



METANOIA GLOBAL INC.
2014 ANNUAL BENEFIT REPORT

NARRATIVE

Metanoia Global Inc. strives to create large-scale social and environmental change across the world through a new way of doing business that combines profit and purpose. We put Social Entrepreneurs in the center of our world and provide them with the right foundation of support—the best partners and resources that we can find—to make them successful. We are a “virtual business incubator and accelerator” of sorts, but the way we do it is by walking alongside entrepreneurs as a trusted guide and partner for some or all of the journey.

This year we were proud to launch Metanoia and begin to serve social entrepreneurs. Since we are a mission-driven organization, we decided to incorporate as a benefit corporation in order to align our legal structure with our values.

A Benefit Corporation is a new class of corporation that is required by law to create a benefit for society as well as for shareholders. Benefit Corporations must create a material positive impact on society and the environment, by taking into account the impact of their decisions on all stakeholders. Benefit Corporations pursue non-financial interests, such as social benefit, employee and supplier concerns, the local community and environmental impact.

2014 was a start-up year for Metanoia. We worked with three clients, two were non-profits (one located in the United States and one located in South Africa) which enable social entrepreneurs / social enterprise, and one was a social business located in the United States. We worked with these clients to help them build internal capacity, create a more effective operating environment and tell their stories.

Our social / environmental vision is to be the enablers of social entrepreneurs / social enterprise. (We are currently focused on the United States and Africa.) When they are more successful by having businesses that scale and run well, then they achieve their social / environmental missions and benefits—and in turn we accomplish ours.

Below is a selection of our work during 2014:

- We provided business development consulting for a socially focused travel company (for profit) based in New York, but delivers trips globally, to help them close and grow more business.
- We provided website development services and strategic and operational consulting for a South African non-profit which provides leadership training to the top 25 young leaders on the continent ages 25-40. The organization also provides an ongoing platform for the alumni network to work together and have a platform for thought leadership and collaboration on projects. The network consists of social entrepreneurs and other leaders across different sectors.
- We provided marketing and operational services, particularly focused on the definition and incorporation of values for a New York-based non-profit focused on developing community-based social enterprises in Malawi, which in turn fund care for orphans and vulnerable children.

Transparency is an important part of living up to these values, as such all Benefit Corporations required to publicly report on their social and environmental performances using established third-party standards. We have chosen to use the B Impact Assessment as its third-party standard to measure our social and environmental impact because the B Impact Assessment is a trusted standard for measurement of the holistic performance of a company. We considered a number of other standards, and ultimately decided to use B Impact Assessment because of its focus on Governance, Community, Workers and the Environment.

See our score page 4, *Assessment*.

ASSESSMENT

	Your Total Pts	Percent Earned ⓘ	(141) Ordinary Businesses ⓘ	(1,075) Other Sustainable Businesses ⓘ	(536) B Corps ⓘ
Overall Rating	88.5 pts		51 pts	80 pts	97 pts
Governance	16.7	66.9%	6	10	14
Corporate Accountability	13.4	74.7%	3	8	10
Transparency	3.3	47.0%	3	3	4
Workers	8.0	16.1%	20	22	26
Compensation, Benefits & Training	3.7	11.1%	15	15	17
Worker Ownership	2.7	100.0%	1	2	3
Work Environment	0.8	9.5%	4	4	5
Community	16.3	29.7%	15	32	44
Community Practices	15.7	29.7%	10	18	20
Suppliers & Distributors	2.0	33.3%	2	4	4
Local Involvement	4.7	33.3%	3	5	6
Diversity	2.5	18.2%	1	2	3
Job Creation	1.2	40.0%	1	2	2
Civic Engagement & Giving	5.3	33.3%	2	4	5
Consumers	42.2		5	15	18
Consumer Products & Services	42.2		5	15	18
Serving Those In Need					
Products or Services	27.8				
Environment	5.2	26.0%	6	9	13
Environmental Products & Services			2	4	8
Environmental Practices	4.3	28.0%			
Land, Office, Plant	3.2	48.7%	3	4	5
Inputs	0.0	0.0%	1	2	3
Outputs	1.1	28.6%	1	1	1
Suppliers & Transportation	0.0	100.0%	0	1	3

OWNERS

Shareholders owning more than 5% of the company are listed below:

- Whynde Kuehn