



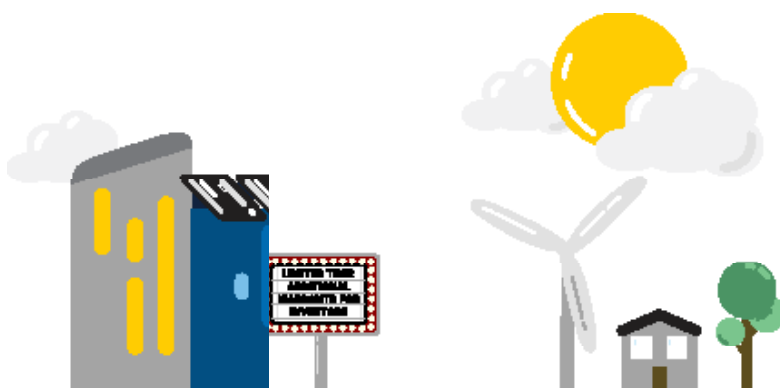
# The Harvest



A FORCE FOR GOOD IMPACT REPORT

2021

*How we're addressing social & environmental global problems  
and making a positive impact on the world*





## Hello, friends of CoPeace and Do-Gooders

### WELCOME TO OUR 2021 FORCE FOR GOOD IMPACT REPORT

#### ABOUT COPEACE

We're committed to impactful work that demonstrates a positive social and environmental for people and our planet — ***business as a force for good.***

CoPeace provides opportunities for investors to diversify their portfolios with causes prioritizing positive impact and offers strategic expert partnerships in marketing, financial, and sports services.

Our unique, two-pronged approach — impact investing and supportive services — has proven to be measurably effective in democratizing access to investing and achieving results for growing partner businesses.



In our holding company model, CoPeace acts as an investment umbrella. Individuals invest in CoPeace, then our company invests in and supports a portfolio of ESG (environmental, social, and governance) impact companies doing measurable, positive good work.

CoPeace services support for-profit companies that demonstrate positive social or environmental impact. From specific projects to large-scale campaigns, analysis, or logistics, our team of experts provides the necessary tools and deliverables to help them meet their goals.

**Certified**



**Corporation**

Founded by Dr. Craig Jonas, a visionary leader, and experienced entrepreneur, CoPeace is breaking down barriers of traditional investing and providing expert solutions to marketing and finance problems for like-minded companies. Operating under the belief that we can all Grow Our Money For Good and that We Can Make a Bigger Impact, Together, we're pleased to report significant wins in 2021, despite the challenging social climate.



## WHO WE ARE — A PEOPLE-FIRST MODEL

Visionaries. Business Enthusiasts. Entrepreneurs. Results-Driven, Experienced Leaders. Athletes. Coaches. Philanthropists. Students of Life. Humans.

We believe that the sum of our collective, diverse team is greater than any of its parts. And that every individual brings a unique perspective, skills, and talents that are each a critical part of the whole. When you work with us, you get an extended network of combined knowledge and experience that is unmatched.

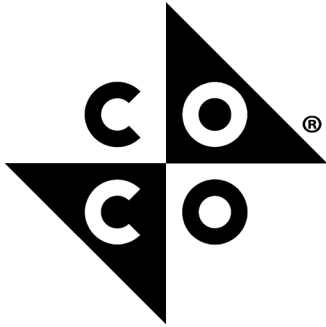
We've earned our stripes in the startup world with decades of experience in entrepreneurship, finance, marketing, investing, business & community relations, and technology. Our crowdfunding campaigns have proven that our business model — the opportunity to make multiple positive impacts with one sustainable investment — is both enticing and prosperous for our investors.



## 2021: WHAT DID WE DO?...

Since its inception, CoPeace has operated as a fully-remote company with the goal of providing all staff members with workplace flexibility, while keeping administrative costs low and allowing us to reduce travel, in alignment with our climate control goals.

We work with an extended team, including contractors, to provide expertise in areas of public relations, marketing, copywriting, sales, social media, and investment strategy.



### Strategic partnership with Compost Colorado



Website updates



HR/Hiring/Onboarding updates



Policies/Procedures

### CROWDFUNDING MILESTONES

20??

INVESTORS

\$1.9?

MILLION RAISED

Entry level of investment adjusted to allow for more democratic investments:  
Stock split to increase accessibility

### Additional Press and Blog



MEDIA



PRESS RELEASES



BLOGS

### Cornell Partnership



Cornell University's Social Enterprise Group at Cornell (SEGC) announced a consulting and researching relationship. SEGC is an undergraduate student organization dedicated to delivering market-driven solutions for social and environmental issues. SEGC will be conducting research and analysis projects relative to two specific CoPeace targets: financial advisors and university endowment directors. These project findings will grant competitive access towards impact investing solutions.

### Evolution of VIBE measurement

Valuation of Impact Brand Equity, or VIBE™, is a proprietary tool developed by the CoSpo team. VIBE™ is designed to place a relative-value score on an athlete's positive impact on society. An athlete's VIBE™ score is only one aspect of their overall brand, but it can significantly impact an athlete's overall brand equity. VIBE™ scores are based on publicly available information regarding an athlete's socio-cultural and environmental impact on society — for example, impact activities on global/societal issues, philanthropic work, endorsements, athlete-produced content via traditional and social media, etc.



## CoPeace Holdings



CoPeace investors helped fund the important work done by Compost Colorado (CoCo) to grow and scale their business. Aligned in mission and values, CoCo offers an easy and accessible way for anyone (in an area of Denver) to participate in reducing greenhouse gasses by composting. They provide curbside compost collection and a local, sustainable goods delivery and refill program.

### Compost Colorado

- CoCo's mission is to make composting mainstream and in the process support local, sustainable businesses and causes
- Makes composting as easy, affordable, and fun as possible to allow environmentalism that is accessible and inclusive to all people







Advanced Sustainable Technologies is a cleantech company developing a model to operate a new generation of turnkey, scalable, waste management facilities using proven plasma technologies. The current project involves the construction of a facility to remove hazardous bromine waste from the environment using plasma gasification – a process that results in sustainable energy and safe byproducts.



SLAG - a safe, clean byproduct of the plasma gasification process

### COPEACE INVESTORS HELPED FUND...

#### A bromine hazardous waste test.

- The waste was shipped from Israel to a test facility in Washington state to confirm the plasma gasification process will work with the specific waste
- The test was successful and AST can now move forward with the construction of the plant to sustainably remove the hazardous waste from the environment

## UNCHARTED POWER

POWER, REDEFINED.

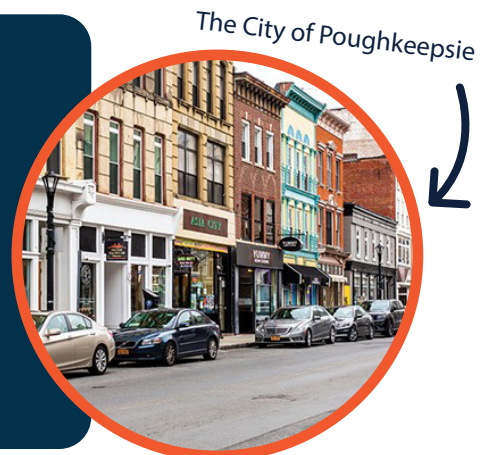
Uncharted Power is an award-winning power and data infrastructure technology company with a vision of providing universal access to clean, reliable, affordable power. The Uncharted System converts one of the most underutilized assets in a city — the ground — into an industrial IoT platform and a mesh network of nano data centers. This streamlines the integration, deployment, and operations of critical infrastructure in communities — from power grids and broadband to sidewalks and water pipes.

### COPEACE INVESTORS HELPED FUND...

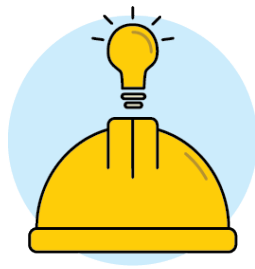
#### The next steps for Uncharted Power.

- Uncharted Power announced a partnership with the historic City of Poughkeepsie in New York to build a first-of-its-kind sustainable, smart community within the city's Innovation District

...and Magic Johnson joined as a board member (for real!)



The City of Poughkeepsie



## COPEACE SUBSIDIARY SERVICES

The team of experts at CoPeace offer marketing, finance, and sports services to help other purpose-based businesses grow and scale via strategic partnerships.

**CoFi** PB LLC

CoPeace Finance PBLLC (CoFi) provides financial consulting services to for-profit companies demonstrating positive social or environmental impact

### CoFi Services

Specialized Finance Projects  
Large-Scale Analysis  
Logistics  
Modeling and Projections

**CoMa** PBLLC

CoPeace Marketing PBLLC (CoMa) provides marketing services to for-profit companies demonstrating positive social or environmental impact

### CoMa Services

Video Production  
Email Marketing  
Social Media Strategy & Implementation

**CoSpo** PBLLC

CoPeace Sport PBLLC (CoSpo) assists athletes, coaches, and sports organizations to maximize their ability to positively impact society

### CoSpo Services

Business Development  
Brand Impact Measurement  
Impact Consultations

[LEARN MORE ABOUT COPEACE SERVICES](#)

## WHAT IS COPEACE DOING TO FIGHT CLIMATE CHANGE?

When it comes to combating climate change, we walk the walk. Some of the ways we prioritize reducing greenhouse gas emissions are...



We select mission-aligned holdings and support the work our holdings do to build power infrastructure and develop a new generation of waste management



We hold virtual meetings and travel only when necessary. When travel is required, mass transportation, public transportation, and electric vehicles take priority



We're committed to advocating for climate crisis solutions: in our messaging, content, and education.



## OUR PROFESSIONAL ECOSYSTEM

Our strategic network and community of like-minded visionaries, business enthusiasts, and leaders makes us stronger. We're carving a path to help our investors grow their money for good and for other purpose-based businesses to grow and scale with the help of our ecosystem partners.



WORLD SUSTAINABILITY FOUNDATION

We partnered with the World Sustainability Foundation to support the development of a distributed socio-economic environment, which adapts to evolving climate conditions, and selects and deploys actionable and cost-effective sustainability solutions.



CoPeace hosted a webinar, in partnership with the National Association of Basketball Coaches, to provide coaches with a high-level overview of basic financial concepts, along with perspective on the current market landscape amid COVID-19.

*Let's Talk*

### IMPACT INVESTING

CoPeace and special guest Clark Kellogg held an informal discussion about creative, value-centered investment opportunities. The hour-long discussion explored how creativity can lead to solutions and have a positive impact on the world we live in.



### X Signed by CoPeace

A petition to The U.S. Department of Labor, in support of using ESG measurement tools in retirement investing



A series of informal discussions with guest speakers, designed to spark conversation about economics, environmental, and social justice.

500

+ VIEWERS

11

GUESTS



## Forbes

CoPeace was quoted as a vocal advocate for requiring ESG measurements in retirement investing.





## GUIDED BY OUR CORE VALUES

Equality, inclusion, and justice are not just valued at CoPeace — they are pillars supporting our mission. We're driven by our purpose, and we weigh decisions according to core value alignment.



Profits and positive impact are not mutually exclusive. The current global capitalism structure prioritizes profits over people and planet. CoPeace is offering a different option, one in which the environment and society are on equal footing with profits. As such, we believe we can help change capitalism and the world for the better.



Impact must be legitimate. There are companies and funds claiming to do “some good,” or “less bad,” but whose primary purpose is profit, not solving societal or environmental problems. CoPeace leans on its diverse and agile team of dedicated and talented individuals.



Everyone must have an opportunity to participate in impact investing. Currently no services exist for everyday consumers to invest in the impact space without a strong understanding of the industry, financial literacy, and personal wealth. In fact, until now you had to be an accredited investor to partake in an investment opportunity like this. CoPeace is changing that.



Radical transparency is not optional. In order to truly align with our mission, CoPeace is committed to being an “open book” for our shareholders and the general public, with respect to financial performance and impact measurement. CoPeace is committed to operating in a radically transparent and honest manner.

## EXTRA! EXTRA! – COPEACE IN THE NEWS

In 2020, CoPeace partnered with media relations firm, FischTank, in an effort to improve our reach and contribute commentary as an impact investing thoughtleader

# 2,000,000,000+

UNIQUE MEDIA VIEWS

# 500,000+

SOCIAL MEDIA IMPRESSIONS



# SUSTAINABLE DEVELOPMENT GOALS

## FOR THE LOVE OF SUSTAINABLE DEVELOPMENT GOALS

We use the United Nations' Sustainable Development Goals (SDGs) as our North Star for moving toward a more sustainable future for all. These 17 goals address global challenges — including poverty, inequality, climate change, environmental degradation, peace, and justice. We're currently working toward 14 of the 17 SDGs



In 2020, CoPeace launched a CF crowdfunding investment offering, democratizing the impact investing space for non-accredited investors.



Half of the CoPeace Board of Directors and over half of the Advisory Council identify as women or non-binary individuals.



AST is working towards the disposal of hazardous waste, which would otherwise enter the ground water and water table.



Uncharted Power and AST work in the cleantech industry, creating, transmitting and storing affordable, clean energy.



CoPeace companies operate ethically with regard to employees and supply chain. All CoPeace employees hold stock in the company.



As a holding company operating in the impact space, CoPeace is expanding and empowering innovative, new ideas.



One of CoPeace's core missions is to provide a direct investment option that is accessible to all populations and democratizes the industry.



CoPeace holdings AST and Uncharted Power are addressing sustainable energy generation, transmission, and storage.



CoPeace operates remotely to minimize carbon footprint. Personal offices integrate solar power, low-flow toilets, and recycling programs.



One of CoPeace's immediate focus areas is the climate crisis and finding solutions in cleantech, energy, and waste management.



AST is working towards the disposal of hazardous waste, which would otherwise enter the local waterways and ecosystems.



AST is working towards the disposal of hazardous waste, which would otherwise enter local ecosystems.



CoPeace is an investment vehicle, which is working to democratize access to direct impact investing, regardless of asset wealth.



As a holding company, CoPeace brings together complementary holdings to work in synergistic partnership to meet goals.



Public Benefit Corp | Certified B Corp®  
GROW YOUR MONEY FOR GOOD™

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