GoodWorks

Good Work is the Best Business

Sustainable Brands Proposal

April 25th, 2011

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I. Company Description & Commitment to Sustainability

Goodworks' "Engagement Platform," a web-based enterprise social network, leverages a corporation's greatest asset, its people, and enables them to realize their latent potential for solving complex sustainability issues. Through gaming dynamics we encourage members to co-create fun, interactive missions (Projects with Purpose) that solve real-world problems, turning unmotivated members of a workforce into engaged players on the company's team. GoodWorks' vision is to raise the performance of our client corporations by: maximizing employee engagement, increasing productivity, and strengthening brand equity, all while improving an integrated bottom line. See a product demo and get more information here.

II. Business Opportunity & Status

GoodWorks is in the conceptual phase of development. To calculate our total addressable market we are interested in the market space where Employee Engagement practices and CSR initiatives intersect. The (TAM) is found on the right.

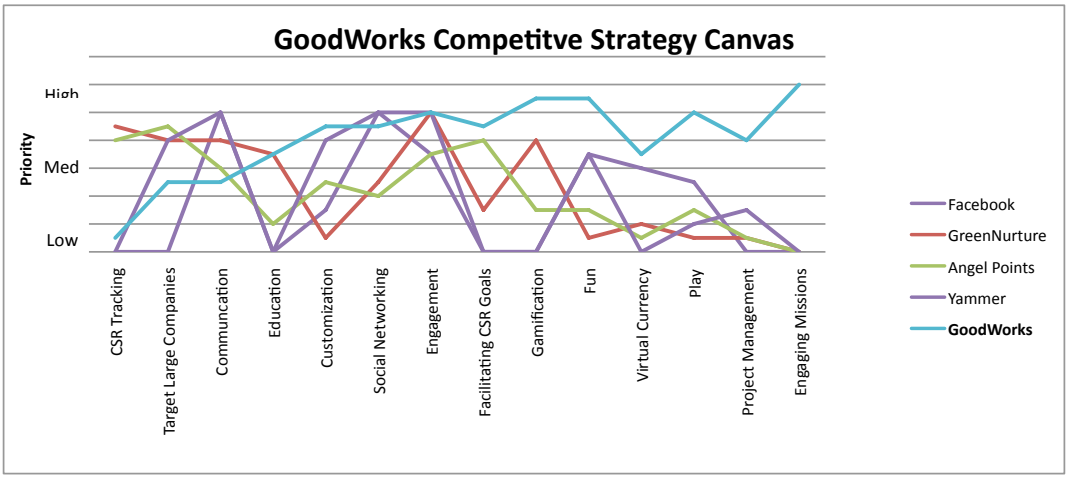
Best Companies to Work For	150
Companies That Produce a Sustainability Report	7,630
Certified B Corporations	400
Total Possible Customers	9,470
Average Number of Employees Per Customer	1,500
GoodWorks Price Per Employee	$5
Total Addressable Market (TAM)	$852 Million

III. Marketing & Sales

GoodWorks will market and sell its application as a standalone service to new markets and users and as an application for existing platforms such as SalesForce via AppExchange, and Jive via its application developer community. Through this multi-channel approach, GoodWorks can leverage the existing platform's marketplace and user base while independently reaching new markets. GoodWorks will charge a license fee based on customer use and provide platform specific customization upon request to enhance the value and experience of the GoodWorks service.

IV. Competition

While other products focus on aspects of communication, engagement, education, or CSR, GoodWorks is unique in combining all four. An overview of competition is outlined to the right.



V. Team Profile

Karie Crisp - Chief Executive Officer
Karie has extensive experience in online retail, sustainability strategy, and new business development. She received a BA in Sociology from the University of North Carolina - Asheville and is completing her MBA in Sustainable Management at Presidio Graduate School.

Giles Hayward - Chief Financial Officer
Giles is an accomplished investment professional with 9 years of international experience. He received his BA in Psychology & English Literature from Newcastle-Upon-Tyne University, & is completing his MBA in Sustainable Management at Presidio Graduate School.

Ted Ko - Chief Technical Officer
Ted is tech-industry veteran & has helped two startups through initial funding & one exit by acquisition. He consults on strategy & innovation at the intersection of sustainability & the Internet. He received a BS & MS in Computer Science from MIT & is completing his MBA at Presidio Graduate School.

Kima Hayuk - Chief Information Officer
Kima is a serial entrepreneur who has started companies in the US & Europe & has over a decade of silicon valley operations & management experience. He has a BA in Sociology from Penn State University & is completing his MBA in Sustainable Management at Presidio Graduate School.

Jill Stoneberg - Chief Operations Officer
Jill has spent the last six years working in the renewable energy industry where she specialized in Renewable Energy Certificates and Carbon Offsets. She received a BS in Environmental Studies from Eastern University and is completing her MBA is Sustainable Management at Presidio Graduate School.

Kelly James - Chief Marketing Officer
Kelly has a 10-year track record in driving new product introductions, marketing strategy & new market development for startups. She received a BS in Marketing Communications & Business from San Diego State University & is completing her MBA in Sustainable Management at Presidio Graduate School.

Justin Bean - Chief Sales Officer
Justin has international experience in consulting, sales, & clean tech business development. He received a BS in Sociology & double minors in Business Administration & Economics from the University of Oregon. He is completing his MBA in Sustainable Management at Presidio Graduate School.

VI. Financials

GoodWorks utilizes a standard enterprise software-as-a-service business model. Customers purchase monthly or yearly "player" licenses for each employee to participate in their customized GoodWorks Engagement Platform. GoodWorks' financial projections assumes that the company will become profitable three years after its inception, in 2015, and cash-flow positive in 2016. Revenues are forecasted to reach $11.4M in 2017, with company profits reaching $3.6M in the same year. In order to finance the company's start up costs and projected growth targets, GoodWorks intends to raise $4.4M of funding from two rounds of angel and VC investors. A summary of financials is provided below and a full business plan is available upon request.

Financials	2017
Projected Revenue	$11.4M
Projected EBIT	$6.0M
Projected Net Profit	$3.6M
Number of Employees	25
% of Total Addressable Market (TAM)	10.87%
Estimated Funding	$4.4M