



3P Partners, Inc.

2017 BENEFIT REPORT

SELF-REPORTED & UNVERIFIED*

Created from the 2017 B Impact Assessment on the version designed for:
Service companies, 1-9 employees, Developed Markets - U.S.



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Thank you for your interest in 3P Partners, Inc.'s 2017 Benefit Report.

3P Partners, Inc. is a legally-incorporated benefit corporation in the state of NY¹. A benefit corporation is a corporation that has voluntarily met the highest standards of corporate purpose, accountability, and transparency. Benefit corporations have a corporate purpose to create a material positive impact on society and the environment, have expanded the fiduciary duty of their directors to include consideration of stakeholder interests, and are required to report on their overall social and environmental performance.

In this report you will find:

- **B Impact Report:** a quantitative summary of this company's overall social and environmental performance assessed against the third party standard B Impact Assessment (BIA) in relation to each key stakeholder group and as compared to certain benchmarks
- **Benefit Report Narrative:** a set of narrative responses to questions required by the benefit corporation statute, including a discussion of why this benefit corporation chose the BIA as their reporting and impact management tool
- **B Impact Assessment:** answers to each BIA question assessing the company's positive impact on its workers, community, customers, and the environment

If you have any questions about benefit reports or benefit corporations generally, please visit benefitcorp.net or email thelab@bcorporation.net.

¹Benefit corporations (or benefit LLCs) are different from Certified B Corporations (aka B Corps). The most important difference from the perspective of a reader of this report is that benefit corporations, unlike Certified B Corporations, are not required to have their performance validated or certified by a third party.



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2017 B Impact Report



	Company's Points UNVERIFIED	Ordinary Businesses** UNVERIFIED	B Corps*** CERTIFIED
Overall B Impact Score	108 pts	51 pts****	97 pts****
Governance	20	6	14
Corporate Accountability	5	3	10
Transparency	5	3	4
Workers	21	20	26
Compensation, Benefits & Training	12	15	17
Worker Ownership	2	1	3
Work Environment	4	4	5
Community	54	15	44
Community Practices	26	10	20
Suppliers & Distributors	1	2	4
Local Involvement	9	3	6
Diversity	5	1	3
Job Creation	0	1	2
Civic Engagement & Giving	11	2	5
Customers	0	5	18
Consumer Products & Services	0	5	18
Serving Those In Need	0	N/A	N/A
Products or Services	N/A	N/A	N/A
Environment	14	6	13
Environmental Products & Services	14	2	8
Environmental Practices	0	N/A	N/A
Land, Office, Plant	0	3	5
Inputs	0	1	3
Outputs	0	1	1
Suppliers & Transportation	N/A	0	3



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** Median score of Ordinary Businesses that have completed the B Impact Assessment (BIA).

*** Median scores of all Certified B Corporations that have received a minimum certified score of 80 on the BIA.

**** For Ordinary Businesses and Certified B Corps, Total B Impact Scores will not equal the sum of the sub-scores since each reflects a median score.

B Corp Inclusion Challenge (US)

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What multiple is the highest compensated individual paid (inclusive of bonus) as compared to the lowest paid full-time worker?

- >20x 16-20x 11-15x 6-10x 1-5x

Answer(s): In February 2017, we added a CRO, and in Q2, we will be bringing our tech team onto the staff. They have been contractors until now.

I compared the average salary in 2016 to the CRO's salary to get the multiplier of 1-5X.

What % of the company is owned by full-time workers who are non-executive employees and non-founders?

- 0%
 1-4%
 5-24%
 25-49%
 50%+
 N/A
 Don't Know

Answer(s): At this point, we have no non-executive employees. But it is our intention to offer stock options to non-executive employees.

What is the minimum number of weeks salaried workers receive paid primary caregiver leave, either through the company or the government?

- 0-5 weeks 6-11 weeks 12-17 weeks 18-23 weeks 24+ weeks

What is the minimum number of weeks tenured hourly workers receive paid primary caregiver leave, either through the company or the government?

- 0-5 weeks 6-11 weeks 12-17 weeks 18 weeks or more

At what juncture do your part time employees qualify for health care benefits?

- No additional health insurance benefits provided by the company to part time workers
 30+ hours per week
 25-30 hours per week
 20-24 hours per week
 15-19 hours per week
 <15 hours per week
 N/A - Company has no part-time employees

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Does the company provide specific content in worker training on inclusion and diversity issues related to any of the following specific underrepresented groups?

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- Gender inclusiveness
- Minorities
- LGBT community
- Individuals with disabilities
- Other underrepresented groups (please describe)
- None of the Above

Other: We don't provide specific content in worker training on inclusion, diversity, as we are still so small. But the CEO is a woman, the CRO is gay and our platform is used to deepen engagement and a sense of belonging, being part of a community. Answer(s): We don't provide specific content in worker training on inclusion and diversity at this point, as we are still so small. But the CEO is a woman, the CRO is gay and our platform is used to deepen engagement and a sense of belonging, being part of a community.

What % of the members of your Board of Directors (or equivalent) are women or individuals from other underrepresented populations?

- 0%
- 1-9%
- 10-24%
- 25-49%
- 50%+
- Don't know
- N/A - No board of directors or equivalent

What % of your Significant Suppliers are majority owned by women or individuals from underrepresented populations?

- 0%
- 1-9%
- 10-19%
- 20-29%
- 30%+
- Don't Know

Is your company's business model designed to create a more inclusive economy? If so, which of the following best describes your business model?

- Our product or service is designed to address a specific social problem for underserved individuals, such as access to basic services, health care, education, or economic opportunities
- Our company is at least 40% owned by all of our non-executive workers or suppliers
- Our company focuses on alleviating poverty through its supply chain or distribution networks (for instance through fair trade purchasing or micro-enterprise models)
- Our business model is designed to support and build the economic vitality of our local community through local sourcing, banking, service, ownership, etc.
- Our company has a formal program to hire and train people with chronic barriers to employment.
- Our company has a charitable giving business model focused on donating at least 2% of our revenues specifically to create economic opportunities for under-served groups
- None of the above

Answer(s): For more information on how PIPs screens its partners and suppliers, see "How does PIPs determine positive impact" at <https://pipsrewards.com/faq>.

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If you already have an inclusive business model identified above, what is the magnitude of that business model in relation to your overall business, i.e. what % of your revenues are from the product designed to provide basic services to those without access, or what % of your workers are from a chronically underemployed population?

Not tracked / unknown

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Separate from a mission statement, has your company done any of the following to legally ensure that its social or environmental mission will be maintained over time, regardless of company ownership?

- Signed a contract or board resolution to amend or adopt a legal form that requires consideration of employees, community, and the environment (i.e. Signed B Corp Term sheet but have not yet adopted stakeholder consideration)
- Amended corporate governing documents to require the consideration of employees, community and the environment (e.g. Amended Articles of Incorporation)
- Has a specific legal entity/governance structure that preserves mission (i.e. cooperative)
- Legal entity/governance structure preserves mission and requires stakeholder consideration (i.e. Benefit Corp or cooperative that has amended governing documents to include stakeholder consideration)
- Other - Please describe
- None of the above

Recognizing that any list of key metrics will always be incomplete, and the metrics from the BIA as a whole can always be improved, are there other key inclusive metrics that you would like to improve upon?

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Registration

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Select the description that best describes your business.

- Positive social/environmental impact is desirable but not a particular focus for our business.
- Social and environmental impact is frequently considered but it isn't a high priority.
- We consider social and environmental impact in some aspects of our business but infrequently.
- We consistently incorporate social and environmental impact into decision-making because we consider it important to the success and profitability of our business.
- We treat our social/environmental impact as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.

Does your company have a corporate mission statement, and does it include any of the following?

- No written statement
- A written corporate mission statement that does not include a social or environmental commitment
- A general commitment to social and/or environmental responsibility and stewardship
- A commitment to a specific positive social impact (e.g. poverty alleviation, sustainable economic development)
- A commitment to a specific positive environmental impact (e.g. reducing waste to landfill with upcycled products)
- A commitment to serve a target beneficiary group in need (e.g. low income customers, smallholder farmers)

Which borough does your business primarily operate in?

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

Number of Total Full-Time Workers

Current Total Full-Time Workers	2.00
Total Full-Time Workers 12 months ago	2.00

Number of Total Part-Time Workers

Current Total Part-Time Workers	0.00
Total Part-Time Workers 12 months ago	0.00

Number of Total Temporary Workers

Current Total Temporary Workers	0.00
Total Temporary Workers 12 months ago	0.00

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Are the majority of your employees paid on a fixed salary or a daily/hourly wage?

Fixed Salary Daily/Hourly Wage



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Hiring

Does your company intentionally hire people with barriers to employment?

- Yes - We have a formal in-house program to hire people with barriers to employment.
- Yes - We work with a workforce development program / organization (e.g. Workforce1, a community-based organization, community college, or high school program) to hire people with barriers to employment.
- No, we do not have this type of program

What is the main barrier to employment that your company targets through its hiring practices?

- Chronically discriminated against based on gender, race, color, disability, political opinion, sexual orientation, age, religion, social or ethnic origin
- Physical or mental disability
- Homelessness
- Incarceration or criminal history
- Drug or alcohol dependency
- Violence - either political, gang, or domestic
- Poverty via hiring low-income, poor and very poor workers
- Immigrants, displaced persons or refugees
- Other (please specify)
- None of the above

By what % has your worker base grown over the last 12 months?

- 0% (Has not grown on a net basis) 1-24% 25-49% 50%+

What % of positions above entry level have been filled with internal candidates in the last 12 months?

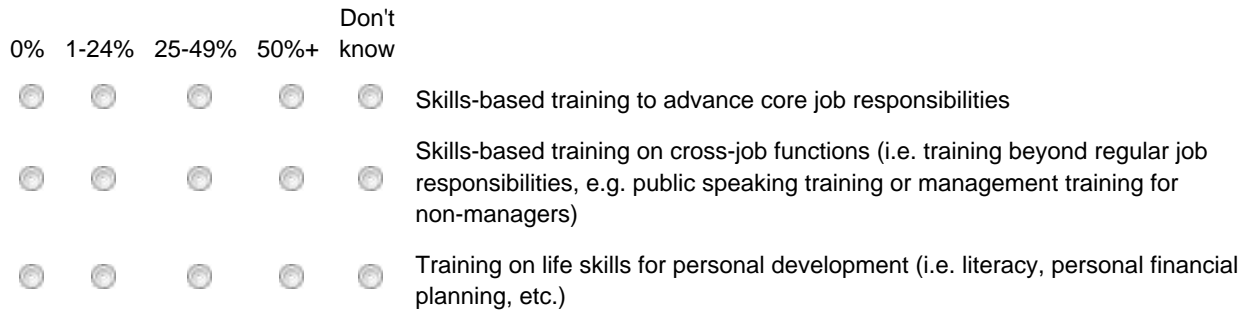
- 0% 1-24% 25-49% 50-74% 75%+

What was the attrition rate at the company for full-time and tenured part-time workers for the last 12 months?

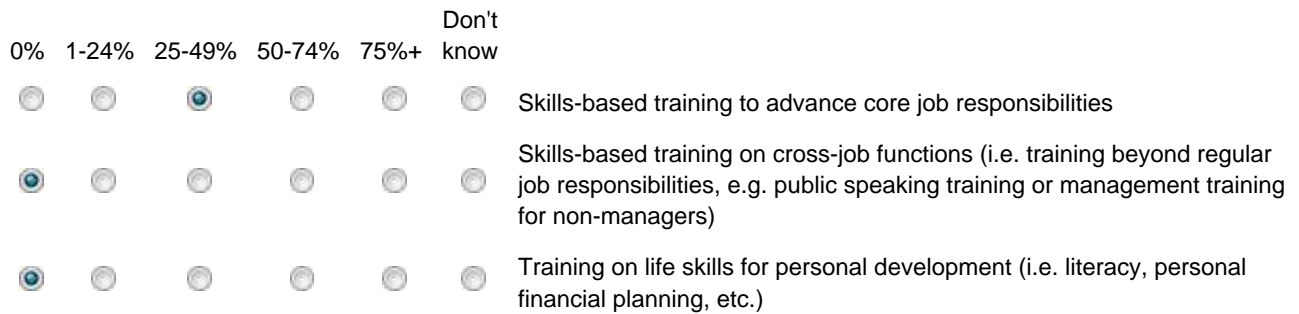
- >20% 11-20% 0-10%

Training

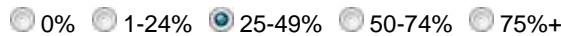
Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?



Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?



What % of full-time workers have participated in external professional development opportunities or lifelong learning opportunities in the past fiscal year?



What % of full-time workers have participated in external professional development opportunities or lifelong learning opportunities in the past fiscal year?



What % of full-time workers received advancement or reimbursement for continuing education opportunities in the last fiscal year?



Benefits

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Does your company have a written employee handbook that workers have access to and includes any of the following information?

- No written employee handbook
- A non-discrimination statement
- An anti-harassment policy
- Statement on work hours
- Pay and performance issues
- Policies on benefits, training and leave
- Grievance resolution
- Disciplinary procedures and possible sanctions
- Statement regarding workers' right to bargain collectively and freedom of association
- Prohibition of child labor and forced/compulsory labor

What is the annual minimum number of paid days off (including holidays) for full-time employees?

- 0-15 work days
- 16-22 work days
- 23-29 work days
- 30-35 work days
- 36+ work days

What is the minimum number of paid days off provided annually to hourly tenured workers?

- 0-8 work days
- 9-15 work days
- 16-20 work days
- 21-25 work days
- >25 work days

Does the company provide any of the following financial products or services that help to meet urgent needs of employees, discourage predatory lending and/or facilitate savings?

- Access to free banking services, e.g. free ATM debit card
- Employer match for deposits into savings accounts
- Low-interest loans
- Issue paychecks off schedule on a need basis
- Other (please describe)
- None of the above

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Does your company have an Employee Retirement Plan available for workers? If so, which of the following apply?

- Retirement plan is not available for all tenured workers
- Retirement plan is available with no company match
- Partially matched of 4% or less
- Partially matched greater than 4%
- Full match of 4% or less
- Full match greater than 4%
- Plan includes Socially-Responsible Investing option

Answer(s): We will add in 2018.

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What is the minimum tenure required to be eligible for health care benefits for hourly workers?

- No benefits beyond what is provided under national law
- 91+ days / 450+ hours
- 61-90 days / 300-450 hours
- 31-60 days / 150-300 hours
- 1-30 days / 1-150 hours
- No tenure required, benefits available upon hire

What is the minimum number of weeks tenured workers are offered paid secondary caregiver leave, either through the company or a government plan?

- None
- Up to 2 weeks
- 2 to 5 weeks
- Greater than 5 weeks

Does your company provide paid leave to care for a seriously ill family member? If so, how many days does the company offer?

- N/A - We have no hourly workers
- None
- 1-10 work days
- 11-25 work days
- 26+ work days

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What additional benefits are offered to full-time tenured workers?

- No additional benefits
- Dental insurance
- Short-term disability
- Long-term disability
- Structured account mechanism for qualified medical expenses (e.g. HSA, HRA, FSA)
- Domestic partner, civil union, and/or same-sex marriage spousal benefits
- Life insurance
- Other benefits (please describe)



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Compensation

What % of hourly workers are paid a living wage?

- <75%
- 75-89%
- 90-99%
- 100%
- N/A

Approximately how many workers employed with the company earn below \$15/hour?

If you employ construction workers or building service workers, what percent of those workers are paid at or above the prevailing wage rate published by the New York City Comptroller?

- <75%
- 75-89%
- 90-99%
- 100%
- N/A

Other Worker Metrics

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Does your worker engagement practices include any of the following to ensure worker voice and satisfaction?

- Company conducts an employee satisfaction or engagement survey at least annually
- Company has complaint mechanisms to allow employees to raise issues or concerns without fear of reprisal
- Company formally solicits non-executive employee input or empowers employees in strategy setting
- Company employees have union representation
- None of the above

Is there a formal consistent process for providing performance feedback to all tenured employees which includes any of the following?

- Is conducted on at least an annual basis
- Includes peer and subordinate input
- Provides written guidance for career development
- Includes social and environmental goals
- Clearly identifies achievable goals
- Follows a 360-degree feedback process
- None of the above

Is there a collective bargaining agreement in place?

- No For some workers Yes

Does your company have any programs, policies, or practices that include any of the following to promote a diverse and inclusive workforce and/or environment?

- Company has a policy in place to identify and/or give preference to suppliers that are owned by underrepresented groups
- Company provides diversity and inclusion training to employees (i.e. implicit bias exercises, etc.)
- Company has hiring practices that are designed to reach underrepresented groups
- Company has a formal program or committee tasked with issues regarding diversity and inclusion
- Company has hiring practices that are designed to reach underrepresented groups
- Company facilitates employee resource groups for employees
- None of the above

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Which of the following describe your relationships with all your company's independent contractors?

- Formal routine process for independent contractors to receive post-project/contract performance feedback
- Formal routine process for independent contractors to communicate post-project or post-contract feedback to the company
- Independent contractors are verified to either work on a time-bound basis, or else split their time with work for other clients. Contractors not meeting either criteria have been offered employment.
- Independent contractors are paid a living wage (when calculated as hourly wage when living wage data is available)
- We have independent contractors, but have not engaged in any of these practices
- N/A - We haven't used independent contractors in the last year



Which of the following is true of intern hiring practices?

- There is a formalized policy/program outlining the objectives of internships or internship programs for participants
- Company partners with education institutions to provide internship opportunities
- Interns are paid a living wage
- Interns receive formal performance reviews
- Interns have a formal opportunity to provide feedback on experience
- Interns have been hired on as full time permanent employees in the past two years
- Intern tenures are restricted to not exceed 1 year if interns are not currently enrolled in school
- None of the above apply to my intern programs
- N/A - Company does not employ interns

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Community

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Does your company have the following charitable giving practices implemented in practice or written in policy?

- Statement on the intended social or environmental impact of company's charitable contributions
- Cash and in-kind donations (excluding political causes)
- Volunteer and pro bono service
- Formal donations commitment (e.g. 1% for the planet)
- Matching individual workers' charitable donations
- Allowing workers and/or customers to select charities to receive company's donations
- Other (please describe)
- None of the above

Answer(s): Users/customers are encouraged to donate their PIPs to a cause (choosing from a wide selection provided in the PIPs Donate Catalog at pipsrewards.com/donate). They are also invited to suggest NGOs to be included in the Catalog. The user selects the cause and determines how much they want donated. At the end of the month, pledges are totaled and PIPs makes the donation.

What was the equivalent % of revenue donated to charity during the last fiscal year?

- No donations last FY
- 0.1-0.4% of revenues
- 0.5-1% of revenues
- 1.1-2.4% of revenues
- 2.5-5% of revenues
- 5%+ of revenues
- Don't know

Is the majority of your company's banking services provided by an institution with any of the following characteristics?

- A certified CDFI or national equivalent social investment organization
- A Certified B Corporation
- A member of the Global Alliance for Banking on Values
- A cooperative bank or credit union
- A local bank committed to serving the community
- An independently owned bank
- None of the above

What is the social and environmental screen that is used for a majority of your company's Significant Suppliers:

- No formal screening process in place
- Screened for negative practices or regulatory non-compliance (e.g. no child labor)
- Screened for positive practices beyond what is required by regulations (environmentally-friendly manufacturing process; excellent labor practices, etc.)

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Does the company have a written policy giving preference to suppliers owned by women or individuals from underrepresented populations?

Yes No N/A: Such policies are illegal in my country of operations

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What % of your company's expenses (excluding labor) was spent with independent suppliers local to the company's headquarters or relevant production facilities?

<20% 20-39% 40-59% 60%+ Don't know

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Environment

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Does your company have any of the following practices in the facilities where you operate?

- Company formally encourages behaviors in facilities to reduce environmental impact (reminders to turn lights off, paper/printing re-use, non-disposable silver/cup/dining ware)
- Company has programs in place to recycle standard recyclable materials
- Company has a program in place to recycle waste beyond standard materials (including composting of food waste, etc)
- Company has worked with landlord to promote more environmentally sustainable conditions (recycling programs, energy efficiency, etc.)
- Company is located in a building with a comprehensive green building certification
- None of the above

Does your company monitor, record and/or report its energy usage?

- We do not currently monitor and record usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year

Does your company monitor, record and/or report its water usage?

- We do not currently monitor and record our usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year

Which of the following environmentally preferred products have been purchased for the majority of your corporate facilities?

- Non-toxic janitorial products
- Unbleached / chlorine free paper products
- Soy-based inks or other low VOC inks
- Recycled/environmentally preferred office supplies (paper, pens, notebooks, etc.)
- Other (please describe)
- None of the above

If you lease your facilities, have you worked with your landlord to implement/maintain any of the following?

- Energy efficiency improvements
- Water efficiency improvements
- Waste reduction programs (including recycling)
- None of the above
- N/A - Company does not lease majority of facilities

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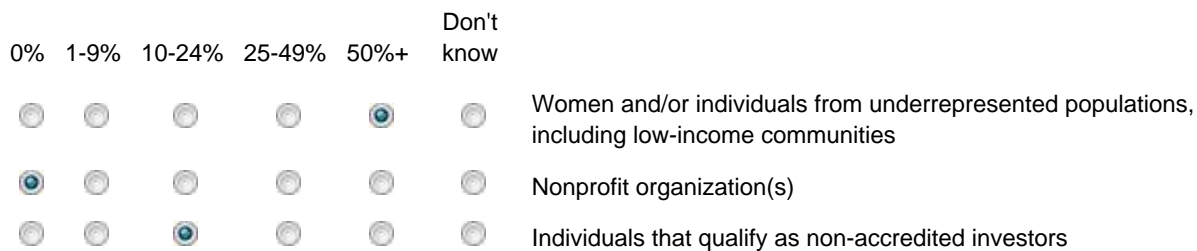
Governance

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Was your company created with an intentional business model designed to address a social or environmental issue? If so, do any of the following goals fit the intent of your business model?

- Our product or service addresses specific social problems, such as access to basic services, health care, education, economic opportunity, capital and knowledge.
- Our production practices are designed to conserve the environment across the company's entire operations
- Our company is owned by our workers or suppliers.
- Our company focuses on alleviating poverty through its supply chain or its distribution networks.
- Our business model is designed to raise money for charitable causes.
- Our product or service targets underserved individuals directly or through other businesses or nonprofits.
- Our business model is designed to rebuild our local community.
- Our product or service itself conserves the environment.
- Our company hires and trains people with chronic barriers to employment.
- Our business isn't designed for these purposes
- Other:

What % of the company is owned by the following groups?



Does the company have a formal process to share financial information with its full-time employees?

- No
- Yes - the company shares financial information if employees ask for them
- Yes - the company discloses all financial information (except salary info) at least yearly
- Yes - the company discloses all financial information (except salary info) at least quarterly
- Yes - The company has complete transparency of financial information and formally empowers all employees and departments to actively participate in financial planning (i.e. Open Book Management)
- Yes- In addition to sharing financials the company also has an intentional education program around shared financials

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Which of the following apply to your company's Board of Directors or equivalent governing body?

- Meets at least twice annually
- Includes at least 1 independent member
- Oversees executive compensation
- Company is a co-op and elects Board from membership
- None of the Above
- N/A - no Board of Directors or equivalent



On what date did your last fiscal year end?

12/31/2016

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Pledge

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Have you already instituted, or do you already have a formal policy around, any of the following business practices? (Check all that apply)

- I offer my employees financial empowerment services (e.g. access to free banking services, free ATM debit card through a partnership with a community-based organization, employer match for deposits into savings accounts, etc).
- I provide training to promote professional advancement for my employees (beyond core job training and/or onboarding).
- I provide paid time off or paid family leave to my employees.
- I consistently hire job seekers who face barriers to employment or who are placed through a workforce development program.
- I consistently promote entry-level or hourly workers internally as jobs become available.

You're nearly finished! Please indicate below ONE practice that you would like to focus on implementing or formalizing in the coming months and you'll have the option to connect with relevant support resources and services based on the pledge that you select. Best for NYC will recognize businesses that pledge and take steps to improve their business practices. (Check one)

- I pledge to offer my employees financial empowerment services (e.g. access to free banking services, free ATM debit card through a partnership with a community-based organization, employer match for deposits into savings accounts, etc).
- I pledge to provide training to promote professional advancement for my employees (beyond core job training and/or onboarding).
- I pledge to provide/expand paid time off or paid family leave to my employees.
- I pledge to hire job seekers who face barriers to employment or who are placed through a workforce development program.
- I pledge to consistently promote entry-level or hourly workers internally as jobs become available.

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Next Steps

Have some feedback? Please fill in the text box below to share your thoughts on the Best for NYC Challenge, your experience in completing it, or ideas for how we could make improvements in the future.

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B Corp Inclusion Challenge



Benefit corporation statutes require a benefit report to include narrative responses to a specific set of questions. Below are our responses to those statutory questions.

3P Partners, Inc. selected the B Impact Assessment (BIA) as the third party standard to prepare this benefit report because it is the most widely-used impact measurement and management tool in the world. It is used by more than 30,000 businesses to measure, compare, and improve their overall social and environmental performance, as well as by an increasing number of investors, business associations, and government entities serious about understanding and benchmarking the impact of the companies in which they invest and with which they do business. The BIA is governed by the nonprofit B Lab and meets the statutory requirement that a third party standard must be comprehensive, credible, transparent, and independent. More information about the BIA and B Lab is available at bimpactassessment.net.

Describe the ways in which the benefit corporation pursued general public benefit during the year and the extent to which general public benefit was created.

The mission of 3P Partners, Inc. (d.b.a. PIPs Rewards or PIPs) is to shift social and behavioral norms by leveraging the power of points, smart tools and games to make 'positive impact' everyday choices 'cognitively easy,' fun and rewarding. Our award-winning platform is used by enterprise partners to boost retention and lift lifetime value among employees, students, members or fans — all through a fun, social mobile platform that mashes up smart tech, principals of behavioral psychology and a 'currency of change' to deepen engagement in beneficial choices.

In the past 12 months, PIPs has 1) brought on significant new enterprise partners, including a 32,000 student university, 2) launched its mobile app that, in addition to the earn, redeem and donate functions that are central to its web platform, includes new functionalities designed for enterprise partner engagement opportunities: 1) Fitness Challenge and Planet Health Challenge - fun, social, addictive games that encourages and rewards improved daily physical activity and carbon footprint reduction; and 2) Trivia contest - a group game for raising awareness and funds for a cause.

In addition, we launched Check In Rewards to the app, providing a unique geo-marketing opportunity for beneficial brands and services.

Thousands of PIPsters earned over 300,000 PIPs for positive impact choices they have made in 2016. Roughly one-third of these PIPs have been redeemed for great deals on beneficial brands and services and another quarter have been donated to progressive causes. We are expecting these numbers to grow significantly in 2017 now that we are in the market with our platform and large clients are coming aboard.

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If applicable, describe the ways in which the benefit corporation pursued a specific public benefit that the articles of incorporation state it is the purpose of the benefit corporation to create and the extent the specific public benefit was created.

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3P's corporate documents expressly state that it is to deliver personal and/or planetary benefit to its customers. The most specific public benefit 3P has delivered in the last 12 months has been with the rollout of PIPs Fitness Challenge. Utilizing data intelligence, gathered via tracking apps and devices, and applying principles of behavioral psychology, PIPs Fitness Challenge turns increased daily physical activity among groups [employees for example] into a fun, social and impactful game. Participants in the 3-mo. pilot saw marked improvement in daily physical fitness - 10 percent among all participants, 33 percent among the least active quartile. They were also able to track how much carbon was saved thanks to their walking rather than driving a car.

Players from dispersed offices liked the team aspect of the Challenge, for it gave them a greater sense of community and commitment to fellow employees. They also liked that PIPs could only be redeemed for healthier, socially responsible lifestyle choices.

Describe any circumstances that have hindered the creation by the benefit corporation of general public benefit or specific public benefit this period.

Nothing has hindered the creation of general or specific public benefit in the last 12 months.

Describe the process and rationale for selecting the third party standard used to prepare the benefit report

3P Partners is a benefit corporation in the State of New York, but zealously pursued both B Corp Certification and Green America Certification because we believe strongly in third-party certifications as the best way to communicate meaningful social attributes to our partners and customers. The application process was rigorous, took many hours and involved a lengthy interview. But there was never any doubt as to our rationale: Attaining B Corp and Green America certification is like getting the "Good Housekeeping Seal of Approval" for companies that use the power of business to deliver both social and financial benefit.

If applicable, provide an explanation for changing the third-party standard used to prepare the benefit report.

N/A.

If applicable, provide a statement of any connection between the organization that established the third-party standard, or its directors, officers or material owners, and the benefit corporation or its directors, officers or material shareholders, including any financial or governance relationship which might materially affect the credibility of the use of the third-party standard.

N.A.

In this benefit report, was assessment of the overall social and environmental performance of the benefit corporation against a third-party standard applied consistently with any application of that standard in prior benefit reports?

- NA- This is the company's first benefit report
- No
- Yes

If a difference exists in the application of the standard from prior benefit reports, provide an explanation of the reasons for it.

N.A.

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Provide the name of the benefit director and the benefit officer, if any, and the addresses to which correspondence to each of them may be directed. Note: some states do not mandate that a Benefit Director or Benefit Officer exist, so this question may not apply. You can find more information about the requirements of individual states here: <http://benefitcorp.net/sites/default/files/Benefit%20Corporations%20Chart.pdf>

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Benefit Director: Name Wendy Gordon
Benefit Director: Address 15 East 91st Street
New York, NY 10128
Benefit Officer: Name
Benefit Officer: Address

If applicable, provide a statement from the benefit director or the board of directors as to whether the benefit corporation acted in accordance with its general, and any named specific, public benefit purpose, and whether directors complied with their duty to consider the impact of decisions on stakeholders, and if in the opinion of the benefit director or board of directors they did not, a description of the ways in which they did not comply.

The benefit corporation has acted in accordance with its general and specific public benefit purpose, and complied with its duty to consider the impact of decisions on stakeholders.

If applicable, provide additional information or explanations required by your state's specific benefit corporation statute.

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B Impact Assessment

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Governance

Governance: Mission & Engagement

GV1.1 **Select the description that best describes your business.** [Not Weighted]

- Positive social/environmental impact is desirable but not a particular focus for our business.
- Social and environmental impact is frequently considered but it isn't a high priority.
- We consider social and environmental impact in some aspects of our business but infrequently.
- We consistently incorporate social and environmental impact into decision-making because we consider it important to the success and profitability of our business.
- We treat our social/environmental impact as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.

GV1.2 **Does your company have a corporate mission statement, and does it include any of the following?** [Less Weighted]

- No written statement
- A written corporate mission statement that does not include a social or environmental commitment
- A general commitment to social and/or environmental responsibility and stewardship
- A commitment to a specific positive social impact (e.g. poverty alleviation, sustainable economic development)
- A commitment to a specific positive environmental impact (e.g. reducing waste to landfill with upcycled products)
- A commitment to serve a target beneficiary group in need (e.g. low income customers, smallholder farmers)

GV1.3 **Please type or paste your mission statement here.** [Not Weighted]

The mission of 3P Partners (d.b.a. PIPs Rewards or PIPs) is to shift social and behavioral norms by leveraging the power of points, smart tools and games to make 'positive impact' everyday choices 'cognitively easy,' fun and rewarding.

GV1.5a **Does the Board of Directors or equivalent governing body review the company's social or environmental performance on at least an annual basis?** [Equally Weighted]

- Yes
- No
- N/A - No Board of Directors or equivalent governing body

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GV1.8a **In the last year, how did the company solicit specific feedback from its external stakeholders (excluding employees and investors) regarding the company's social and environmental performance?** [Less Weighted]

- No formal stakeholder engagement
- Annual stakeholder meeting
- Online stakeholder forum to provide/report social or environmental concerns or feedback
- Meetings or other engagement mechanisms with local community members
- Meetings or other engagement mechanisms with social or environmental advocacy groups
- Community/environmental representation on an advisory board.
- Third party or anonymous surveys about social/environmental performance
- Other (please describe)

GV1.10 **Are there key performance indicators (KPIs) or metrics that your company tracks at least annually to determine if you are meeting your social or environmental objectives?** [Equally Weighted]

- We don't track key social or environmental performance indicators
- We measure KPIs/metrics or outputs that we have identified and defined in order to determine if we are achieving our social and environmental objectives
- We measure social and environmental outcomes over time (examples: 3rd-party impact assessments, progress out of poverty indexing, beneficiary outcome surveys, etc.)

Governance: Corporate Accountability

GV2.1a **What is the company's highest level of corporate oversight?** [Less Weighted]

- Owner/Manager only
- Non-Fiduciary Advisory Board
- Board of Directors or Equivalent

GV2.2b **Which of the following apply to your company's Board of Directors or equivalent governing body?** [Equally Weighted]

- Meets at least twice annually
- Includes at least 1 independent member
- Oversees executive compensation
- Company is a co-op and elects Board from membership
- None of the Above
- N/A - no Board of Directors or equivalent

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GV2.3a **Which of the following stakeholder groups or relevant independent experts have voting seats on the Board of Directors or equivalent governing body?** [Less Weighted]

- Executive employee representative
- Non-executive employee representative
- Community expertise (e.g. local university representative)
- Environmental expertise (e.g. environmental nonprofits)
- Customers
- None of the above
- N/A - no Board of Directors or other governing body

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Governance: Transparency

GV4.1b **Does the company produce financials that are reviewed by the Board, other formal governing body, or independent third party?** [Equally Weighted]

- Yes No

GV4.2a **Does the company have a formal process to share financial information with its full-time employees?** [Equally Weighted]

- No
- Yes - the company shares financial information if employees ask for them
- Yes - the company discloses all financial information (except salary info) at least yearly
- Yes - the company discloses all financial information (except salary info) at least quarterly
- Yes - The company has complete transparency of financial information and formally empowers all employees and departments to actively participate in financial planning (i.e. Open Book Management)
- Yes- In addition to sharing financials the company also has an intentional education program around shared financials

GV4.5b **Does the company publicly share information on its social and/or environmental performance? If so, how?** [Equally Weighted]

- No public reporting on social or environmental performance
- Specific quantifiable social and/or environmental indicators or outcomes are made public
- Company sets public targets and shares progress to those targets
- Information is shared/updated annually
- Information is presented in a formal report that allows comparison to previous time periods
- Information adheres to a comprehensive third party standard (ex. GRI or B Impact Assessment)
- A third party has validated the information shared
- Impact reporting is integrated with financial reporting

GV4.6 **Is your product or service covered by a written consumer warranty or client protection policy?** [Less Weighted]

- Yes No

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GV4.7 **Is there a publicly-known mechanism through which customers can provide product feedback, ask questions, or file complaints?** [Less Weighted]

- No
- Yes, there is a mechanism for feedback to be sent only privately to company
- Yes, there is a mechanism where feedback is made transparent to the public

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Governance: Governance Metrics

GV5.1 **On what date did your last fiscal year end?** [Not Weighted]

12/31/2016

GV5.2 **Reporting currency** [Not Weighted]

- US Dollar - USD

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Workers

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Workers: Worker Metrics

WR1.1 **Are the majority of your employees paid on a fixed salary or a daily/hourly wage?** [Not Weighted]

Fixed Salary Daily/Hourly Wage

WR1.2 **Number of Total Full-Time Workers**

Current Total Full-Time Workers	2.00
Total Full-Time Workers 12 months ago	2.00

WR1.3 **Number of Total Part-Time Workers**

Current Total Part-Time Workers	0.00
Total Part-Time Workers 12 months ago	0.00

WR1.4 **Number of Total Temporary Workers**

Current Total Temporary Workers	0.00
Total Temporary Workers 12 months ago	0.00

Workers: Compensation & Wages

WR2.1 **Total Wages (including bonuses)** [Not Weighted]

64,144.00 Answer(s): These are total wages for 2016. There were just 2 full time employees, including the CEO who was paid minimum wage, in order to qualify for health benefits.

WR2.2 **What is the company's lowest wage calculated on an hourly basis?** [Not Weighted]

25.00 Answer(s): \$25/hour is the approximate hourly wage of the only other staff person (besides CEO who was paid minimum wage).

WR2.7a **What multiple is the highest compensated individual paid (inclusive of bonus) as compared to the lowest paid full-time worker?** [Equally Weighted]

>20x 16-20x 11-15x 6-10x 1-5x

Answer(s): In February 2017, we added a CRO, and in Q2, we will be bringing our tech team onto the staff. They have been contractors until now.

I compared the average salary in 2016 to the CRO's salary to get the multiplier of 1-5X.

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WR2.10 Which of the following are true about the company's bonus plan: [Less Weighted]

- Bonuses are given but there is no formal plan
- Formal guidelines on the structure of the bonus plan (e.g. eligibility, profit/revenue target tied to the bonus pool, allocation criteria) are disseminated and accessible to all workers
- All full-time and part-time workers are eligible in the plan
- None of the above

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WR2.12 What % of full-time and part-time employees, excluding founders and executives, received a bonus in the last fiscal year? [Equally Weighted]

- 0%
- 1-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
- N/A

Workers: Compensation & Wages (Salaried)

WR2.5.8a Subtracting for inflation increase, what was the average % increase in wage/salary paid to non-executive workers in the last fiscal year? [Equally Weighted]

- 0-2%
- 3-5%
- 6-15%
- >15%
- N/A - No workers last year

WR2.5.11a In the last fiscal year, the company's bonus plan for non-executives represented what % of the company's salary base? [Equally Weighted]

- No bonus payout, or no bonus plan
- <1%
- 1-5%
- 6-15%
- >15%

Workers: Benefits

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WR3.1a **Does the company's healthcare plan available to all full-time workers include any of the following practices?** [Heavily Weighted]

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- Coinsurance of 80%+ covered by healthcare plan
- Company pays 80%+ of individual premium
- Company pays 80%+ of family coverage premium
- Out-of-pocket maximum for individual coverage of \$2000 or less (net of company HSA or equivalent contribution)
- Annual deductible for individual coverage of \$1000 or less (net of company HSA or equivalent contribution)
- Co-payment of \$20 or less per primary care visit paid for by worker
- Prescription drug coverage where workers pay \$10 or less for generic drugs, \$30 or less for brand name drugs and \$50 or less for non-formulary drugs
- Explicit policy of transgender inclusive healthcare coverage
- None of the above

WR3.2a **What % of full-time workers are enrolled in a health care plan offered by your company?** [Equally Weighted]

- <70% 70-79% 80-89% 90-99% 100%

WR3.3 **At what juncture do your part time employees qualify for health care benefits?** [Equally Weighted]

- No additional health insurance benefits provided by the company to part time workers
- 30+ hours per week
- 25-30 hours per week
- 20-24 hours per week
- 15-19 hours per week
- <15 hours per week
- N/A - Company has no part-time employees

WR3.3b **What is the minimum number of weeks tenured workers are offered paid secondary caregiver leave, either through the company or a government plan?** [Equally Weighted]

- None
- Up to 2 weeks
- 2 to 5 weeks
- Greater than 5 weeks

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WR3.5 **What % of part-time workers who work more than 20 hours a week are enrolled in the private healthcare plan offered by your company?** [Equally Weighted]

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- No additional health insurance benefits provided by the company to part time workers
- 0%
- 1-39%
- 40-59%
- 60-79%
- 80%+
- N/A - No part-time workers working more than 20 hours per week

WR3.6a **Does your company have an Employee Retirement Plan available for workers? If so, which of the following apply?** [Equally Weighted]

- Retirement plan is not available for all tenured workers
- Retirement plan is available with no company match
- Partially matched of 4% or less
- Partially matched greater than 4%
- Full match of 4% or less
- Full match greater than 4%
- Plan includes Socially-Responsible Investing option

Answer(s): We will add in 2018.

WR3.12 **What additional benefits are offered to full-time tenured workers?** [Heavily Weighted]

- No additional benefits
- Dental insurance
- Short-term disability
- Long-term disability
- Structured account mechanism for qualified medical expenses (e.g. HSA, HRA, FSA)
- Domestic partner, civil union, and/or same-sex marriage spousal benefits
- Life insurance
- Other benefits (please describe)

Workers: Worker Benefits (Salaried)

WR3.5.7a **What is the annual minimum number of paid days off (including holidays) for full-time employees?** [Equally Weighted]

- 0-15 work days
- 16-22 work days
- 23-29 work days
- 30-35 work days
- 36+ work days

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WR3.5.8a **What is the minimum number of weeks salaried workers receive paid primary caregiver leave, either through the company or the government?** [Equally Weighted]

- 0-5 weeks 6-11 weeks 12-17 weeks 18-23 weeks 24+ weeks

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WR3.5.9 **What is the minimum paid secondary caregiver leave offered to tenured workers either through the company or the government?** [Less Weighted]

- None
 Up to 2 weeks
 2 to 5 weeks
 Greater than 5 weeks

Workers: Training & Education

WR4.1 **Which of the following is true of intern hiring practices?** [Equally Weighted]

- There is a formalized policy/program outlining the objectives of internships or internship programs for participants
 Company partners with education institutions to provide internship opportunities
 Interns are paid a living wage
 Interns receive formal performance reviews
 Interns have a formal opportunity to provide feedback on experience
 Interns have been hired on as full time permanent employees in the past two years
 Intern tenures are restricted to not exceed 1 year if interns are not currently enrolled in school
 None of the above apply to my intern programs
 N/A - Company does not employ interns

WR4.1a **What % of positions above entry level have been filled with internal candidates in the last 12 months?** [Equally Weighted]

- 0% 1-24% 25-49% 50-74% 75%+

Workers: Training & Education (Salaried)

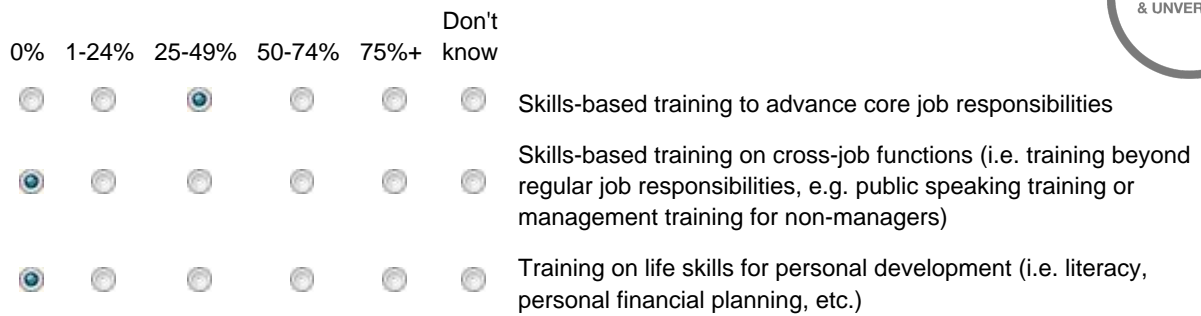
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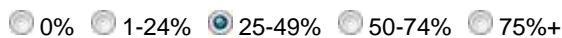
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WR4.2a **Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?**

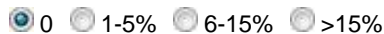
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WR4.5.3a **What % of full-time workers have participated in external professional development opportunities or lifelong learning opportunities in the past fiscal year?** [Equally Weighted]



WR4.5.4 **What % of full-time workers received advancement or reimbursement for continuing education opportunities in the last fiscal year?** [Equally Weighted]



Workers: Worker Ownership

WR5.2 **What % of the company is owned or formally reserved as part of a written plan for full-time workers and management (including founders/executives)?** [Equally Weighted]

- 0%
 1-24%
 25-49%
 50-74%
 75-99%
 100%
 N/A
 Don't Know

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WR5.4 **What % of the company is owned by full-time workers who are non-executive employees and non-founders?**
[Heavily Weighted]

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- 0%
- 1-4%
- 5-24%
- 25-49%
- 50%+
- N/A
- Don't Know

Answer(s): At this point, we have no non-executive employees. But it is our intention to offer stock options to non-executive employees.

Workers: Management & Worker Communication

WR6.1 **Is there a formal consistent process for providing performance feedback to all tenured employees which includes any of the following?** [Heavily Weighted]

- Is conducted on at least an annual basis
- Includes peer and subordinate input
- Provides written guidance for career development
- Includes social and environmental goals
- Clearly identifies achievable goals
- Follows a 360-degree feedback process
- None of the above

WR6.2 **Does your company have a written employee handbook that workers have access to and includes any of the following information?** [Less Weighted]

- No written employee handbook
- A non-discrimination statement
- An anti-harassment policy
- Statement on work hours
- Pay and performance issues
- Policies on benefits, training and leave
- Grievance resolution
- Disciplinary procedures and possible sanctions
- Statement regarding workers' right to bargain collectively and freedom of association
- Prohibition of child labor and forced/compulsory labor

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WR6.3a **What percent of your employees are 'Satisfied' or 'Engaged'?** [Heavily Weighted]

- N/A
- <65%
- 65-80%
- 81-90%
- >90%



Workers: Management & Worker Communication (Salaried)

WR6.5.4a **What is the average tenure of your current workforce?** [Equally Weighted]

- <12 months
- 1-3 years
- 3-5 years
- >5 years

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Community

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Community: Job Creation

CM2.1 **Number of full-time and part-time jobs that have been added to your company's payroll. Enter 0 if none or if your company has no workers.**

Last 12 months: 1.00

Prior 12 months: 1.00

CM2.2c **By what % has your worker base grown over the last 12 months?** [Heavily Weighted]

0% (Has not grown on a net basis) 1-24% 25-49% 50%+

CM2.4b **What was the attrition rate at the company for full-time and tenured part-time workers for the last 12 months?** [Heavily Weighted]

>20% 11-20% 0-10%

CM2.6 **What % of your workers are employed in company facilities located in low-income communities?** [Equally Weighted]

<10% 10-19% 20-29% 30%+ Don't Know

Community: Diversity & Inclusion

CM3.1 **Number of total full-time and part-time female employees.** [Not Weighted]

2.00

CM3.2 **What % of the company is owned by the following groups?**

0%	1-9%	10-24%	25-49%	50%+	Don't know	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Women and/or individuals from underrepresented populations, including low-income communities
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nonprofit organization(s)
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Individuals that qualify as non-accredited investors

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CM3.3 **Optional unweighted metrics: Approximately what % of your company's ownership is held by individuals from the following groups?**

Women

Low income communities

Other underrepresented populations (e.g. minorities, LGBT community, individuals with disabilities, etc.) 4%

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40%

CM3.5 **What % of the members of your Board of Directors (or equivalent) are women or individuals from other underrepresented populations?** [Equally Weighted]

- 0%
- 1-9%
- 10-24%
- 25-49%
- 50%+
- Don't know
- N/A - No board of directors or equivalent

CM3.6 **Optional unweighted metrics: Approximately what % of your Board of Directors or other governing body are from the following groups?**

Women 50%

Low income communities

Minority/previously excluded populations

Other underrepresented populations (e.g. minorities, LGBT community, individuals with disabilities, etc.)

CM3.11 **What % of your Significant Suppliers are majority owned by women or individuals from underrepresented populations?** [Equally Weighted]

- 0%
- 1-9%
- 10-19%
- 20-29%
- 30%+
- Don't Know

CM3.12 **Does the company have a written policy giving preference to suppliers owned by women or individuals from underrepresented populations?** [Less Weighted]

- Yes
- No
- N/A: Such policies are illegal in my country of operations

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CM3.18 **Does the company provide specific content in worker training on inclusion and diversity issues related to any of the following specific underrepresented groups?** [Equally Weighted]

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- Gender inclusiveness
- Minorities
- LGBT community
- Individuals with disabilities
- Other underrepresented groups (please describe)
- None of the Above

Other: We don't provide specific content in worker training on inclusion, diversity, as we are still so small. But the CEO is a woman, the CRO is gay and our platform is used to deepen engagement and a sense of belonging, being part of a community. Answer(s): We don't provide specific content in worker training on inclusion and diversity at this point, as we are still so small. But the CEO is a woman, the CRO is gay and our platform is used to deepen engagement and a sense of belonging, being part of a community.

Community: Civic Engagement & Giving

CM4.1b **Does your company have the following charitable giving practices implemented in practice or written in policy?** [Equally Weighted]

- Statement on the intended social or environmental impact of company's charitable contributions
- Cash and in-kind donations (excluding political causes)
- Volunteer and pro bono service
- Formal donations commitment (e.g. 1% for the planet)
- Matching individual workers' charitable donations
- Allowing workers and/or customers to select charities to receive company's donations
- Other (please describe)
- None of the above

Answer(s): Users/customers are encouraged to donate their PIPs to a cause (choosing from a wide selection provided in the PIPs Donate Catalog at pipsrewards.com/donate). They are also invited to suggest NGOs to be included in the Catalog. The user selects the cause and determines how much they want donated. At the end of the month, pledges are totaled and PIPs makes the donation.

CM4.2b **Are full-time employees granted in writing any of the following options for volunteer service?** [Equally Weighted]

- Non-paid time off
- Paid time off
- 20 hours or more a year of paid time off
- Workers offered incentives for volunteerism (office parties, competitions with prizes, etc.)
- Do not offer paid or unpaid time off

CM4.5 **Number of hours volunteered by full-time and part-time employees of the organization during the last fiscal year.** [Not Weighted]

- Not tracked / unknown

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CM4.6a **What was the % of per capita worker volunteer, community service, or pro bono time donated in the reporting period?** [Heavily Weighted]

- 0%
- .1-.9% of time
- 1-2.4% of time
- 2.5-5% of time
- >5% of time
- Don't know / not monitored

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CM4.8a **What was the equivalent % of revenue donated to charity during the last fiscal year?** [Most Heavily Weighted]

- No donations last FY
- 0.1-0.4% of revenues
- 0.5-1% of revenues
- 1.1-2.4% of revenues
- 2.5-5% of revenues
- 5%+ of revenues
- Don't know

CM4.9 **Which organizations does your company support?** [Not Weighted]

In 2016, 3P Partners made contributions on behalf of members to a dozen or more NGOs (including but not limited to American Refugee Committee, Catskill Mountainkeeper, Hero Rats, African Mission Healthcare Foundation, 1% for the Planet, Nature Bridge, Bronx River Alliance and IRC New Roots.

CM4.11 **Has your company worked with policymakers and/or stakeholders (including competitors) to develop or advocate for increased adoption of social and environmental standards or voluntary practices in your industry in the past two years?** [Equally Weighted]

- Yes, company has offered support in name and/or signed petitions
- Yes, company has provided active staff time or financial support
- Yes, company has directly introduced, testified, made recommendations or provided expertise to advance standards
- Yes, company has worked with other industry players on a cooperative initiative
- Yes, and efforts resulted in a specific institutional, industry or regulatory reform
- Other (please describe)
- None of the above

Community: Local Involvement

CM5.1a **We realize that for companies with more than one office, the definition of local involvement is a more complicated one to answer. Please tell us a bit about the structure of your company geographically.** [Not Weighted]

PIPs is located in New York, and all steady contractors working with PIPs have been located in New York.

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CM5.3a **What % of your company's expenses (excluding labor) was spent with independent suppliers local to the company's headquarters or relevant production facilities?** [Equally Weighted]

<20% 20-39% 40-59% 60%+ Don't know

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CM5.4a **Is the majority (over 50%) of the company's ownership located locally to at least two-thirds of the company's workforce?** [Equally Weighted]

Yes No Don't know

CM5.8 **Is the majority of your company's banking services provided by an institution with any of the following characteristics?** [Equally Weighted]

- A certified CDFI or national equivalent social investment organization
- A Certified B Corporation
- A member of the Global Alliance for Banking on Values
- A cooperative bank or credit union
- A local bank committed to serving the community
- An independently owned bank
- None of the above

Community: Suppliers, Distributors & Product

CM6.1 **Please select the types of companies that represent your Significant Suppliers:** [Not Weighted]

- Product Manufacturers
- Professional Service Firms (Consulting, Legal, Accounting)
- Independent Contractors
- Marketing/Advertising
- Office Supplies
- Benefits Providers
- Technology
- Raw materials
- Farms
- Other

CM6.2 **Does your company screen and/or evaluate Significant Suppliers for social and environmental impact?** [Not Weighted]

Yes No

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CM6.4 **What is the social and environmental screen that is used for a majority of your company's Significant Suppliers:** [Equally Weighted]

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- No formal screening process in place
- Screened for negative practices or regulatory non-compliance (e.g. no child labor)
- Screened for positive practices beyond what is required by regulations (environmentally-friendly manufacturing process; excellent labor practices, etc.)

CM6.5a **When monitoring and evaluating the on-going social and environmental performance of the majority of Significant Suppliers, which of the following apply?** [Equally Weighted]

- No formal supplier monitoring and evaluation process
- Significant Suppliers are evaluated based on company's own criteria
- Significant Suppliers are evaluated based on social and environmental standards best-in-class third-party certification for your industry (ISO, SA8000, etc.)
- Company visits a majority of Significant Suppliers on-site

CM6.16 **Which of the following describe your relationships with all your company's independent contractors?** [Equally Weighted]

- Formal routine process for independent contractors to receive post-project/contract performance feedback
- Formal routine process for independent contractors to communicate post-project or post-contract feedback to the company
- Independent contractors are verified to either work on a time-bound basis, or else split their time with work for other clients. Contractors not meeting either criteria have been offered employment.
- Independent contractors are paid a living wage (when calculated as hourly wage when living wage data is available)
- We have independent contractors, but have not engaged in any of these practices
- N/A - We haven't used independent contractors in the last year

CM6.22a **What % your services have been reviewed and certified by an accreditation body? Select N/A if industry or service relevant accreditation does not exist.** [Equally Weighted]

- 0%
- 1-9%
- 10-24%
- 25-74%
- 75-99%
- 100%
- Don't know
- N/A

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Environment

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Environment: Environment Introduction

EN1.27 **What kind of facilities does your business primarily operate in?** [Not Weighted]

- Company owned office space
- Leased office space
- Co-working Space
- Virtual/ Home Offices

Environment: Land, Office, Plant (Virtual Office)

EN2.5.14a **Which of the following are true of how your company encourages good environmental stewardship in how employees manage their virtual offices?** [Heavily Weighted]

- There is a written policy encouraging environmentally preferred products and practices in employee virtual offices (recycling, etc.)
- Company shares resources with employees regarding environmental stewardship in home offices (i.e. energy efficiency, recycling, etc.)
- Policy in place for the safe disposal of e-waste and other hazardous materials purchased for employee home offices.
- Employees are provided with a list of environmentally preferred vendors for office supplies
- None of the above

Environment: Inputs

EN3.1a **Does your company monitor, record and/or report its energy usage?** [Equally Weighted]

- We do not currently monitor and record usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year

EN3.1b **Does your company monitor, record and/or report its water usage?** [Equally Weighted]

- We do not currently monitor and record our usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year

EN3.2 **Total energy used (Gigajoules) during the last 12 months:** [Not Weighted]

- Not tracked / unknown

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EN3.3 **Total energy used from renewable resources (Gigajoules) during the last 12 months:** [Not Weighted]

Not tracked / unknown



EN3.4 **Total water use (liters) during the last 12 months** [Not Weighted]

Not tracked / unknown

EN3.5 **Have conservation and efficiency improvements led to energy savings for your facilities? If so, by how much?** [Heavily Weighted]

0% 1-4% 5-9% 10-14% 15-20% >20% Don't know

EN3.6a **What % of energy use is produced from low-impact renewable sources?** [Heavily Weighted]

0% 1-24% 25-49% 50-74% 75-99% 100% Don't know

EN3.7a **Has the company increased its % use of low impact renewable energy annually at its corporate facilities?** [Equally Weighted]

Yes No Already Maximized (100% low impact renewable)

EN3.8a **For which of the following systems have you used energy conservation/ efficiency measures for your corporate facilities in the past year?** [Equally Weighted]

- Equipment: Energy Star Appliances / Automatic Sleep Modes / After-Hour Timers / etc.
- Lighting: Natural Light / CF Bulbs / Occupancy Sensors / Daylight Dimmers / Task Lighting / etc.
- HVAC: Programmable Thermostat / Timers / Occupancy Sensors / Shade Sun-Exposed Walls / Double-Paned Windows / etc.
- Other (please specify)
- None of the above
- N/A - We utilize virtual office

EN3.10a **Which of the following water conservation methods have been implemented at the majority of your corporate offices:** [Equally Weighted]

- Low-flow faucets/taps, toilets/urinals, showerheads
- Grey-water usage for irrigation
- Low-volume irrigation
- Harvest rainwater
- Other (please describe)
- None
- N/A: My company has a virtual office

Environment: Outputs



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EN4.1 Please select the option that best describe how you monitor and record the following emissions:



- Company does not currently monitor and record emissions
- Company monitors and records emissions (no reduction targets)
- Company monitors emissions and has specific reduction targets
- Company monitors emissions and has met specific reduction targets during the reporting period
- Eliminated emissions of this by-product entirely
- N/A

Scopes 1 and 2 greenhouse gas (GHG) emissions

EN4.5 Waste Disposed (metric tonnes) during the last 12 months [Not Weighted]

Not tracked / unknown

EN4.6 Waste Disposed: Recycled/Reused (metric tonnes) during the last 12 months [Not Weighted]

Not tracked / unknown

EN4.7 Total Greenhouse Gas Emissions (metric tonnes of CO2 equivalent) in:

Scope 1:

Scope 2:

Scope 3:

EN4.11b What % of Scopes 1 and 2 GHG emissions has been saved due to efficiency improvements implemented by your company? [Equally Weighted]

0%
 1-4%
 5-9%
 10-14%
 15-20%
 >20%
 Don't Know

EN4.12 If your company purchased certified carbon credits in the reporting period, what % of GHG emissions were off-set? [Less Weighted]

0%
 1-24%
 25-49%
 50-74%
 75-99%
 100%
 Don't know
 N/A - No carbon offsets purchased

Answer(s): In 2016, PIPs offset 36,000 lbs carbon through its partner, Oroeco. Even operating from virtual offices, this is not likely to be equivalent to our collective carbon footprints through work, but it could be approximately 10-20%. We're planning to purchase more in 2017.

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EN4.17 **Is hazardous waste always disposed of responsibly, in a way that the company can verify?** [Equally Weighted]

- Yes
- No
- N/A - We have eliminated hazardous waste

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Impact Business Models

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Impact Business Models: Mission Locked

IBM1.2 **Separate from a mission statement, has your company done any of the following to legally ensure that its social or environmental mission will be maintained over time, regardless of company ownership?** [Equally Weighted]

- Signed a contract or board resolution to amend or adopt a legal form that requires consideration of employees, community, and the environment (i.e. Signed B Corp Term sheet but have not yet adopted stakeholder consideration)
- Amended corporate governing documents to require the consideration of employees, community and the environment (e.g. Amended Articles of Incorporation)
- Has a specific legal entity/governance structure that preserves mission (i.e. cooperative)
- Legal entity/governance structure preserves mission and requires stakeholder consideration (i.e. Benefit Corp or cooperative that has amended governing documents to include stakeholder consideration)
- Other - Please describe
- None of the above

Impact Business Models: Worker Business Models Introduction

IBM2.2 **Is your company structured to benefit its employees in the following way?** [Not Weighted]

- Ownership structures that provide significant equity (>40%) and empowerment to all employees (i.e. employee-owned companies/cooperative)
- No

Impact Business Models: Customer Models Introduction

IBM15.1a **Does your product/service address a social or economic problem for or through your customers?** [Not Weighted]

- Yes
- No

Impact Business Models: Customer Products & Services Introduction

IBM16.2 **How would you describe the positive outcome for customers created by your product/service?** [Not Weighted]

The primary concern of our customers is retention, whether their constituents are students, employees, fans or commuters. They are looking for an effective tool with which to leverage the growing interest in purposeful behaviors among stakeholders in ways that boost loyalty, retention and lifetime value. What they get with PIPs is a mobile engagement platform that combines a social good currency (positive impact points or PIPs), data intelligence, principals of behavioral psychology and group games, to turn behavior change into a fun, social, addictive experience that motivates and rewards improvement.

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IBM16.3a Which of the following most closely matches the outcome and/or problem solved for your customers as defined above? [Not Weighted]

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- Access to products/services that fulfill basic human needs for individuals without prior access (e.g. providers of electricity or clean drinking water to rural poor communities, affordable housing projects, waste and sanitation systems or disposal)
- Improved or Maintained Health/Wellness (e.g. medical equipment, medical services and medicines, preventative health services or products, healthy living products, exercise and sporting products, prescription eyeglasses)
- Improved Education or Skills Development (e.g. schools, textbooks, tutoring services, career leadership training, education tools, games and software)
- Increased economic opportunity for underserved groups (e.g. financial or insurance services or benefits consulting for the underserved, new mechanisms to connect products to market)
- Increased operational success or capital for purpose driven or underserved enterprises (e.g. impact investing or fundraising platforms, non-profit accounting services)
- Increased social and/or environmental impact for businesses or other organizations (e.g. sustainability consulting)
- Increased Access to Arts, Media, or Culture (e.g. independent media, artisanal crafts, photography, information services)
- None of the above

IBM116.4 Total Number of Customers

Individuals:	4,000.00
Organizations:	35.00

Impact Business Models: Health & Wellness Improvement

IBM36.2 Which of the following best describes your health related product or service? [Not Weighted]

- Our product reduces health risk, such as by producing healthy alternatives to products that are traditionally unhealthy or toxic to consumers (healthy food alternatives that meet rigorous government standards, BPA free, etc.)
- Our product/service contributes to the positive development of individual health and well-being (wellness programs, sporting equipment)
- Our product/service supports healthcare through improving the efficiency or access to healthcare systems (health insurance, drug tracking, hospital equipment, etc.)
- Our product/service directly provides healthcare that cures or prevents illness/disability
- None of the above

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IBM36.3 **What is the severity of the health issue or issues addressed by your product/service?** [Not Weighted]

- Low
- Mid
- High
- My product/service enables healthcare that cures or prevents illnesses/disabilities of all kinds
- My product/service does not address a particular ailment, it contributes to overall positive health outcomes
- Don't know



IBM36.4 **Which of the following best describes the extent to which your product/service contributes to the positive health outcome?** [Not Weighted]

- My product/service has been demonstrated to effectively and substantially address the stated health problem, independent of other factors
- My product contributes to the stated positive health outcome, but does so dependent upon other resources/circumstances outside of our control

IBM36.5 **What were your total revenues last fiscal year from the previous products or services?** [Not Weighted]

- Not tracked / unknown

IBM36.6 **This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from products or services that promote health?" and "Total revenue from the last fiscal year"** [Not Weighted]

IBM136.7 **How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count.**

Individuals	250.00
Businesses/Non-Profits	3.00

IBM36.8 **Please provide a brief description of how you track your customer/client/beneficiary figures.** [Not Weighted]

The PIPs platform is a tracking app. It tracks and sorts every verifiable action taken by user, partner, campaign (event, challenge, contest, etc) and impact. In the specific case of the Fitness Challenge, the platform tracked - daily steps, improvement (measured against a four-week rolling average), how PIPs were used (either redeemed or donated). The dashboard also calculated carbon saved (as measured in car miles avoided).

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IBM36.12 **How do you verify that your product contributes to the outcome previously selected?** [Least Weighted]

- We have a track record of successful verified positive outcomes and have created case studies based on these
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

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IBM36.13 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

- Yes No NA

IBM36.14 **Is there something different or innovative about the company's health product/service that has changed the industry? Is this something that is replicable, unique at the time that it was created, and that has been emulated by other organizations?** [Not Weighted]

Many workplace fitness programs use the latest tracking apps and devices to gather data on physical activity. And offering rewards to top performers is also common. But if a staffer is not the office top performer, or within competing distance of the top, his or her enthusiasm can quickly wane. PIPs' digital engagement platform uses data intelligence, gathered via tracking apps and devices, and incentives like points and prizes. But in addition it applies principles of behavioral psychology (loss aversion, teams, etc) to turn increased daily fitness into fun, social games that rewards improvement. Proven effective in pilots, the Fitness Challenge is now being picked up by dozens of companies and affinity networks. Players have liked that the points can only be redeemed for healthy lifestyle choices or donated to a cause.

IBM36.19 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes No

Impact Business Models: Education

IBM37.1 **Please tell us more about how your product or service promotes education or professional development and advancement.** [Not Weighted]

Our platform uses games to educate and engage its users in beneficial behaviors, actions and choices. Our customers can activate a group game - be it a Scavenger Hunt, Trivia Contest, Fitness Challenge or Planet Health Challenge - making the experience for participants more social, fun and rewarding.

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IBM37.2 Which of the following product or service descriptions best fit your company? [Not Weighted]

- Products/services offer or promote access to general knowledge (e.g. books, generalized information)
- Products/services support education or education/professional development initiatives (e.g. educational grading software)
- Products/services provide ongoing professional development and advancement of knowledge (training programs for professionals, service learning, textbooks, specialized research or scientific journals)
- Products/ services provide essential educational credentials and academic development (primary or secondary school, accredited trade schools and career training, etc.)
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)

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IBM137.3 How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count.

Individuals	4,000.00
Businesses/Non-Profits	2.00

IBM37.4 If relevant, provide the average length in number of days of your education program. Provide a brief description on how you calculated this. [Not Weighted]

The PIPs platform features a trivia game that all individuals can play at any time.
Two new group games were added to the app in the last 12 months - the Fitness Challenge and the Trivia Contest. We are adapting the Fitness Challenge into a Planet Health Challenge for launch to a university partner in July 2017.
A typical Fitness Challenge runs for 12 weeks. It begins on a Monday at 12:01:01 AM and ends on a Sunday at 11:59:59 PM 12 weeks later. The Planet Health Challenge will run through the semester.
A Trivia Contest can vary in length from a few hours to several days.

IBM37.5 Please provide a brief description of how you track your customer/client/beneficiary figures. [Not Weighted]

PIPs tracks and records all actions for which PIPs are either earned or used.
In the case of the individual trivia game, every correct answer is tracked and recorded.
In the case of a Fitness Challenge commissioned by a client, the players' steps are tracked by a fitness app or device, and via API integration, communicated to the PIPs platform and stored in our backend.
Through algorithms, actions taken are converted into PIPs awarded, and these PIPs are tracked in a user's and a team's tally.
In the case of the Fitness Challenge, an algorithm also converts steps taken into carbon saved (as measured by car miles avoided).

IBM37.6 What were your total revenues last fiscal year from the previous products or services? [Not Weighted]

Not tracked / unknown

IBM37.7 This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from educational products or services?" and "Total revenue from the last fiscal year" [Not Weighted]

IBM37.8 **This is a calculated question based on your previous answers to the following questions: "Which of the following product or service descriptions best fit your company?" and "What % of your revenues last fiscal year were from products or services that promote education?" [6x]**

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IBM37.13 **How do you verify that your product contributes to the outcome previously selected?** [Least Weighted]

- We have a track record of successful verified positive outcomes and have created case studies based on these.
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

IBM37.14 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

Yes No NA

IBM37.15 **Is there something different or innovative about the company's education product/service that has changed the industry? Is this something that is replicable, unique at the time that it was created, that has been emulated by other organizations?** [Not Weighted]

See answer to IBM 36.14.

IBM37.18 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

Yes No

Impact Business Models: Support for Underserved/Purpose Driven Enterprises

IBM40.1 **Please tell us more about how your product or service increases the flow of capital and/or provide capacity building to purpose driven enterprises.** [Not Weighted]

Using best-in-class smart tech plus a dash of surprise & delight, PIPs mobile makes it easy for users to discover responsibly made products & valued services on and off line, to earn PIPs at select locations & rewardable moments and redeem, donate and gift PIPs. In so doing, the PIPs platform delivers to purpose-driven enterprise partners verifiable engagement in positive impact behaviors that reduce costs, increase loyalty, productivity and lifetime value of their target user groups.

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IBM40.2 Which of the following product or service descriptions best fit your company? [Not Weighted]

- Products/services support the operations of purpose driven enterprises or organizations (e.g. accounting services for non-profit organizations)
- Products/services support the operations of underserved enterprises, such as women/ minority owned or small to medium sized community businesses that lack access to services (e.g. incubators for urban businesses)
- Products/services that directly raise capital for purpose-driven enterprises or underserved businesses (e.g. fundraising campaigns for a social service agencies)
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)



IBM140.3 How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count.

Individuals	4,000.00
Households	
Communities	
Businesses/Non-Profits	52.00
Governments	

IBM40.4 Please provide a brief description of how you track your customer/client/beneficiary figures. [Not Weighted]

PIPs is a tracking app. Every action taken is tracked and sorted based on user, partner, campaign (event, contest, etc) and impact. In the case of increasing the flow of capital to NGOs, PIPs donated over \$250 to NGOs on behalf of its members in 2016.

IBM40.5 What were your total revenues last fiscal year from the previous products or services? [Not Weighted]

Not tracked / unknown

IBM40.6 This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from products or services that support purpose-driven enterprises?" and "Total revenue from the last fiscal year" [Not Weighted]

IBM40.7 This is a calculated question based on your previous answers: "Which of the following product or service descriptions best fit your company?" and "What % of your revenues last fiscal year were from products or services that support purpose-driven enterprises?" [6x]

IBM40.12 **How do you verify that your product or service contributes to the outcome previously selected?** [Least Weighted]

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- We have a track record of successful, verified positive outcomes and have created case studies based on these.
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

IBM40.13 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

- Yes No NA

IBM40.14 **Is there something different or innovative about the company's product/service that support flow of capital that has changed the industry? Is this something that is replicable, unique at the time that it was created, and that has been emulated by other organizations?** [Not Weighted]

PIPs offers its NGO partners a unique and innovative way to fundraise. The platform can function as an alternative crowdfunding platform, but unlike other crowdfunding platforms, there are no hefty fees, and the donor never cuts a check; they donate their PIPs, we cut the check. As our numbers grow, and more and more clients want to use the platform to drive charitable giving, we could see a significant impact.

IBM40.17 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes No

Impact Business Models: Impact Improvement

IBM44.1 **How does your product/service improve the impact of your clients?** [Not Weighted]

- Product/service supports impact improvement of an enterprise by contributing research, advice, measurement and/or reporting that enables impactful decision-making
- Product/service directly improves the social or environmental performance of the business through implementation and/or consulting (energy efficiency, benefits consulting, community engagement)
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)

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IBM44.2 Which of the following best describes the extent to which your product/service contributes to the implementation of positive changes in the impact of clients? [Not Weighted]

- My product is designed to help companies improve their impact, but we cannot verify that positive changes have been implemented.
- My product is designed to help companies implement and improve their impact and we can verify that improvements were made
- My product directly implements and improves the impact of the company

IBM44.3 What were your total revenues last fiscal year from the previous products or services? [Not Weighted]

Not tracked / unknown

IBM44.4 What % of your revenues last fiscal year were from the previous products or services? [Not Weighted]

IBM44.5 Please provide a brief description of how you track your customer/client/beneficiary figures. [Not Weighted]

The first use case of our platform - PIPs Fitness Challenge - demonstrates how we combine data intelligence, gathered via tracking apps and devices, and principles of behavioral psychology to turn increased daily physical activity among a group of employees, seniors, students or fans into a fun, social...and impactful game.

The research from these early use cases has shown that daily physical activity was improved by 10% among all players, 33% among the least active quartile. Surveys have also shown that players were motivated by 1) the fact that they would be awarded for improving (and not just for being the top performer), 2) being on a team and 3) by the fact that the PIPs they were being awarded could only be used for beneficial life style choices or donated to a cause.

We are now bringing our platform to more employers as well as to other client types - universities, sports teams and leagues, affinity networks, etc. Though it's a bit early for us to tell, our aim is for PIPs engagements to help increase loyalty, retention and lifetime value among their constituents.

IBM144.6 How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count (if reporting number of communities, do not also report the number of individuals in that community).

Businesses/ Non-Profits

2.00

Governments



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IBM44.7 **How do you verify that your product improves the impact of your client organizations?** [Least Weighted]

- We have a track record of successful verified positive outcomes and have created case studies based on these
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or third party verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

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IBM44.8 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

- Yes No N/A - No direct research conducted

IBM44.9 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes No

IBM44.14 **Is there something different or innovative about the company's products/services that has changed the industry? Is this something that is replicable, unique at the time that it was created, and that has been emulated by other organizations?** [Not Weighted]

As stated previously, PIPs is an innovator in the 'behavior tech' space. In 2017, we will be introducing our platform to a 32,000 student university, as well as to clients in the employee and fan engagement space. We'll have much more to report in 2018.

Impact Business Models: Improved Impact (Direct)

Impact Business Models: Health Outcomes (Partial)

Impact Business Models: Serving In Need Populations

IBM59.1 **Does your product/service benefit underserved populations, either directly or by supporting organizations that directly serve them?** [Not Weighted]

- Yes No

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IBM59.2 Describe the beneficiaries or end-users of your products or services and how you characterize them as underserved. [Not Weighted]

PIPs can be donated to causes that benefit the underserved, by which we mean marginalized, discriminated against, refugees of war and natural disasters, poor and others. Some examples include African Mission HealthCare Foundation, International Refugee Commission, American Refugee Commission, Stop Girls Trafficking, CARE, Feeding America, One World Play, Partners for Health, the Trevor Project and more. To see all, go to pipsrewards.com/donate.

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IBM59.3 If your beneficiaries are underserved individuals, which of the following underserved populations do they belong to? If you serve organizations that serve the underserved, which of the following populations are your client's beneficiaries? [Not Weighted]

- Low income, poor, or very poor
- Other populations underserved in your product/service category, which can include minorities, veterans, disabled individuals
- Individuals who are not underserved in your product/service category (do not continue)

IBM59.4 Which of the following best describes how your product/service benefits underserved populations previously described? [Not Weighted]

- My product/service helps the financial viability of purpose-driven enterprises, which in turn allows them to continue to serve their underserved target population (ex. marketing or accounting services for a social service agency)
- My product/service directly helps purpose driven enterprises improve positive impact for their underserved beneficiaries, but is not designed specifically for that underserved population (e.g. teaching curriculum sold to low income schools)
- My product/service directly helps purpose driven enterprises improve positive impact for their underserved beneficiaries, and is specifically designed to benefit that underserved population (e.g. teacher training/curriculum specifically designed to address challenges of teaching low income students)
- My product/service is directly used by the previous underserved populations (e.g. products marketed to or designed for the underserved)

IBM59.7 Which of the following statements are true about your in-need customers/ clients? [Not Weighted]

- Most customers/clients continue with us year by year and latest figures for the year roughly reflect the total number of beneficiaries to date
- Customers/clients we reach each year are in addition to previous customers/clients and total number served should be calculated by adding together the numbers for each year
- Don't know - we don't sell direct to customers/clients

IBM59.8 How much revenue is generated through sale to the previously selected beneficiary group(s) or nonprofit(s)? [Not Weighted]

- Not tracked / unknown

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IBM59.9 **What % of customers/end beneficiaries of your product or service are from an underserved population identified previously? If you serve purpose driven enterprises, please respond with the % of your revenues generated from services provided that benefited the previously selected underserved in the last fiscal year.** [Not Weighted]

Not tracked / unknown

IBM59.10 **This is a calculated question based on your previous answers: "Which of the following best describes how your product/service benefits underserved populations described previously?" and "What % of customers/end beneficiaries of your product or service are from an underserved population identified previously?"** [Not Weighted]

IBM159.12 **How many customers/clients served qualify in the previously selected underserved populations during the last 12 months? Do not duplicate individuals and households. Estimates within +/- 5% are acceptable.**

Businesses/Non-Profits

10.00

IBM59.13 **Please provide a brief description of how you track your customer/client/beneficiary figures.** [Not Weighted]

We track the donations of PIPs to purpose-driven organizations including but not limited to those targeting underserved communities.

IBM59.14 **Which of the following products/services attributes assist in targeting the previously selected underserved communities:** [Least Weighted]

- Product/service is accompanied by a zero-interest or below-market financing option (directly from company or through finance partner) with small repayment amounts to provide the poor access to purchase
- Company utilizes a cross-subsidization model whereby higher pricing for middle and high-income clients facilitates offering lower/subsidized pricing for low income clients/customers
- Product/service pricing model includes transparent pricing for all customers
- Vendor provides training on safe use and/or maintenance of the product/service
- These product/service attributes do not apply to our company (Skip the remainder of this section)

IBM59.17 **What % of customers/beneficiaries qualify as poor or very poor with incomes below \$2.00 per day?** [Heavily Weighted]

Not tracked / unknown

IBM59.18 **How much revenue is generated through sale to clients/customers that live on less than \$2/day?** [Not Weighted]

Not tracked / unknown

Impact Business Models: Community Business Models Introduction



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IBM4.1a **Is your company structured to benefit community stakeholders in any of the following ways?** [Not Weighted]

- A producer-owned cooperative structure in which suppliers share control and benefits of company operations (e.g. farmer cooperative, artisanal cooperative)
- Purchasing fair/direct trade to improve livelihoods for underserved groups in your supply chain
- A micro-distribution or micro-franchising model that provides economic opportunities to underserved groups
- A formal standing commitment to donate a significant portion of sales/profits/ownership to charitable causes (>2% sales, >20% profits/ownership)
- Providing high quality jobs and/or professional development for individuals with chronic barriers to employment (workforce development programs)
- A community-focused business model that supports and builds the economic vitality of local communities
- None of the above

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Impact Business Models: Designed to Give

IBM13.1a **Are any of the following true regarding your charitable giving structure?** [Most Heavily Weighted]

- 20% or more of my company is owned by a non-profit organization
- We are formally committed to donate more than 20% of profits to charity each year.
- We are formally committed to donate the equivalent of 5% of revenues or more to charitable partners each year (including in-kind product donations).
- We are formally committed to donate the equivalent of 5% or more of our time through pro-bono services
- We have created and provide the majority of funding for a non-profit foundation, of which at least 10% of company profits (or 2% of sales) are donated each year
- None of the above

IBM13.2 **How much was donated during the last fiscal year?** [Not Weighted]

250.00

IBM13.3b **Based on the above structures and commitments in place, what is the equivalent % of company revenues that were donated or distributed to non-profit partners in the last fiscal year?** [Most Heavily Weighted]

- 0-4.9% revenues
- 5-7.4% revenues
- 7.5-9.9% revenues
- 10-12.4% revenues
- 12.5%+ revenues

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IBM13.4 **Does your company do any of the following?** [Less Weighted]

- Play a leadership role with recipient charitable organizations (e.g. board or advisory board participation)
- Use a 3rd party screen to ensure that recipient organizations meet specific guidelines to qualify for donations
- Use a 3rd party screen to ensure that recipient organizations are efficiently allocating resources (i.e. Guidestar, Charity Navigator)
- Company screens charitable partners based on their own criteria
- None of the above



IBM13.6 **Has your company defined the outcomes (separate from the outputs) it seeks through your donations?** [Least Weighted]

- Yes No

IBM13.9 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes No

Impact Business Models: Environmental Models Introduction

IBM59.1 **Are your company's products or process structured to restore or preserve the environment in any of the following ways?** [Not Weighted]

- Through a manufacturing, wholesale or agriculture process which is designed to significantly reduce environmental impact compared to typical practices for the industry
- Through a product or service that preserves, conserves, or restores the environment or resources
- None of the above

Impact Business Models: Environment Products & Services Introduction

IBM80.1 **In what way or ways does your product/service conserve the environment?** [Not Weighted]

- Provides or is powered by renewable energy or cleaner-burning energy than market alternatives (e.g. solar panel manufacturers/installers, hybrid vehicles)
- Conserves or diverts resources (including energy, water, materials, etc.)
- Conserves or preserves the well-being of land and/or animals (e.g. land protection or reforestation services, sustainably harvested agricultural products)
- Reduces or is made of less toxic/hazardous substances (e.g. brownfield remediation services, organic food, non-toxic cleaners)
- Educates, measures, researches, or provides information to solve environmental problems (e.g. environmental consulting or auditing)
- None of the above

Impact Business Models: Environmental Education & Information



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IBM86.1 Tell us more about how your product or service educates, quantifies, or provides strategic advice to solve environmental problems [Not Weighted]

PIPs digital engagement platform leverages the latest in smart tech to recognize, reward and reinforce economically valuable, socially beneficial actions. Using data intelligence, gathered via tracking apps and devices, and applying principals of behavioral psychology (from loss aversion and competition to beneficial rewards and social norming) PIPs app steers users toward and prompts them to take desired actions, i.e., daily fitness, carpooling, riding the bus, volunteering, or choosing local or beneficial brands.

PIPs rewards catalog is filled with quality products, services and experiences that reinforce the cycle of good, delivering personal or planetary benefit.

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IBM86.2 Which of the following product or service descriptions apply? [Not Weighted]

- Products or services that offer or promote access to general knowledge about environmental sustainability and resource use for individuals or organizations (e.g. books, environmental resource guides, carbon credit platforms)
- Products or services that offer access to highly specialized information on environmental science topics or pursue rigorous scientific inquiry (e.g. environmental research labs)
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)

IBM86.3 What were your total revenues last fiscal year from the previous products or services? [Not Weighted]

854.00

IBM86.4 This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from products or services that provide environmental education, measurement, or consulting?" and "Total revenue from the last fiscal year" [Not Weighted]

IBM86.5 This is a calculated question based on your previous answers: "Which of the following product or service descriptions apply?" and "What % of your revenues last fiscal year were related to the products that provide environmental education, measurement or consulting?" [6x]

IBM186.6 If tracked, what was the total or per use number of metric tons of carbon (CO2) off-set or saved by use of your product or service during the last 12 months? Also, provide any of the following, if tracked:

Metric tons of GHG/CO2 equivalent

kWh saved/off-set

Metric tons of waste saved from landfill or incineration

Liters of water saved/off-set

Number of hectares protected

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IBM86.10 **How do you verify that your product contributes to the outcome previously selected?** [Least Weighted]

- We have a track record of successful, verified positive outcomes and have created case studies based on these.
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

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Answer(s): Our platform is designed to verify that a specific actions have been taken. This is what we mean by "verify outcomes."

Though the action must deliver personal and/or planetary benefit, at this point, we are not able to quantify the cumulative benefit.

IBM86.11 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

- Yes No N/A - No direct research conducted

IBM86.12 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes No

IBM86.13 **Is there something different or innovative about the product/service that has changed the industry? Is this something that is replicable, unique at the time that it was created, and that has been emulated by other organizations?** [Not Weighted]

The PIPs platform is poised to transform the 'behavior tech' space. We are able to deliver to enterprise partners verifiable engagement in beneficial behaviors that reduce costs, increase loyalty, productivity and lifetime value of target user groups. We tested our platform among employers looking to increase daily physical activity among employees. Daily physical activity increased by 10% among all participants, 33% among the least active quartile. Participants also experienced heightened sense of workplace satisfaction. We are now rolling out versions of the platform to universities, pro- and collegiate sports teams and more.

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Disclosure Questionnaire

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Disclosure Questionnaire: Disclosure Industries

DQ1.1 Please indicate if the company is involved in production of or trade in any the following. Select Yes for all options that apply.

Yes No

- Any product or activity deemed illegal under host country laws or regulations or international conventions and agreements
- Gambling
- Pharmaceuticals subject to international phase-outs or bans
- Payday lending
- Pornography
- Wildlife or wildlife products regulated under the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)

DQ1.2 If you selected "Yes" previously, please provide a detailed explanation of the company's involvement here.
[Not Weighted]

Disclosure Questionnaire: Disclosure Practices

DQ2.1 Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "True." If false, select "False."

- | True | False | Yes | No |
|-----------------------|----------------------------------|----------------------------------|-----------------------|
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | <input checked="" type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | <input checked="" type="radio"/> | <input type="radio"/> |
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| | | <input checked="" type="radio"/> | <input type="radio"/> |

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DQ2.2 **If you selected "True" previously, please provide a detailed explanation of the company's engagement in these practices here.** [Not Weighted]

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Disclosure Questionnaire: Disclosure Outcomes

DQ3.1 **Please indicate if the following statements are true regarding if the company has experienced any of the following in the past 5 years. Check all that apply. If the statement is true, select "True." If false, select "False."**

True	False		Yes	No
<input type="radio"/>	<input checked="" type="radio"/>	Company has had an operational or on-the-job fatality		
<input type="radio"/>	<input checked="" type="radio"/>	Company sites have experienced accidental discharges to air, land or water of hazardous substances		
<input type="radio"/>	<input checked="" type="radio"/>	Construction or operation of company facilities resulted in physical resettlement or economic displacement involving 5,000 or more people near your facility		
<input type="radio"/>	<input checked="" type="radio"/>	Material litigation or arbitration against company		
<input type="radio"/>	<input checked="" type="radio"/>	Company has filed for bankruptcy		
<input type="radio"/>	<input checked="" type="radio"/>	Company has had material breaches of individual's confidential information		

DQ3.2 **If you selected "True" previously, please provide a detailed explanation of the company's experience related to the previous statement here.** [Not Weighted]

Disclosure Questionnaire: Disclosure Penalties

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DQ4.1 Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.

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- | Yes | No | |
|-----------------------|----------------------------------|--|
| <input type="radio"/> | <input checked="" type="radio"/> | Diversity and equal opportunity |
| <input type="radio"/> | <input checked="" type="radio"/> | Employee safety or workplace conditions |
| <input type="radio"/> | <input checked="" type="radio"/> | Environmental issues |
| <input type="radio"/> | <input checked="" type="radio"/> | Financial reporting |
| <input type="radio"/> | <input checked="" type="radio"/> | Geographic operations or international affairs |
| <input type="radio"/> | <input checked="" type="radio"/> | Investments or Loans |
| <input type="radio"/> | <input checked="" type="radio"/> | Labor issues (internal and supply chain) |
| <input type="radio"/> | <input checked="" type="radio"/> | Marketing |
| <input type="radio"/> | <input checked="" type="radio"/> | Political contributions |
| <input type="radio"/> | <input checked="" type="radio"/> | Taxes |
| <input type="radio"/> | <input checked="" type="radio"/> | Bribery, fraud or corruption |

DQ4.2 If you selected "Yes" previously, please provide a detailed explanation of the complaint/fine/sanction here.
[Not Weighted]

Disclosure Questionnaire: Supplier Disclosure

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DQ5.1 Please indicate if any of the following statements are true regarding your company's significant suppliers.



True	False	Don't Know	
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers employ workers under the age of 15 (or other minimum work age covered by the International Labour Organization Convention No. 138)
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant suppliers use any workers who are prisoners
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers have had an operational or on-the-job fatality
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers' sites have experienced accidental discharges to air, land or water of hazardous substances
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Construction or operation of Significant Suppliers' facilities resulted in physical resettlement or economic displacement involving 5,000 or more people near their facility
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Construction or operation of Significant Suppliers involved large scale land acquisition
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Construction or operation of Significant Suppliers involved large scale land conversion and/or degradation
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Construction or operation of Significant Suppliers involved the construction or refurbishment of dams
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers have had material fines or sanctions in the last five years regarding the issues indicated in DQ4.1
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers exploitatively operate in conflict zones

Disclosure Questionnaire: Other Disclosures

DQ6.1 Are there any other sensitive aspects of the business that are necessary to disclose? [Not Weighted]

None



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