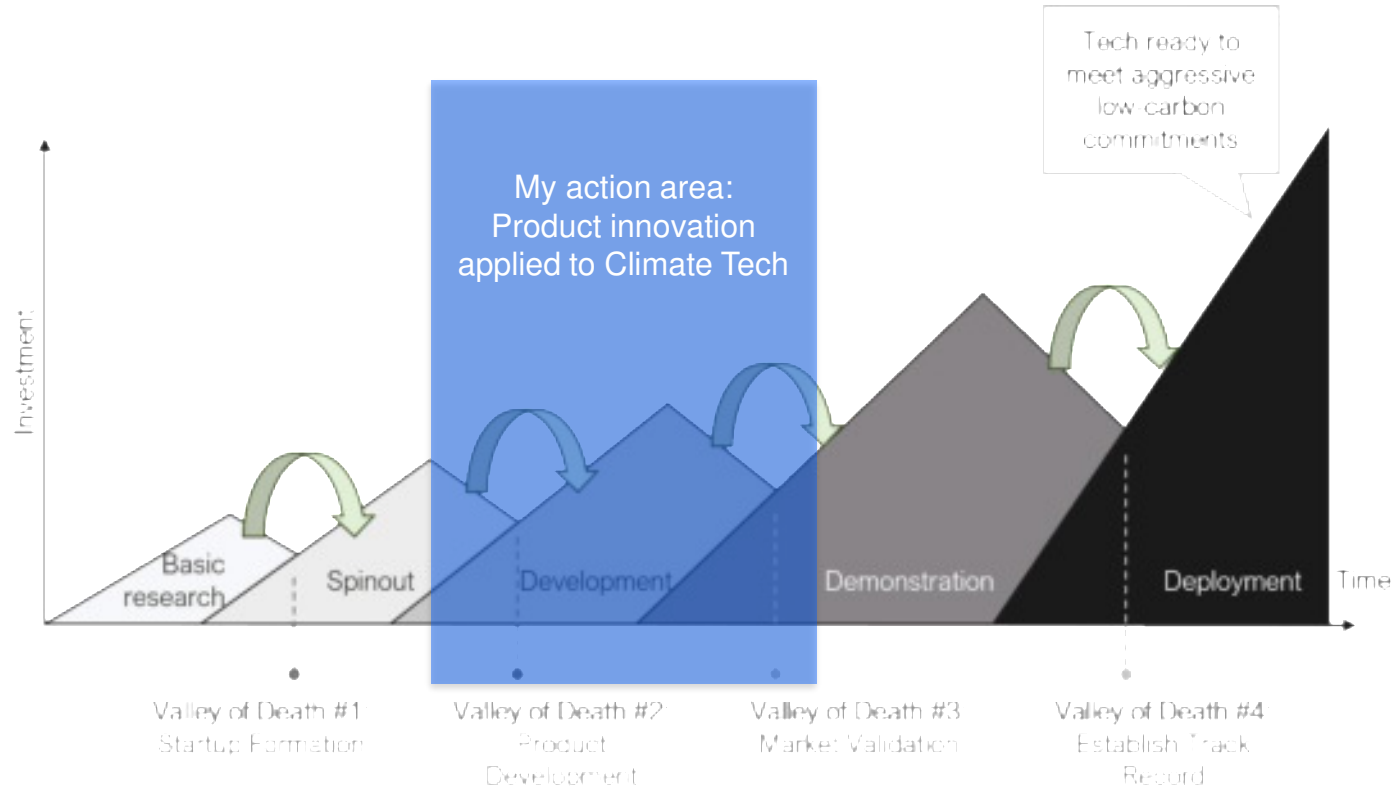
My expertise:
Product innovation

This your action area

Climate Tech's Four Valleys of Death

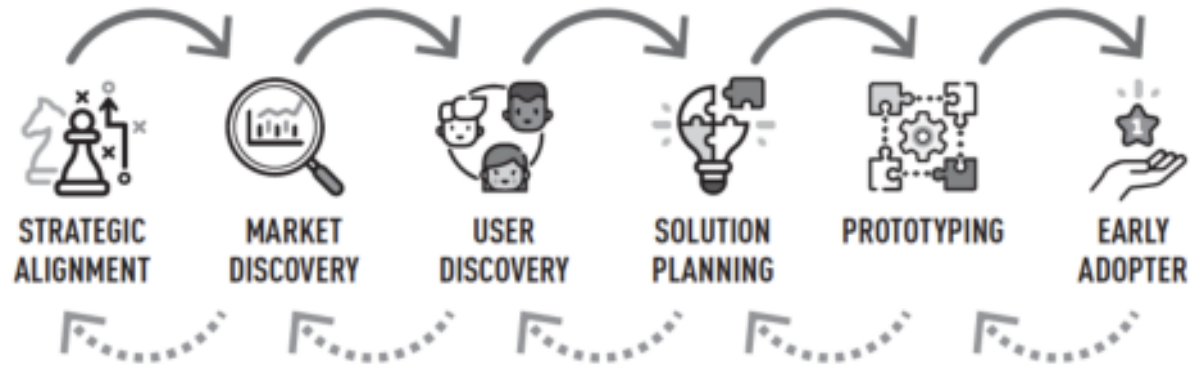


Climate Tech's Four Valleys of Death



Turning my purpose into action

I help Climate tech product teams working on decarbonization and energy transition solutions accelerate their product's time to market.



Going from purpose to action means:

- 3 Connect with companies that can leverage your skills to accelerate their solutions.

Applying your skills to accelerate solutions to problems you care about.

2

Understand the current solutions and who is working on them.

1

Be clear about the problem to solve.

How will you turn your purpose
into action?

Thank You!

- Q&A
- Stay in touch:
 - daniel@danielelizalde.com
- Download chapter one for free at:
 - B2BInnovator.com

