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Mr Poulsen has an extensive knowledge of cleantech, business development and entrepreneurship. He has built up the The Green Entrepreneur House from the ground in September 2013 to today with more than 100 startups. By making the product and business development customer-driven he helps the entrepreneurs cross the valley of death. He has more than 25 years' experience within cleantech, innovation, entrepreneurship, business development and has successfully been an entrepreneur himself.