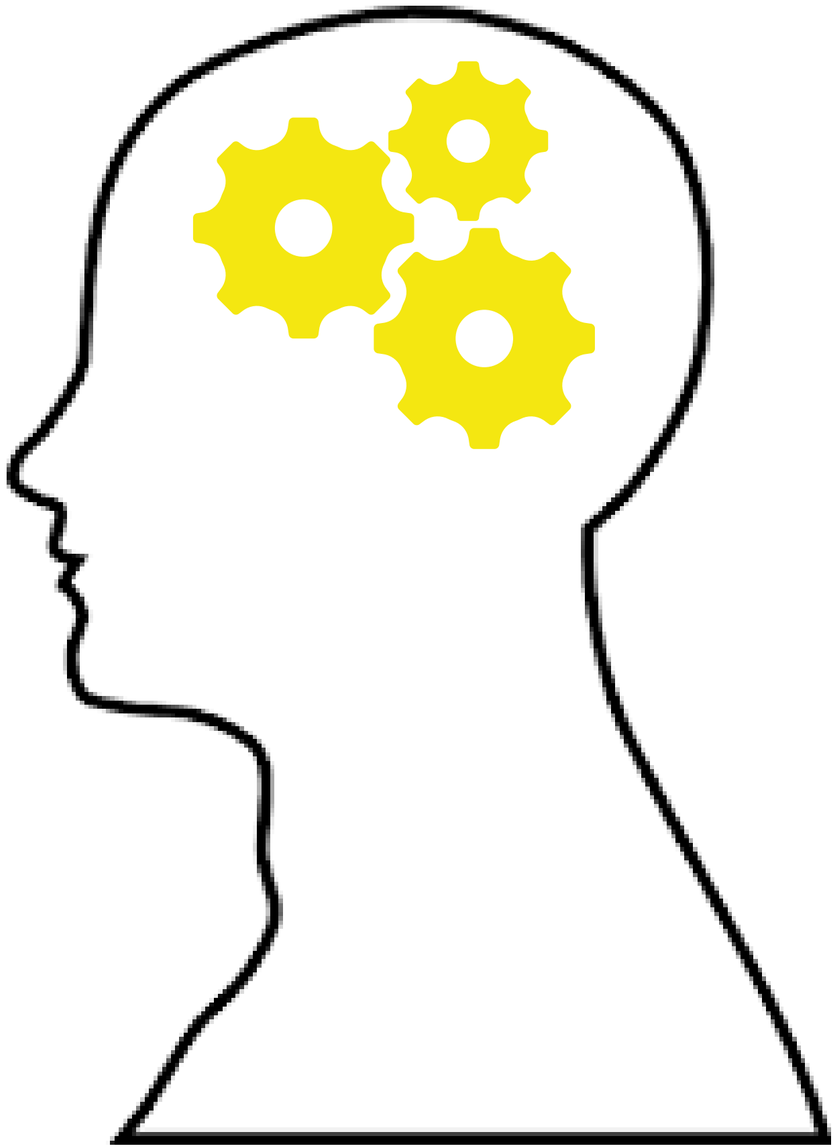
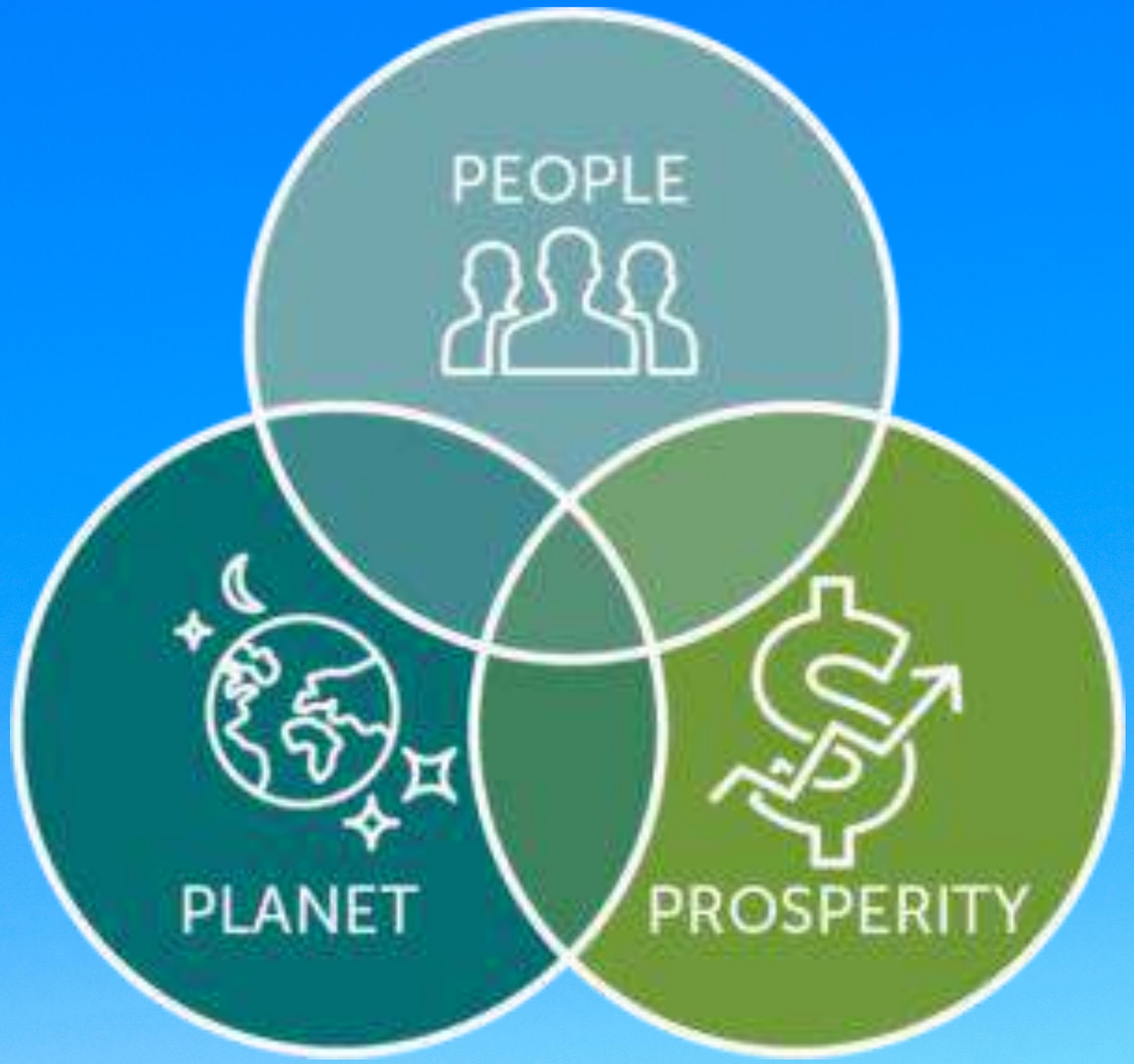
Creating a Purpose Driven Small Business

Who is Benefit Corporations for Good?



What you'll learn today



What is a Purpose-Driven business?

"Society is demanding that companies, both public and private, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society." (1/15/18)

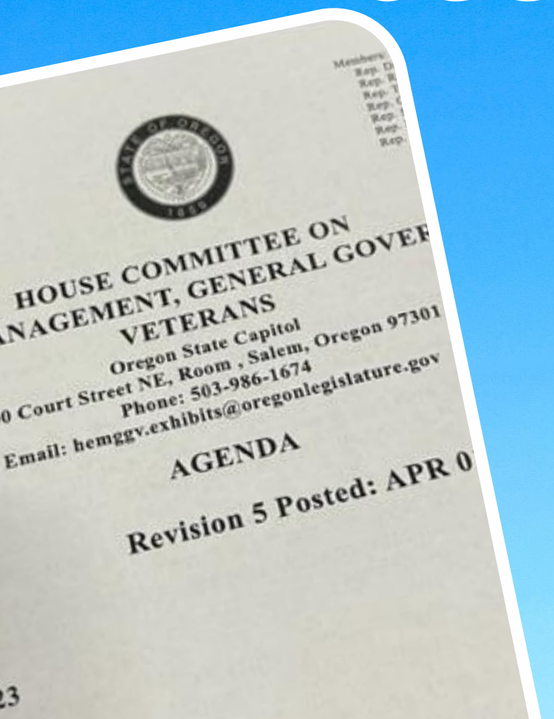
Laurence Fink, Founder & CEO of Blackrock

Certified B Corps, Certified BCFGs, Benefit Corps?

What is the Business Case for Certifying?

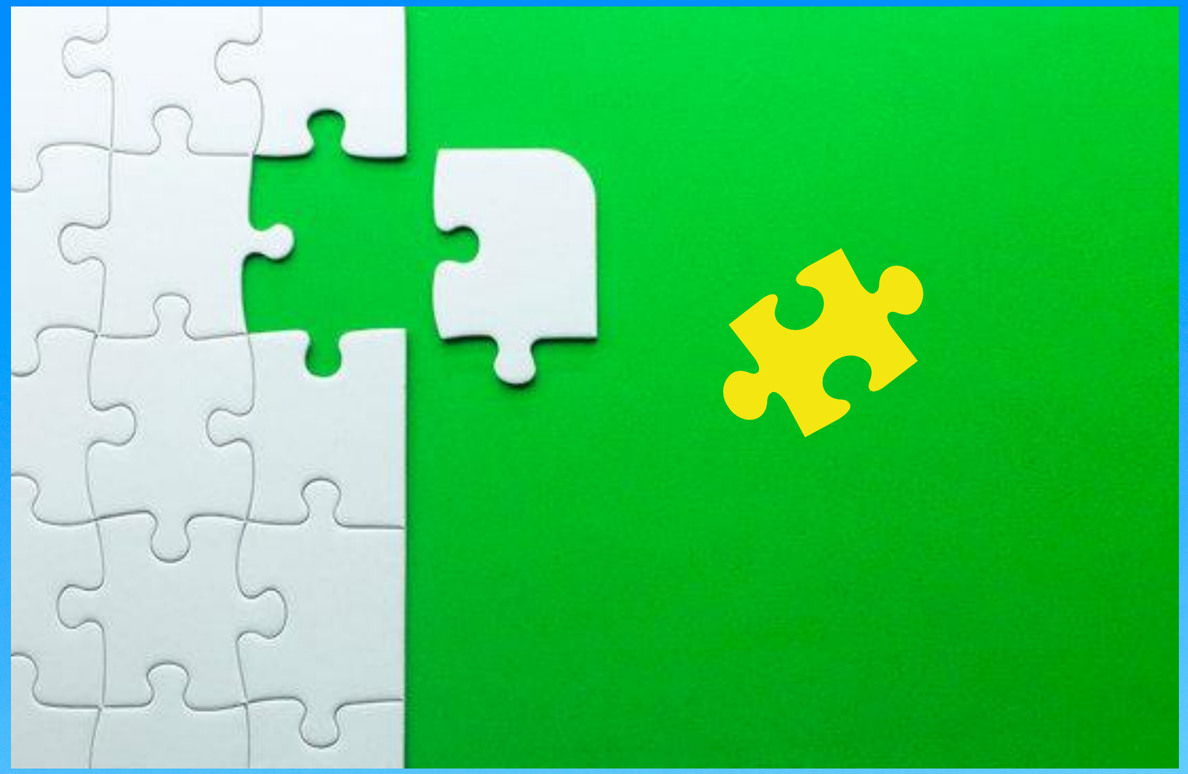
H.B. 3572

Giving Oregon Benefit Companies seeking government contracts a sustainable advantage.



Why are the UN's Sustainable Develop Goals important?

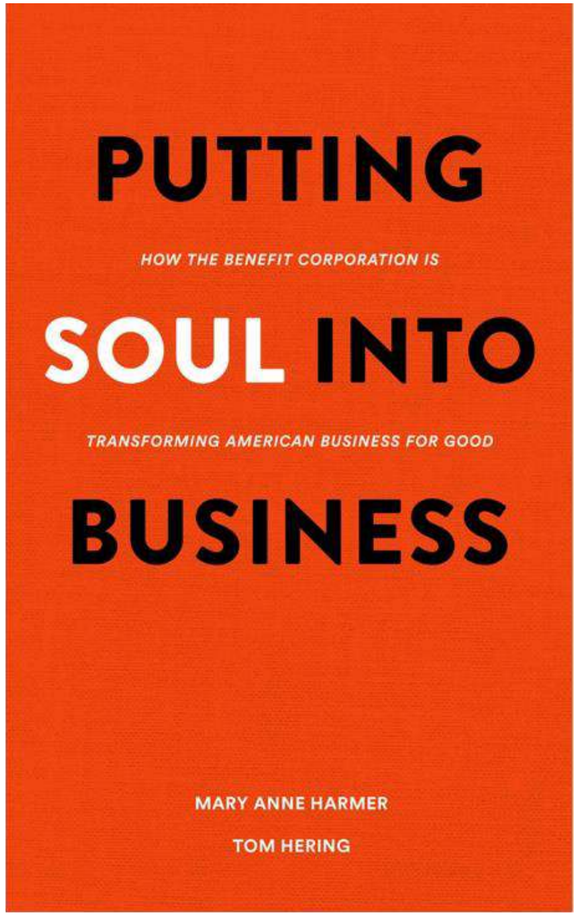
Who should not become a Purpose Driven Business?



Oregon small businesses that are Purpose-Driven?

3 Unforgettable Numbers

Time for questions



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tom@benefitcorporationsforgood.com

tom@benefitcorpsforgood.com