



IMPACT

How An Innovative Holding Company is Helping
People From All Walks of Life Make the World a
Better Place Through Impact Investing





Impact

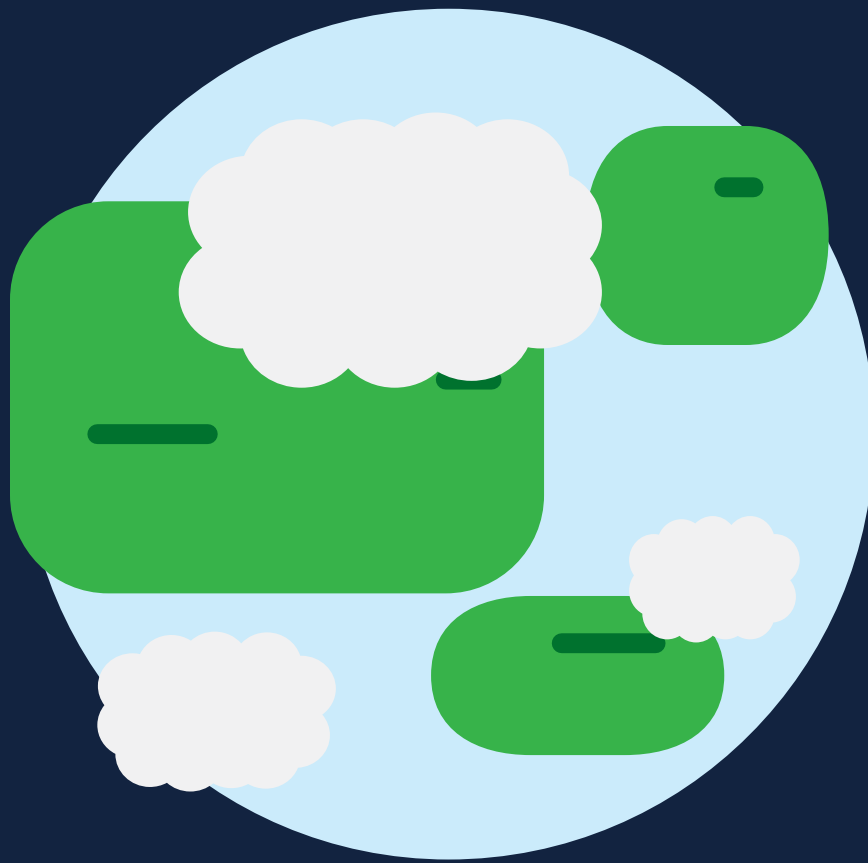
CoPeace™ PBC | Certified B Corp®
GROW YOUR MONEY FOR GOOD™

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The word peace is especially significant to me because of my background. My parents were both very interested in social justice—my dad marched with Martin Luther King Jr.—so, I always had a sense of wanting to be more involved in this kind of community.

”



CRAIG JONAS

CoPeace CEO & Founder



WHAT IN THE WORLD IS COPEACE?

CoPeace, short for Companies of Peace, was founded by Craig Jonas, a serial entrepreneur, in 2018. The rationale for the name is tied to the company's deep desire to help create a new form of inclusive capitalism – business that is committed to success with multiple bottom lines (not just profit), leading to a better – and more peaceful – world.

It sounds idealistic and it is. But that's the philosophy and vision that drives us. We believe positively impacting people and the planet are just as important as profit.

CoPeace's first-of-its-kind holding company structure provides an umbrella for profitable, impact-driven businesses that do good (socially and environmentally) – a bit like a very modern Berkshire Hathaway. As a holding company, we use investor money to help multiple growing impact-driven companies with funding, along with expertise in marketing, operations, and finance, to achieve their goals.

Briefly stated, CoPeace was created for three reasons: 1) to invest in companies created specifically to solve big societal and environmental problems; 2) to earn a competitive financial return for our investors while doing so; and 3) to democratize the investment process so that smaller investors can share similar footing with wealth-accredited investors when it comes to direct impact investing.

To that end, our tagline says it all: Grow Your Money For Good.

CoPeace is a certified B Corporation and also registered as a Public Benefit Corporation (PBC). As a Certified B Corp and PBC, CoPeace meets the highest verified standards of social and environmental performance, transparency, and accountability and is one of only 400 companies worldwide with both B Corp and PBC designation.



The purpose of this e-booklet is to help you understand just what impact investing is, why it's a growing field, why a CoPeace investment is different than investing in a "socially responsible" mutual fund or ETF, why others have invested in CoPeace, and how you can join them – whether you have a lot of money to invest or a little.

Read on to learn how you can be part of the growing CoPeace community that's changing the world for the better, while at the same time earning a competitive financial return for its investors.

Impact investing is simply investing in **for-profit** companies that have a core mission to address **social and environmental** problems in the world.

This approach contrasts with traditional investing, which is typically undertaken for the sole purpose of achieving a competitive financial return, or to put it another way, maximizing shareholder value. In traditional investing there are not any social or environmental impact objectives.

Contrast that with impact investing, in which people (i.e., all stakeholders) and planet (i.e., the environment) are considered as important as making a profit. Those things don't need to be mutually exclusive.

“Good profits simply are not inconsistent with good behavior.”



WARREN BUFFETT

Impact investing is based on the principle of using the power of capital for the greater good. It is a subset of a new approach to capitalism, called the new capitalism, or stakeholder capitalism, in which businesses are designed to add value to society in multiple ways, and work for the benefit of all stakeholders – customers, employees, shareholders and communities.

The concepts “new capitalism” and “impact investing” are grounded in terms like sustainability, fairness, equality, transparency, environmental impact, and social impact. It's a purpose and profit approach to conducting business.



A SHORT HISTORY OF IMPACT INVESTING

It can be argued that impact investing has a centuries-old spiritual foundation. There have long been people who invest – completely or partially – by the tenets of their religious theology, spiritual beliefs or personal value system.

However, the modern roots of impact investing can be traced to a growing sense in the latter stages of the 20th century that traditional capitalism in general, and traditional investing in particular, weren't fully meeting the needs of society. A change was needed to improve the world today and for future generations.

In the late 1950s and early 1960s, some investor portfolios began to exclude tobacco, alcohol and firearms. The 60s also saw some investors removing war-related stocks from their collection of investments. In the 70s, environmentalists began excluding the stocks of companies they viewed as damaging the environment. In the 80s, socially-conscious investors fueled a divestment campaign designed to pressure the South African government to break-up its Apartheid system. In the 90s, various environmental and social criteria, and sustainability objectives, emerged as investment considerations for a growing number of investors.

While these various approaches to investing went by a variety of names at the time, today one could lump all of them under the overarching umbrella of “socially responsible” investing.

The formal use of the term “impact investing” didn't begin until the mid-2000s. Its creation can be viewed as a pushback against profit-at-all-costs (PAAC) business and investing practices, which focus almost exclusively on financial performance while ignoring the social and environmental problems such practices can create.

Impact investing falls under the wide-ranging umbrella category labeled socially conscious investing, which is the general term for an investment that has both financial and social/environmental objectives.

The field of social investing has a lot of nuance, and thus, a lot of names to describe slightly different approaches. For someone new to the field, the seemingly never-ending assortment of acronyms, terminology and definitions associated with social investing can be confusing. (See the Appendix for a brief discussion of some of the many terms and definitions in this field.)

Impact investing is growing rapidly, especially with younger audiences who are looking to make a difference by investing in positive-impact companies. Younger generations are drawn to impact investing because they see no reason to separate philanthropy from investing.

IMPACT INVESTING IS BOOMING

“Yes, profits are important, but so is society. And if our quest for greater profits leaves our world worse off than before, all we will have taught our children is the power of greed.”

MARC BENIOFF

Salesforce founder and co-CEO

Impact investing has enjoyed explosive growth in the last five years, driven to a large degree by Millennials (those born between 1980-'94) and Generation Z (those born between 1995-'15), who want their investments to do more than just make money.

That said, it is not just young investors that have spiked impact investing's growth. The number of impact investors is rising across all demographic categories. These impact investors have also been described as personal values investors, in that they want their investments to be in alignment with their personal values. In doing so, they intend to make their investment portfolios a statement of who they are and what they stand for.

The impact-investing sector has doubled in size in the last two years, according to Global Impact Investing Network's 2019 Report on Sizing the Impact Investing Market. According to the same report, impact investors say their impact investing allocations will continue to grow.

72%

of US. population
is interested in
sustainable investing

85%

of individual investors are
interested in sustainable
investing

86%

of S&P 500 companies
put out sustainability
reports – compared to
only 20% in 2011

A clear majority of survey respondents consider the impact investing market to be 'growing steadily' with 21% describing the market as 'about to take off.' Notably, no respondents see the impact investing market 'declining.'

When asked the reasons for making impact investments, nearly all respondents (87%) consider both "impact being central to their mission" and their "commitment as responsible investors" as "very important" motivations. Since inception, 99% of investors in the full sample have met their impact performance expectations. Also, 88% of respondents said their impact investments also met their financial return expectations.

Investments that take into consideration environmental, social, and governance (ESG) factors now stand at \$12 trillion, according to US SIF's 2018 Report on U.S. Sustainable, Responsible, and Impact Investing Trends. That's approximately 1 in 4 dollars of the \$46.6 trillion in total assets under professional management in the U.S. This represents a dramatic 38 percent increase over 2016.

The US SIF report — first compiled in 1995 — is the most comprehensive study of sustainable and impact investing in the United States. From the first report compiled 25 years ago, when assets totaled just \$639 billion, to today, the sustainable and responsible investing industry has grown 18-fold and has matured and expanded across numerous asset classes.

"In every asset class, in every region, ESG product development is the thing right now," said Alex Bernhardt, U.S. head of responsible investments at investment consultant Mercer.

We are in "The Era of the Conscious Consumer." Conscious consumers typically shop organic and buy clothes, cars, and other products from companies with social and/or environmental objectives. Similarly, "conscious investors" are increasingly letting their personal values drive their approach to investing. They are also demanding more transparency from their investments. As such, "The Era of the Conscious Consumer" is evolving to include "The Era of the Conscious Investor."

Despite this strong growth in the impact-investing sector, financial advisors have been slow to recognize and appreciate the impact investing growth trend. Only 43% of financial advisors say impact investing is an important part of their financial planning practice today, according to Eaton Vance's Advisor Top-of-Mind Index.

On the other hand, large institutions and private foundations have adopted impact investing approaches at a faster rate than independent financial advisors. They have been key drivers of growth in the impact investing space as they are increasingly adopting more responsible investment strategies.

Once financial advisors become more aware of the interest many of their clients have in impact investing — especially as more and more Millennials and Gen Z'ers enter the investing marketplace and understand the potential impact investing represents for their practices — they will undoubtedly become more adept at presenting impact investing opportunities to their clients. The result will be another boost to the impact investing sector.



95%

of Millennials
are interested in
sustainable investing



67%

of Millennials view
investing as a way to
express values



38%

of Millennials and younger end
relationships with companies if
they discover those companies
harm the environment

It's important to note that the COVID-19 pandemic hasn't dampened the enthusiasm for impact investing among leaders in the field. Consider this statement on pandemic recovery from Amit Bouri, Co-Founder and CEO, Global Impact Investing Network (GIIN):

"The global impact investing community can help rebuild into a more inclusive, more resilient, and more sustainable future. We can shape a recovery that improves the lot of all the world's citizens. We can lead the way toward a transformed financial system that honors the role of every stakeholder — from workers to the planet itself."



“

CoPeace offers a sound approach to aligning the interests of impact investors with those of innovative entrepreneurs through an investment structure focused on the creation of long-term value, as opposed to short term profits.

”



JED EMERSON

Author of The Purpose of Capital



THE COPEACE WAY

The CoPeace mission is to impact the lives of global citizens through investments in companies working to make the planet a more equitable, safer, and healthier place to live. Furthermore, the company intends to be part of the growing transition from traditional “shareholder value only” investing to impact investing, in which social and environmental performance is considered on par with financial performance.

In short, it’s investing for a better world. But it’s certainly not just about us.

We want to co-create a world where friends, neighbors, and communities can invest in the change they want to see in the world. We help everyday people grow their money for good, by investing in impact businesses addressing world problems.

Unlike “socially responsible” mutual funds and ETFs, CoPeace’s portfolio consists of a small number of carefully-selected companies having measurable positive impact, as opposed to being a mutual fund made up of traditional big companies doing some things “less bad.”

CoPeace invests directly in small, growing, for-profit impact companies that are effectively addressing social and environmental problems in the world (e.g. the climate crisis, hazardous waste, poverty, etc.). CoPeace’s management team helps spur the growth of these holdings by providing long-term financial, managerial, and marketing support. CoPeace earns profits from the companies’ increased value and/or revenues.

In addition, CoPeace has chosen to democratize the investment process by providing an innovative and inclusionary platform that allows impact investors – of all demographic types, not just wealthy accredited investors – unprecedented access to impact-driven companies.

An investment in CoPeace is different than investments in “socially responsible” mutual funds and ETFs. “Socially responsible” or “green” mutual funds and Exchange-Traded Funds (ETFs) invest in selected companies doing some good things, but still negatively impacting society in other ways. In contrast, CoPeace invests directly in true impact-driven companies whose sole mission is to positively impact the world by effectively addressing social and environmental problems while simultaneously generating profits. CoPeace also has direct management involvement in its holding company investments, unlike mutual funds and ETFs.

Finally, an investment in CoPeace is transparent. Investors see exactly how their investment is directly helping companies solve critical social and environmental problems. You will feel good being part of the CoPeace team.

Why a holding company? How does it work?

CoPeace is a holding company. A holding company buys smaller, growing companies and helps them succeed in a profitable manner. The holding company model is time-tested and has been used by many successful and widely-recognized companies to date, including, of course, Warren Buffet's Berkshire Hathaway.

CoPeace is the first to apply this model on a large scale to impact investing and mission-driven companies. The holding company model provides a shield against shorter-term thinking. Healthy enterprises often need to make smart business investment decisions that take time to pay off.

As a holding company, we acquire stock of companies under our umbrella and, in exchange, we provide long-term financial and managerial support to these companies, or holdings.

“Our goal is to democratize the process so almost everyone can afford to directly invest in companies without being wealthy accredited investors.”



CRAIG JONAS

For new and growing companies, permanent capital is everything. We believe the holding company strategy is superior to a fund strategy. It affords both a longer-term investment horizon and provides a natural way to ensure that mission remains durable in each enterprise.

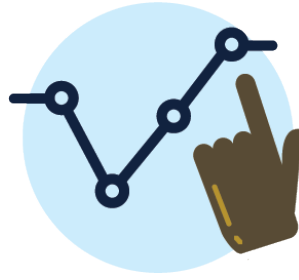
Financially, the holding company model supports the growth of the holdings in our portfolio, while improving our overall cash flow and more reliable annual returns. Structurally, it helps protect the company from losses and fosters the continued success of CoPeace as a whole.

From an impact perspective, this model allows us to craft a portfolio of companies working towards complementary missions in any given social or environmental subsector, and ultimately to amplify our collective impact output.

Through this holding company model, we provide investors from all demographic groups access to investments in private early-stage and growth-stage companies.

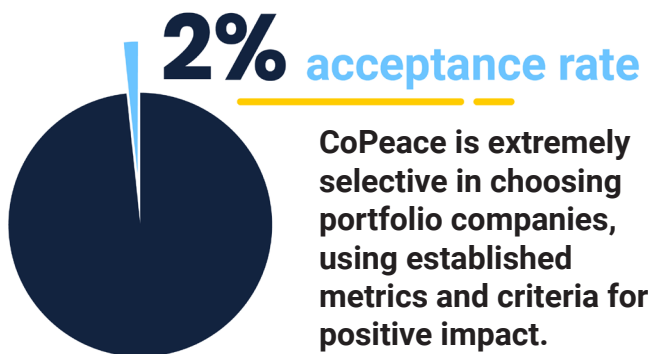
How is a CoPeace investment valued?

The value of CoPeace, as a holding company, will be dictated by the growth and value of the companies it invests in for its portfolio. In addition to earning cumulative annual dividends of 3%, CoPeace expects to build shareholder value from the increased value of its investments in positive impact businesses.



HOW COPEACE SELECTS THE COMPANIES IN ITS PORTFOLIO

CoPeace is extremely selective in choosing which impact-driven companies to invest in. Due to a rigorous screening process, CoPeace only invests in about 2% of the companies it evaluates because we want to be sure every single one is the right fit.



CoPeace utilizes investor capital to purchase controlling interest in complementary, purpose-driven holdings. We only purchase companies that have strong, effective management teams in place. Our role is to support and help elevate the performance of these companies.

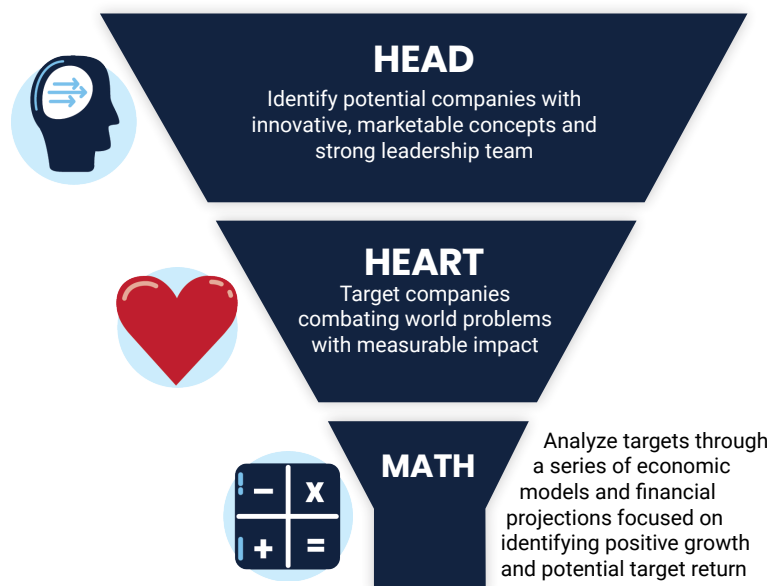
To that end, CoPeace provides a high level of financial sophistication in developing models through a series of qualitative and quantitative analyses. These include impact assessments, econometric forecasts, and industry-specific capital structure and growth strategies.

CoPeace also brings extensive marketing and leadership experience in a supporting role and an extensive bench of high-quality executives, that will be available to CoPeace's holdings if those skill sets are warranted.

All CoPeace companies must meet our HEAD + HEART + MATH model.

The impact-driven companies CoPeace is interested in actively address social and environmental problems as a core value of their businesses.

SELECTION STRATEGY



CoPeace Portfolio Criteria

Potential companies for CoPeace's holding company portfolio must meet the following criteria:



SOCIAL AND ENVIRONMENTAL CONSIDERATIONS

Companies striving for measurable, positive impact toward a social or environmental problem



MANAGERIAL HEALTH OF THE COMPANY

Companies with a competent management team and sound board leadership



TRANSPARENCY AND ACCOUNTABILITY

Measurable impact shown through finance, policy, and info sharing



PROFITABILITY

Positive profit margins or viable potential for profit within a reasonable period of time

Potential CoPeace Portfolio Companies: Areas of Focus

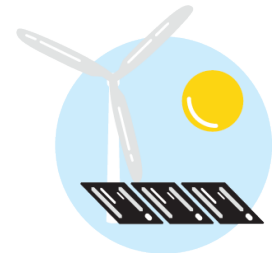


CLIMATE CRISIS SOLUTIONS

Climate change is real. Let's combat it together. We will do everything in our power to preserve our planet for generations to come so that our children's children can live on a safe, clean and stable planet. Scientific evidence proves that we're in a crisis due to excessive heat and weather swings, which are negatively impacting our planet and our people. By championing renewable energy, the reduction of greenhouse gases, proper waste management, and responsible consumption, we support organizations that are dedicated to re-thinking energy usages and to reduce our collective carbon footprints.

CLEANTECH INNOVATION

Even if it's not easy being green, we should try. As champions of environmentally-friendly companies and practices, we believe in supporting businesses that are dedicated to finding ways to minimize negative effects on the environment.



ECONOMIC EQUALITY

Fairness and justice are rights, not privileges. People from all income levels deserve fairness, justice and equal access to services, as well as investment options. We will provide access to options for people from all income levels, with the goal of democratizing the industry. We support organizations that fight for equality and those that directly or indirectly work to reduce poverty.

SOCIAL JUSTICE

Let's support companies that do good while doing business! We are looking for companies that fight oppression and promote equity through initiatives like fair labor practices, living wages for all employees, sustainable supply chains, the development and maintenance of a diverse staff and board of directors, the use of recycled materials whenever possible, the cultivation of a socially-conscious culture, etc.





CURRENT HOLDINGS IN THE COPEACE PORTFOLIO



ADVANCED SUSTAINABLE TECHNOLOGIES LTD

CLEANTECH | ENERGY | WASTE DISPOSAL

AST is a cleantech company developing a new generation waste management facility that is environmentally friendly, safe, and financially viable. Utilizing proven plasma technology, AST will design, build, and operate a turnkey, scalable plasma waste management facility for corporate clients and governments. AST has developed a more efficient and economical process than current plasma gasification plants from inception to operation and beyond. The model will be highly scalable and replicable, allowing AST to bring this technology to many cities and corporations around the world.

“CoPeace has the future in mind and is the perfect partner to take on the challenge to make the world a better place to live in.

Current environmental challenges drive us to think outside the box and create new visions for old-fashioned industries that have not evolved in decades. Using creative thinking and a wide range of expertise, AST aims to create an ecosystem that will connect industries and benefit the future by creating modern, advanced solutions to abiding problems. Beyond the environmental benefits from modernizing and implementing comprehensive solutions, the transition creates a lot of financial opportunities.”

DAN LEVIN

CEO of Advanced Sustainable Technologies



COPEACE FINANCE, PBLLC

EQUALITY | FINANCE | PROJECTIONS & ANALYSIS

CoFi (CoPeace Finance) PBLLC was formed as a wholly-owned subsidiary of CoPeace on July 1, 2019. CoFi provides financial consulting services to businesses demonstrating positive social or environmental impact.

For businesses in this space to thrive, positive financial returns should follow positive impact. This requires a thorough understanding of financial projections and analyses, traditionally provided by financial consulting firms. However, the demand for these services in the impact space has not been adequately met. CoFi empowers its clients through conducting full financial analyses with a unique impact lens. CoFi's services include discounted cash flow analysis, revenue and cost stream projections, industry-specific capital and growth strategies, and pro forma modeling for investor pitches.



COPEACE MARKETING, PBLLC

EQUALITY | MARKETING | MESSAGING

CoMa (CoPeace Marketing) PBLLC was formed as a wholly-owned subsidiary of CoPeace on March 1, 2020. CoMa provides marketing consulting services to businesses demonstrating positive social or environmental impact. For businesses in this space to thrive, reaching target demographics and storytelling are paramount to success of the entity. This requires a thorough understanding of messaging and branding, traditionally provided by marketing consulting firms. However, the demand for these services in the impact space has not been adequately met. CoMa empowers its clients through conducting full marketing analyses with a unique impact lens. The services offered include branding and design, public and media relations, industry-specific messaging strategies, photo/video, and web development.



UNCHARTED POWER

CLIMATE | ENERGY | EQUALITY

In March 2019, CoPeace committed to a minority investment in Uncharted Power, culminating its investment in May 2019. Uncharted Power is an award-winning, full-service power and data infrastructure technology. The Company's proprietary suite of technologies enables it to build, own, and operate decentralized power infrastructure for communities, providing them with energy that is both clean and low-cost.

Founded in May 2011, and headquartered in New York City, UP uses proprietary technology, providing renewable kinetic energy solutions to power micro-grids for communities, large facilities and the Internet of Things. Uncharted Power's primary clients are large corporations and governments across Africa. The company's main goal is to help power the rapidly developing smart communities across the world by utilizing the untapped kinetic energy available in a clean and renewable way.

“ It is an honor to have CoPeace as a part of the Uncharted Power community. The CoPeace team members have provided guidance that has been invaluable to our growth. Knowing how deeply their values in solving environmental and social issues align with ours makes working with them all the more powerful. ”



JESSICA O. MATTHEWS

Founder & CEO of Uncharted Power



WHY I INVESTED IN COPEACE



SARAH ENGLAND

Sarah K. England is Vice Chair of Research and a Professor in the Department of Obstetrics and Gynecology at Washington University School of Medicine in St. Louis. For 23 years, her laboratory has focused on understanding the biological basis for preterm delivery.

As a professor, Dr. England has authored numerous research and review articles. She has also reviewed for multiple journals and has served on review committees for several funding agencies. Her research has been funded by the National Institutes of Health since 1999 and by the March of Dimes since 2005.

Dr. England was a 2005-06 Robert Wood Johnson Health Policy Fellow and worked in the office of Senator Hillary Rodham Clinton on maternal and child health policies. She earned her B.A. from Carleton College and her Ph.D. from Medical College of Wisconsin.

Can you tell us a little about your investing background?

Like many academicians, I was in training until my early 30's and had a considerable amount of student loan debt. When I got my first job as an Assistant Professor, I finally started investing. Typically, I have invested in companies that have given me confidence that I can retire and still live comfortably someday.

How did you get interested in impact investing? What does impact investing mean to you?

I became interested in impact investing when I looked around and saw everything that was happening around me. The world is a different place than it used to be.

I believe that everyone should strive to have a positive impact on our society. When I realized that I could use my investments to help generate a positive change for the world, especially environmentally, I became motivated to learn more about impact investing. Shortly thereafter, I began investing in companies that aligned with my values.



SARAH ENGLAND

What did you find attractive about the CoPeace approach to impact investing?

I was initially attracted by CoPeace's mission statement. I was also attracted by the willingness of the CEO, and other company officers, to listen to their investors and incorporate some of their ideas regarding how to improve CoPeace.

I also was drawn to the inclusionary aspect of CoPeace. This is a company that represents everyone and provides access to all types of investors, including those who are new to impact investing.

Do you feel your CoPeace investment aligns with your personal values?

Yes, definitely. CoPeace's core mission is to truly change the world.

Recent research reveals that impact investments have performed as well financially as traditional investments, if not better. Was that a factor in your decision to invest in CoPeace?

That was certainly enticing. However, I was more interested in CoPeace's mission. I would rather my investments do good for the world than make more money.

CoPeace is registered as both a Public Benefit Corporation (PBC) and a Certified B Corp, designations that reflect a high degree of social consciousness. Only 400 companies worldwide have achieved both those designations. Did that fact give you more confidence that CoPeace would operate in the right way?

I always think that recognition by others is important. This gave me confidence that CoPeace isn't just patting each other on the back and saying "good job." Knowing that CoPeace is registered as both a PBC and Certified B Corp says a great deal about the social consciousness of the company.



JOE HOWARD

Joe graduated from Colorado College in 2015 with a bachelor's degree in mathematics, then received his master's degree in teaching in 2016. While studying math and preparing to be a teacher, he was able to work with students in Colorado Springs, Denver, and Scotland. Now entering his 5th year as a high school math teacher, he teaches AP Calculus and pre-calculus courses and is also the head girls' basketball coach at his school.

Can you tell us a little about your investing background?

I graduated from my master's program 4 years ago and immediately jumped into my first teaching job. In my second year on the job, I realized that I should start thinking more carefully about my financial future. I started putting money aside to invest in ETFs and stocks, but as a younger person new to the game, I felt like I was blindly navigating the world of investing. I could see growth, but I had very little idea about what my money was actually supporting. So, CoPeace actually came around at a perfect time for me.

How did you get interested in impact investing? What does impact investing mean to you?

I was actually introduced to the idea of impact investing when I heard about CoPeace. Obviously, any investment that grows is mutually beneficial for the investor and the company managing the money. I'm drawn to impact investing because it takes that mutually beneficial relationship further by striving to ensure that growth also leads to positive change in the world, whether it goes towards environmental impact, social impact, or tackling other important problems our world faces.

What did you find attractive about the CoPeace approach to impact investing?

When learning about CoPeace, the component that stuck out most to me was the head + heart + math formula. Some companies have innovative ideas but are not committed to combating world problems or do not have a solid plan for future growth. Some companies may have solid goals and values, but lack organization or leadership. I appreciate that CoPeace developed a simple formula for evaluating companies, then did the hard work to start finding companies that match that formula.



JOE HOWARD

Do you feel your CoPeace investment aligns with your personal values?

Absolutely. I personally believe that we need to attack large problems from different angles, and CoPeace is doing that. For example, helping people who are struggling financially is an issue that is important to me. CoPeace takes on this issue in multiple ways by making investments accessible to people with lower incomes and by looking for companies that could be reducing poverty levels.

Recent research reveals that impact investments have performed as well financially as traditional investments, if not better. Was that a factor in your decision to invest in CoPeace?

Impact investments performing as well or better compared to traditional investments is really a bonus for me. This might be a crazy idea, but I would be okay with less growth if I was sure my money was going towards causes I believe in. The actual impact of the investment feels more important to me than my personal gain. That being said, as an investor, I am definitely more comfortable knowing that evidence points to similar or better growth than other options I could have chosen.

CoPeace is registered as both a Public Benefit Corporation (PBC) and a Certified B Corp, designations that reflect a high degree of social consciousness. Only 400 companies worldwide have achieved both those designations. Did that fact give you more confidence that CoPeace would operate in the right way?

Yes, I believe those distinctions show that CoPeace is unique in its approach and truly committed to being change agents.



ROBERT ALIOTA

After a successful career in corporate sales and management roles, Robert started his engineered parts business in his garage at the age of 29.

Twenty-two years later, having developed business in 48 states and five countries around the globe, he sold the business to a \$4 billion world-class manufacturing company with locations in 50 countries.

Robert has been featured in Business Week SmallBiz Magazine and BUSINESSdigest for his partnership approach to business and creating strategic alliances.

Can you tell us a little about your investing background?

I began investing around 1990, shortly after graduating from college. I was mostly a blue-chip stock investor at the start and gradually started to diversify as I began working with a professional financial advisor.

My investing philosophy is to try and pick solid companies to invest in, and then stay the course, allowing the ebbs and flows in the market to occur. I often apply a “dollar cost averaging” approach and purchase additional shares of a solid stock if the price dropped due to market condition reasons.

How did you get interested in impact investing? What does impact investing mean to you?

I had limited exposure to the term “impact investing” until I became aware of CoPeace. To me, impact investing simply taking a more conscious and intentional approach to where you invest your money.

More specifically, impact investing means investing in a company – or in CoPeace’s holding company model, a host of companies – who have committed to doing good (in a measurable way), while delivering a competitive, positive return on my money.



ROBERT ALIOTA

What did you find attractive about the CoPeace approach to impact investing?

There are a couple things that drew me to CoPeace. I love their holding company model, which allows me to invest in multiple impact companies through one investment. Another major attraction was the “diversification factor.” Investing in these vetted impact companies, whether start-ups or more mature companies, diversifies my personal investment portfolio and spreads out my investment risk from traditional stock market types of investments.

Another key factor was the high quality of the people on the CoPeace team. I have had the chance to meet several of them and they are smart, passionate, committed, high-integrity people who are driven to succeed and do things the right way.

Do you feel your CoPeace investment aligns with your personal values?

Absolutely. I think most of us wish we could find our own special way to make a positive contribution to a worthy cause or help promote or support people and organizations trying to do “good” things in the world. As an alternative, or complement, to charity or pure philanthropy, CoPeace is an opportunity to make a positive contribution in the world without sacrificing financial returns.

Recent research reveals that impact investments have performed as well financially as traditional investments, if not better. Was that a factor in your decision to invest in CoPeace?

Yes. My wife and I recently sold the business we owned and ran for over 22 years. If we choose to remain somewhat “retired,” we want our investments to produce a positive return for our retirement and for the future security of our family.

CoPeace is registered as both a Public Benefit Corporation (PBC) and a Certified B Corp, designations that reflect a high degree of social consciousness. Only 400 companies worldwide have achieved both those designations. Did that fact give you more confidence that CoPeace would operate in the right way?

In short, absolutely yes! There is a reason only 400 or so companies have achieved both of these designations worldwide. These designations are not simply handed out to any company that asks. They require meeting rigorous standards for making social and environmental objectives a corporate priority.

I think these companies are redefining what it means to be a successful business. And I think it helps show that CoPeace is a company committed to doing things the right way, for the right reasons and for the long-term! To be honest, it’s a breath of fresh air to see a company doing things for the benefit of the future, not merely for quick hits or short-term gains.



MIKE WHEELOCK

Mike Wheelock has been in sales and leadership roles in the medical device industry for 30 years. His experience with both large Fortune 500 companies and small start-ups has given him some diverse expertise. He has enjoyed supporting microfinance through Kiva.org and is active in volunteering for short home building mission trips and other community activities.

Can you tell us a little about your investing background?

I have been investing 25+ years and hold a diverse group of investments, from traditional stocks to options and futures swing trading. I also have several real estate ventures in multi-family units that we buy, upgrade, increase occupancy and flip. Another real estate investment is new-build, high-end condos in Lake Tahoe. In addition, I have multiple oil and gas investments in the Permian basin, a couple of special-design insurance contracts, a couple of funds of fractional life insurance policies, and of course, CoPeace. So, I have a broad and diverse investment portfolio.

How did you get interested in impact investing? What does impact investing mean to you?

I care about our world and what life for our kids might be like. I was very impressed by the character of the CoPeace executive team. Seeing the quality human beings running CoPeace increased my confidence in this investment.

I think about what will motivate Millennials and Gen Z'ers (I have one), and am hopeful the CoPeace story resonates with them, the way it does for me.

What did you find attractive about the CoPeace approach to impact investing?

I like the fact that CoPeace's holding company is comprised of companies that think outside the box regarding sustainability and have both a strong social consciousness as well as profitable business plans.



MIKE WHEELOCK

Do you feel your CoPeace investment aligns with your personal values?

Yes, I believe it aligns with my personal values and also fills a need in my portfolio for a new kind of investment strategy, one that focuses on people and the planet, along with profit. As I age – soon to be 60 – what is important to me in my life, and what I want for the generations/world to come, has changed.

CoPeace's philosophy of "grow your money for good" resonates with me and also aligns with some of the philanthropic endeavors I participate in.

Recent research reveals that impact investments have performed as well financially as traditional investments, if not better. Was that a factor in your decision to invest in CoPeace?

I understand the data is promising for impact investments relative to traditional investments. I am new in this investment, so I personally haven't seen that yet, but in time, as the impact investing segment of the market grows, I think impact investments can challenge traditional investments.

For me, I see it as an alternative investment vehicle, like alternative energy, etc., but with a broader scope. As such, I like CoPeace in my bucket of investments. The optimist in me is betting our young people will see the value of CoPeace and act.

This current stock market drop, and what has happened to the world with the coronavirus, should open some eyes. I find most people, including Millennials, are not that interested in learning about investing, outside of following the crowd and thinking if they simply put money in a 401k, all will be well. There needs to be a concerted educational effort around impact investing, especially for the 25-50 age range.

CoPeace is registered as both a Public Benefit Corporation (PBC) and a Certified B Corp, designations that reflect a high degree of social consciousness. Only 400 companies worldwide have achieved both those designations. Did that fact give you more confidence that CoPeace would operate in the right way?

Honestly, the Certified B Corp and PBC part is nice and gave me some confidence, but I invested because of the leadership team and the vision they have. I appreciate the risk and the need to educate the masses about this type of investment. It might take a while to take off. That said, because of the leadership team's willingness to be transparent, and the fact they are high character, high energy, intelligent people with a passion in this market, I felt confident in getting involved.



PETER & MAGGIE BIERBAUM

Peter Bierbaum is a Colorado professional engineer with 35 years of experience in the environmental industry. He founded One World Resource in 1999. One World Resource provides environmental and safety support to diverse clients both domestic and international. At the community level, he has served on the Douglas County Planning Commission and Open Space Advisory Committee.

Maggie Bierbaum is a geophysical engineer who has spent the majority of her career using her expertise in application to environmental issues. Midway through her career, she reentered school, obtained a master's in education, and served as a Special Needs Teacher for eight years. Returning to the environmental consulting industry, she currently runs One World Resource with four other partners. She has continued volunteering in support of the Special Needs population and efforts to strengthen public education.

Can you tell us a little about your investing background?

Maggie and I have been investing since just after college. We initially invested through work retirement matching programs and then shifted to various 401k plans and SEP IRAs as we moved into our own business. We eventually moved to various financial planners, first with Smith Barney and later Edward Jones.

How did you get interested in impact investing? What does impact investing mean to you?

We live by a simple life mission: Give back more than you take. We tried to find investments that support our values through our financial planner and became frustrated and disappointed with the investment options presented to us.

What did you find attractive about the CoPeace approach to impact investing?

For the first time, we found an investment strategy that matches our values. Not just with positive investments designed to effectively address environmental and social problems, but also investments that match our interest in — and passion for — ethical business practices.



PETER & MAGGIE BIERBAUM

Do you feel your CoPeace investment aligns with your personal values?

Most definitely. We value Environment, Education and Ethics. The CoPeace investments align with all these values.

Recent research reveals that impact investments have performed as well financially as traditional investments, if not better. Was that a factor in your decision to invest in CoPeace?

We have always believed that such investments will perform well. The corporate behaviors that are part of impact investments are simply good business.

CoPeace is registered as both a Public Benefit Corporation (PBC) and a Certified B Corp, designations that reflect a high degree of social consciousness. Only 400 companies worldwide have achieved both those designations. Did that fact give you more confidence that CoPeace would operate in the right way?

Yes, we have followed the development of Public Benefit Corporations and Certified B Corporations and were excited to find an investment company with these designations. We are also impressed with CoPeace's management group. We could not be more supportive of this hardworking, values-based team, which is working to make this planet better.



COPEACE TEAM MEMBERS SHARE THEIR VALUES

At CoPeace, it's all about the team.

Founder and CEO Craig Jonas made putting together a cohesive “team” an important company value from day one.

“I was looking at what was going on in the world, and I started to ask myself, ‘What’s going to be my contribution?’” said Jonas. “I wanted to find a path that was more mission-aligned with my worldview. I now feel a deep alignment with our mission, and we have an incredible team. I know it is all about the team, and I don’t think there’s anything more rewarding than working toward a common goal with teammates you like and respect.”

CoPeace team members share similar values and a strong desire to make the world a better place. Here’s a glimpse at how these values play out in the day-to-day work of CoPeace...



CRAIG JONAS

CHIEF EXECUTIVE OFFICER

“A Warren Buffett quote we reference often at CoPeace is, “Good profits are simply not inconsistent with good behavior.” Impact investing marries some of the traditional intent of philanthropy with achieving a strong financial return. Bottom lines that include profit, planet, people and all of the interdependent, caring variations, will become the norm.”



HANAN LEVIN

CHIEF FINANCIAL OFFICER

“At CoPeace, we are fighting to change the financial system that has, for so long, oppressed so many. We are fighting to democratize the impact investing world, by investing in companies that change the way we do things...for the better. We are investing in diverse leaders with innovative points of view, and we are providing access for wealth creation to populations that have been systematically kept from it.”



MEG MASTEN

CHIEF RELATIONSHIP OFFICER

"We are grateful for what lies ahead, as the world survives this pandemic crisis – a future filled with hugs, community, activism, social entrepreneurship, awareness, thoughtful voting, conscious spending, impact investing, and...gratitude."



ED TEPPER

CHIEF OPERATING OFFICER

"If a company solely pursues maximizing shareholder value, such companies do not fully bear the costs of negative externalities resulting from the production of goods and services such as air pollution, water pollution, noise pollution, excessive carbon dioxide output, unfair or illegal labor practices, and traffic congestion. What is the solution for investors? Invest in companies which take all stakeholders into account. Such companies can take many forms but one way to positively screen for companies who care and want to do good is to choose to invest in Certified B Corporations. B Corps are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment."



KEN REED

STRATEGIC COMM. ADVISOR

"We are all bound together on this big blue ball we call Earth. In effect, whether or not we always realize it, we're teammates in the game of life. Our challenge is to make the world we share as healthy, just, sustainable and prosperous as we can. The impact investing model is one in which the environment and society are on equal footing with profits. Basically, it's all about 'A Commitment to the Oneness.'"



AARTI KARNIK

DIRECTOR OF WEB DEV.

A very new and different world will exist after the pandemic, but a new world also means new opportunities for creating a sustainable future. On the other side, governments will realize the pandemic provided cities the unprecedented opportunity to restructure society, sustainably and equitably. From a personal perspective, we will look back at a time when we were all told to stay apart and find that we have all grown a little bit closer. In fact, we will have learned what really matters in life – love, laughter, and a good internet connection!



JACOB MILLER

FINANCIAL ANALYST

"It is critically important to highlight businesses and organizations providing innovative solutions to our growing climate crisis, no doubt! However, the actions taken by individuals lay the foundation for change at the local, national, and global levels. The Buddha said, Thousands of candles can be lit from a single candle, and the life of that candle will not be shortened. You can be the change you wish to see in the world."



JULIAN GILL

BUSINESS DEV. ADVISOR

"At CoPeace, we understand successful organizations of the future need to treat all stakeholders equally. We know building relationships and respecting everyone, inside our organization and out, will strengthen our company and positively impact our community."



LINDSAY NICHOLS

DIGITAL MARKETING ADVISOR

"Your choices reflect your values. Voting is something we all do, day in and day out. We "vote every day" with the choices we make and the businesses we support, work for, and work with. Take the time to think about your choices. What do you stand for? In a very real sense, every day is election day."



JIM CRAWFORD

DIRECTOR OF COMM.

"At CoPeace we don't want to 'get back to normal' after the pandemic. The old normal wasn't equitable and didn't properly value the health of people and planet. We're helping to create a new sustainable impact investing economy. We believe capitalism also needs to shift to value people and planet. To that end, we're providing a model that is democratic and accessible to everyone for long-term investing – where making money is aligned with doing good."



CONCLUSION

*Do good or make money? Can you do both?
Yes, with CoPeace.*

CoPeace investing is the polar opposite of PAAC (profit-at-all-costs) investing. The root of many of our societal and environmental problems in the world today is the quest for profit at all costs. CoPeace seeks to mitigate that reality with investments in companies whose purpose is to help solve human-based problems while being profitable and providing competitive returns to investors.

We are against greed, not competitive financial returns.

At CoPeace, we're helping to drive the global movement of people using business as a force for good.

We believe in the opportunity for everyone to invest in causes they believe in. CoPeace is democratizing the impact investing process, making long-term impact investing available to everyone, regardless of background, race, gender, or income level. Every dollar you invest makes an impact on a sustainable development goal.

Bottom line: We're out to make the world a better place.

We'd love to have you join us!

APPENDIX

Potential impact investors can be quickly spooked when confronted by all the terms and definitions in this relatively new area.

Impact investing falls under the wide-ranging umbrella category labeled socially conscious investing, which is the general term for an investment that has both financial and social/environmental objectives.

But the field of social investing has a lot of nuance, and thus, a lot of names to describe slightly different approaches. For someone new to the field, the seemingly never-ending assortment of acronyms, terminology and definitions associated with social investing can be confusing.

First, it's important to note that social investing is not an asset class but a philosophical approach to investing across all asset classes.

Here is a brief discussion of some of the more common social investing terms:

Stakeholder Capitalism

Impact investing is a subset of a new approach to capitalism called stakeholder capitalism (or the new capitalism), in which businesses are designed to add value to society in multiple ways, and work for the benefit of all stakeholders – customers, employees, shareholders and communities. The concept “new capitalism” is grounded in terms like sustainability, fairness, equality, transparency, environmental impact, and social impact. It's a purpose and profit approach to conducting business.

Responsible Investing

Responsible investing looks to weed out investments in companies that are commonly perceived to be harmful to society, for example, guns and other weapon manufacturers, tobacco product producers, and heavy polluters.

Responsible investing is also occasionally referred to by other names, including, negative screening, greenwashing and ethical investing. These are terms that investors use when they're looking to “clean up” their portfolios.

Sustainable Investing

Sustainable investing is an investment approach that uses environmental, social and governance (ESG) criteria to help choose companies to invest in. ESG criteria are a set of standards for business operations that social investors use to screen potential investments. Environmental criteria consider how a company performs as a steward of nature. Social criteria analyze how a company handles relationships with employees, suppliers, customers, and the communities where it operates. Governance criteria look at areas such as a company's leadership, executive pay, audits, internal controls, and shareholder rights.³

APPENDIX

Triple Bottom Line Investing

Triple Bottom Line (TBL) – also known as Integrated Bottom Line, and The Three Pillars – involves investing in companies who, as part of their mission, want to positively impact “people, planet, and profit.”

Impact Investing

The driving objective of Responsible Investing, Sustainable Investing, Triple Bottom Line Investing, Ethical Investing, Negative Screening and Greenwashing, etc., is to “do no harm.”

There is certainly nothing wrong with that objective. However, impact investing is designed to not only “do no harm” but to also “do good” through investments in companies created specifically to address important social or environmental problems. Impact investing is based on the principle of using the power of capital for the greater good.

Crowdfunding

Crowdfunding isn’t a type of social investing per se. However, in some cases, it occupies the space between traditional philanthropy and social investing. For some socially conscious consumers and investors, it has become a popular way to easily and quickly support companies.

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