

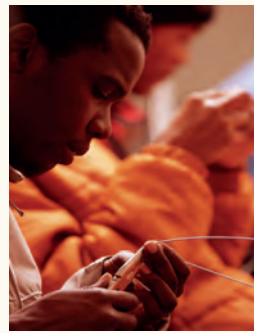
Increasing Market Share Through Social Branding

New Directives of Big Business: Ethical and Sustainable Supply Chains

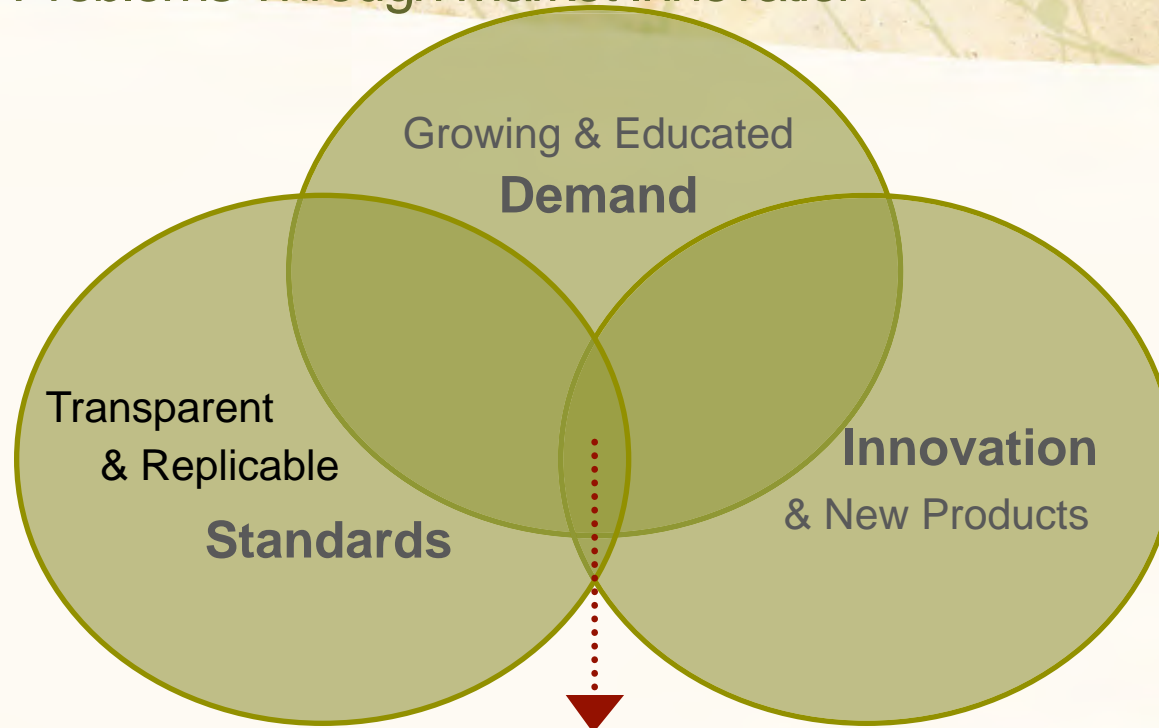
Priya Haji & Dennis Macray



Harnessing Consumer Purchasing Power to Alleviate Global Poverty



Theory of Change:
Solving Problems Through Market Innovation



Inspired Competition

The Global Social Challenge

world
of good

1.4 billion

live on less than \$1.25/day

400 million

informal workers live in poverty

70%

of these informal workers are women



Artisan at Tara Projects

Tara supports thousands of women in rural India to gain economic independence and pursue their dreams.

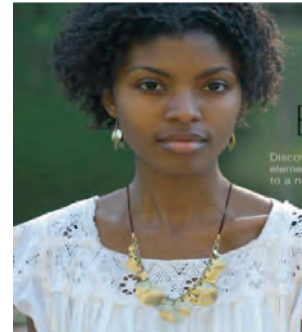
The Challenge:

How can we build commerce as a tool for empowerment for women in the informal sector?

Dream of a Solution the size of the Problem



Build a bridge of opportunity to connect women in the US through their purchasing choices to women in communities around the world



Convenient: Easy choices for consumers through branded programs with mainstream retail outlets and make it easy for retailers to implement.

Trend Right: Excellent quality and style of product across a wide range of categories with custom programs designed for different retail environments.

Trustworthy: Ensure trust for the customer that you can buy with confidence and learn about the impact you are making.

Three Competitive Advantages



Product Design, Sourcing Relationships, Ethical Organizing System

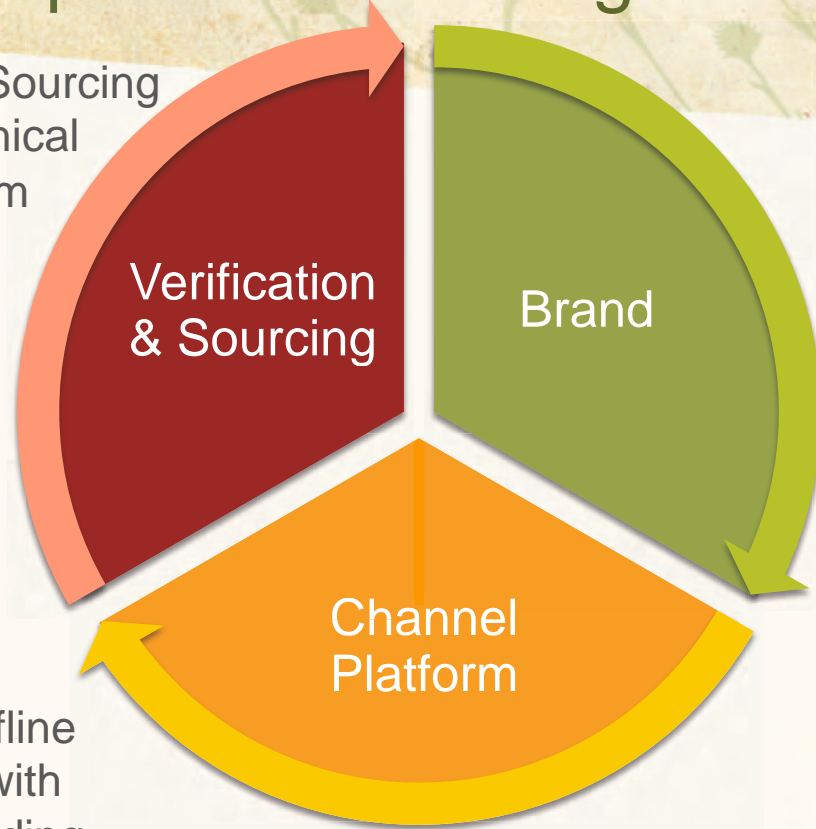
Verification & Sourcing

Brand

A Platform Brand that Resonates with Consumers

Channel Platform

Online and Offline Partnerships with Retailers including Whole Foods & eBay



worldofgood.com
by eBay

Where your shopping shapes the world.™

The world's first online marketplace that allows social change consumers to discover products that align with their personal values

- 25,000+ products in 15 categories including Jewelry, Health & Beauty, Home & Garden
- Hundreds of ethical sellers
- Hundreds of millions of impressions through eBay marketing levers

The screenshot displays the product page for a 'Mad Imports Embroidered Raffia Isadora Clutch in Punch' on the worldofgood.com by eBay website. The page features a central image of a pink clutch bag with a blue tree design and wooden handles. The price is listed as US \$79.00. The page includes a 'Description' section, a 'Shipping and Handling' table, and a 'Return Policy' section. The 'Shipping and Handling' table is as follows:

Ships to	Service	Cost	Insurance
United States	US Postal Service Priority Mail (Estimated delivery 2-3 days)	FREE	Included in S&H
Worldwide	USPS Priority Mail International	US \$25.00	Included in S&H

The 'Return Policy' section states: 'Item must be returned within 14 Days. Refund will be given as Money Back. Return Policy If you are not satisfied with a Mad Imports product a refund or exchange will be issued for merchandise returned in its original condition within 14 days. We do not accept returns after 14 days. All sale merchandise is final sale and cannot be returned. Returns can be shipped at the customer's expense, to Mad Imports 262 Court Street, Suite 3 Brooklyn, NY 11231. Mad Imports will replace any bag with a manufacturing defect but not as a result of wear and tear.'

The page also features a 'Producer Story' section, a 'Description' section, and a 'Shipping and Handling' section. The 'Producer Story' section describes Mad Imports as a socially & environmentally responsible handmade fashion accessories company from Madagascar & Kenya. The 'Description' section describes the clutch as featuring uniquely carved wooden handles, a hand embroidered baobab tree, and a soft raffia/cotton blend fabric. The 'Shipping and Handling' section indicates that the item ships from Brooklyn, NY, 11231.

The page also includes a 'Feedback' section showing a 98.2% positive rating, a 'Seller's Other Items' section, and a 'Page Options' section with links to 'Contact seller' and 'Report this item'. The page is verified by Trustology™ and Goodprint™, with a 'People Positive' section highlighting economic empowerment, preserving tradition, and self-empowerment. The 'Eco Positive' section highlights energy conservation, eco-friendly production, and environmental conservation. The 'Animal Friendly' section highlights no animals harmed and no animal testing, and the 'Species Preservation' section highlights preventing animal habitat destruction.

Strategic Partners

world
of good

1200 locations around
the US including

WHOLE
FOODS
MARKET

follett
HIGHER EDUCATION GREAT

Hallmark

DISNEY



12 foot World of Good Section on Carnival Cruises through LVMH-Starboard Division

Social impact & Story telling

- Each item is hand crafted and fair trade
- Each one carries on the tag the story of the community and the impact



- Signage in store tells the story of the origin

Social Impact



WoG Sales:
OG + future brands

Development
Grants

All Sales on
WorldofGood.com

Market Shift

Wage guide,
certification
systems, other
companies
following suit

Net Impact:
5% of \$55B =
\$2.75B

World of Good Social Impact

Sale of product results in direct economic empowerment for over 20,000 women in 70 countries and provides their children with better education and nutrition

10% of Net Income donated to development projects



Artisan at Tara Projects, which supports thousands of women in rural India to gain economic independence and pursue their dreams.



Computer lab in South Africa



Fresh water well in Kenya



Primary school in North India