

Certified



Corporation

We help  
people buy  
on purpose





# Buying stuff is easy

Making good choices  
can be hard

We believe the way people shop  
and the brands that they buy have  
the power to change the world  
because **every purchase should  
be a step towards a more  
sustainable future.**



# Activating purpose at retail

The solution lies at the intersection of brand experience, commercial innovation and social impact — and often through social enterprise based partnerships between brands, retailers and nonprofits.



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®

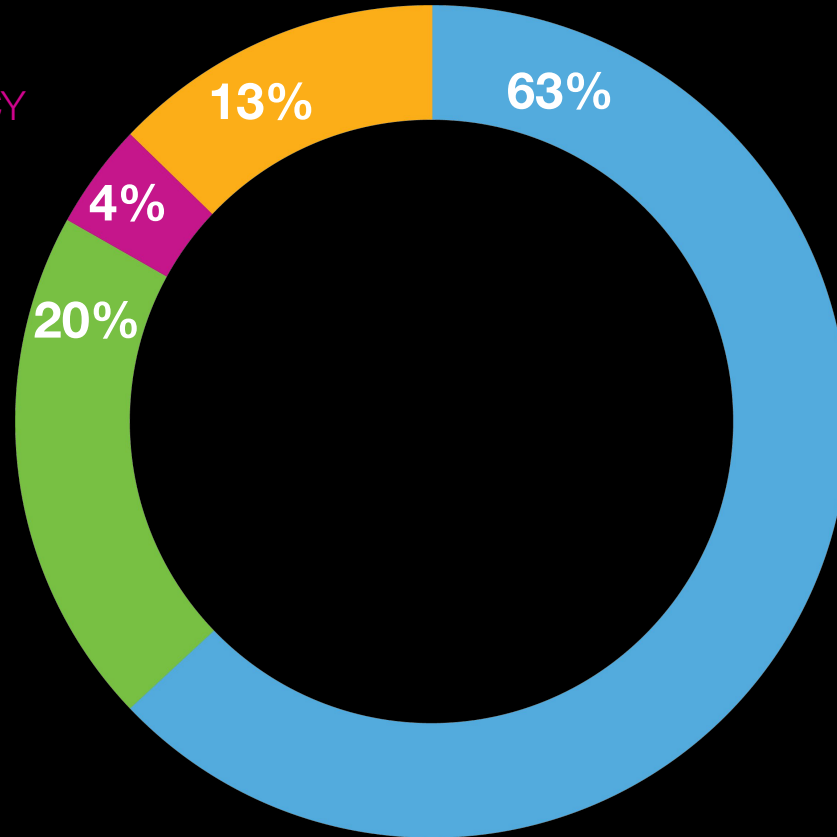
**Corporation**

**This company meets the  
highest standards of social  
and environmental impact**



# Share of Revenue by Client

- BRANDED CPG
- TECH & CONSULTANCY
- RETAIL & ECOMM
- NONPROFIT



We do not (and never will) work with industries, organizations or brands that put profit before purpose, people and planet.

**Zero % of our revenue comes from fossil fuel or high carbon industries.**



# We **work** differently

We are 100% committed to using our business as a force for good to help drive a regenerative economy

100%

The founders spend 50% of their time helping start-up social enterprises pro-bono

50%

We offer nonprofits a 30% discount

30%

10% of revenue from for profit assignments is donated to a cause of our client's choice

10%

We open-source our IP, invest in social enterprise and make our client the CEO (which is why we don't have one).





We keep  
**good**  
**company**

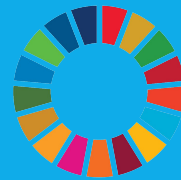
OUR PARTNERS





We do  
**good work**

“Grounded is my go-to resource for activating partnerships between brands, businesses and nonprofits in order to drive significant change in the world.”



**Will  
Kennedy**

Senior Programme Officer  
United Nations Office for Partnerships





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# Get grounded.

