

B Corps are

*Best-for-the-world businesses
measured by impact*





In Europe: **400** B Corps

Globally, in 6 continents: **2,302** B Corps in **50+** Countries
 + **5,000** Benefit Corporations by law in the USA & Italy

Faces of B Corp CEOs



Shazi Visram, Happy Family; **Adam Lowry**, method; **Yvon Chouinard**, Patagonia; **Joao Paulo Ferreira**, natura; **Karim Khoja**, Roshan; **Maria Emilia Correa**, Banco de Colombia; **Kat Taylor**, Beneficial State Bank; **Peter Blom**, Triodos Bank; **Lorna Davis**, DanoneWave; **Emmanuel Faber**, Danone; **Vivina Berla**, Sarona Asset Management; **Guy Villax**, Hovione; **Michel Alessi**, Alessi; **Jessica Alba**, The Honest Company; **Stephen Muthee**, Daproim; **Al Gore**, Generation Investment Management; **Elizabeth Laville**, Utopies; **Corey Lien**, Domi Earth.

Stories of B Corps

- Fairphone, the world's first and only ethical mobile phone >

www.fairphone.com



- Tony Choclonely, the world's first slave-free chocolate >

www.tonyschoclonely.com



- Solarus, the world's first magnifying solar panel >

www.solarus.com



- Roshan, Afghanistan's leading communications' provider >

www.roshan.af



- Pukka Herbs, the world's fastest-growing organic herbs' company >

www.pukkaherbs.com



- Warby Parker, North America's coolest eyeglass company >

www.warbyparker.com



Impact is the new measure of success

B Corps define, measure and certify

Impact (\equiv Benefit) as Business + Brand + Book Value

through the B Corp Impact Assessment, BIA[®]

- **Business Value:** ↑ business models to capture opportunities from economic / social / cultural / environmental needs, ↑ boldness of purpose, ↑ employee engagement / empowerment
- **Brand Value:** ↑ trust, ↑ innovation, ↑ vision, ↑ sustainability, ↑ inclusion / diversity
- **Book Value:** ↓ risk, ↑ reputation, ↑ transparency, ↑ accountability, ↑ future performance potential, ↑ leadership & employee talent, ↑ impact culture

Impact on well-Being

The B Corp Impact Assessment

GOVERNANCE



Governance

- Transparency
- Disclosure
- Leadership

WORKERS



Workers

- Job Growth
- Compensation & Benefits
- Employment Practices
- Work Environment
- Employee Engagement

COMMUNITY



Community

- Suppliers
- Local
- Diversity
- Volunteerism

ENVIRONMENT



Environment

- Energy Use
- Facilities
- Supply Chain
- Manufacturing

BUSINESS MODEL



Business Model

- Direct Impact Products /Services
 - Targeting Underserved Communities
 - High Impact Supply Chain
 - Innovation / entrepreneurship / disruption
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The Benefits

B Corp status helps companies:

1. Elevate Purpose & create new business opportunities from the world's growing social, environmental, human challenges
 2. Improve Performance and Benchmark
 3. Build Trust
 4. Differentiate from Pretenders
 5. Attract and Engage Talent
 6. Collaborate with Peers and achieve higher impact; influence agenda.
 7. Save Money and Access Services
 8. Generate Qualified Press
 9. Raise Capital from impact investors
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The BIA and beyond

1. The only global, & independent (B Corp Impact Assessment : BIA), 360° **certification** measuring **impact**
 2. An ***analytics***' dashboard, with 70,000 users and '00s of investors
 3. A hands-on ***management and learning tool***
 4. A CEO ***network*** comprising 2,251 businesses in 50+ countries + 5,000 Benefit Corporations by law in the USA & Italy (pending in 5 other countries) active since 2006
 5. A ***B2B*** platform
 6. *A philosophy of business as a force for (+ve) change, a force for good, incl. the B Corp Academy*
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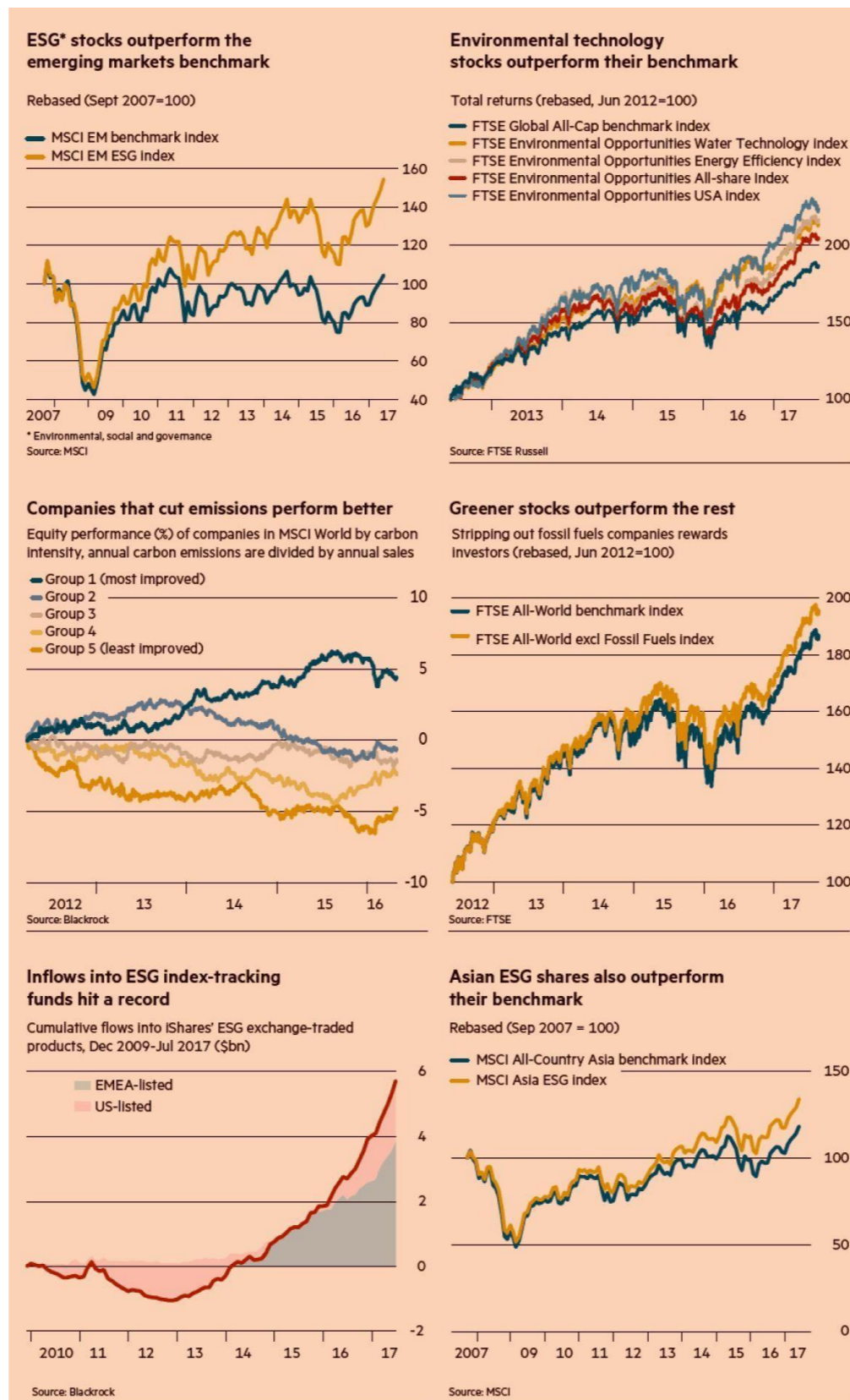


Paul Polman
CEO Unilever

Unilever CEO Paul Polman announces Unilever's participation in B Lab's **Advisory Council for Multinationals and Public Markets**, working to create a viable path for multinational and public companies to become Certified B Corps.

<https://www.youtube.com/watch?v=D86wxaeyNWQ>

Impact leads to higher financial returns



Investing in B Corps

- **B Corps that have done IPO:**
 - Rally Software (NYSE: RALY)
 - Etsy (NASDAQ: ETSY)
- **Public Companies that have Certified:**
 - Natura (BVMF: NATU3)
 - Snakk Media Lmt'd (NZAX: SNK)
 - Australian Ethical (SX: AEF)
 - New Resource Bank (OTCMKTS: NWBN)
- **B Corps acquired by Public Companies:**
 - Plum Organics by Campbell Soup Co.
 - Happy Family by Group Danone
 - Five a.m. by PZ Cussons
- **Public Companies that Certified a Subsidiary:**
 - Ben & Jerry's by Unilever
 - New Chapter by Procter & Gamble
- **B Corp Exits:**
 - Good Guide -> UL
 - Dansko -> ESOP Conversion
 - New Leaf Community Markets -> New Seasons Markets (certified)
 - Method -> Ecover (certified)
- **News Coverage of B Corps anticipating IPO:**
 - Warby Parker
 - Honest Company
 - Hootsuite

ANDREESSEN
HOROWITZ



FOUNDERS FUND



OMIDYAR NETWORK™

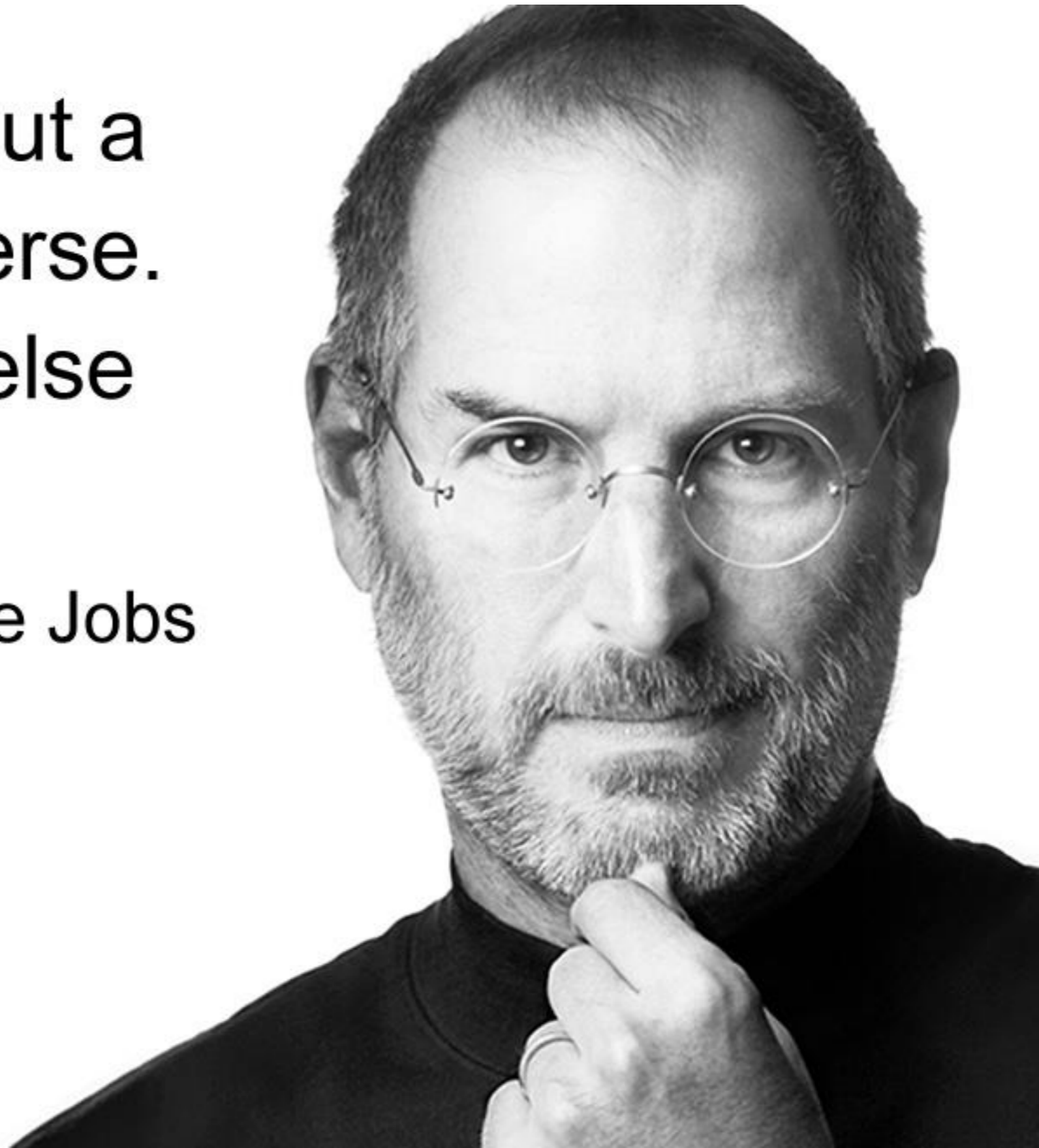


acumen
FUND

KPCB | KLEINER
PERKINS
CAUFIELD
BYERS

“We're here to put a dent in the universe. Otherwise why else even be here?”

~ Steve Jobs



High consciousness + entrepreneurship = B Corp leader



Join the impact revolution

Become a B Corp

- 70,000 businesses are using the B Corp tools to measure their impact, with an expected 20,000 new users a year.
- Clear first mover's advantage in joining. Why wait?
- Make business great and good ! Entrepreneurship's the most powerful force for change in the world - but its reputation is low. Why? B Corps want to change that and prove the true value of entrepreneurship as a force for good.