

# *World Impact Exchange*

## WE BELIEVE...

---

All on our beautiful Earth is connected – people, planet, and profit.

---

Any single individual is able to cause a ripple effect of good actions.

---

An organization can be a force for good.

---

Any industry can ignite systemic change for good.

---

Any economy can raise prosperity and joy for its people and place.

---

What impact is measured drives what gets done.

## **Introduction to this paper:**

**We are currently seeking key industry leader participation across numerous subject matters to formalize this endeavor into a disruptive working model to transform global action.**

## **FOUNDERS:**

**Jessica Garretson**

[jessgarretson75@gmail.com](mailto:jessgarretson75@gmail.com)

**303.709.3157**

**Shantini Munthre**

[shantini@brandkind.marketing](mailto:shantini@brandkind.marketing)

**484.238.6585**

# PROBLEM

## Sustainable and Social Futures are not progressing as quickly as needed.

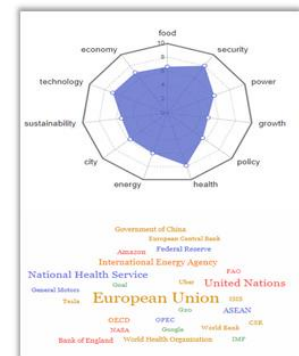
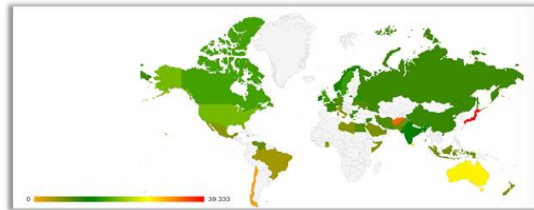
### 1. Disconnected Efforts

While the UN PRI is a voluntary regime, local regulators are beginning to implement their own ESG frameworks.

Two countries are leading the charge: Japan and Australia. Responsible investment is gaining ground in China after a slow start.

But efforts elsewhere are low by comparison to what needs to be achieved in the next two decades.

-*Shaping Tomorrow*

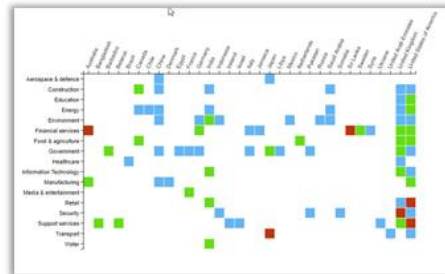


### 2. Slow Pace

Most initiatives are still in early stage (65%) with almost all the remainder still evolving or gaining traction.

Much more needs to be done for the world to accept a new social future compact by the estimated tipping point of 2036.

-*Shaping Tomorrow*



### 3. Weak Accountability

Many organizations are heeding the call to 'count something.' Yet a common theme of discussion was the need to do more to 'make it count.' Simply put, 'counting something' is necessary but not sufficient to measure our impact accurately and manage towards that impact in practical terms.

-*Mike McCreless, Director of Strategy and Impact at Root Capital.*

*Have SDGs but missing Systemic metrics*

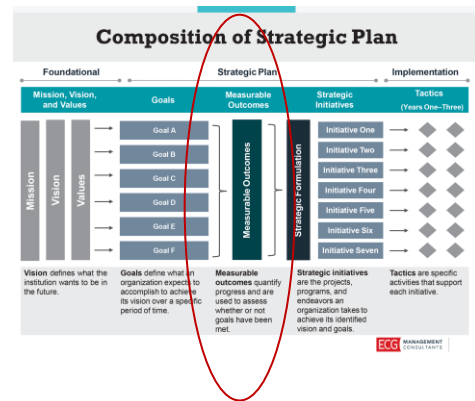
#### The Chain of Impact



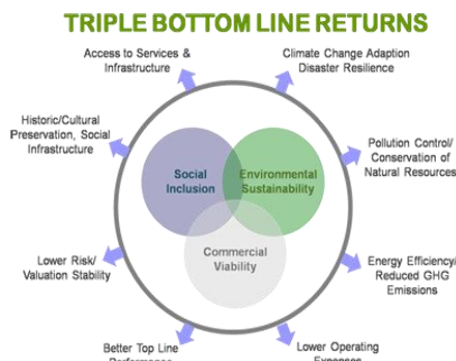
# SOLUTION

Orchestrate a world business plan reinforced by a new performance valuation index.

1. BUILD THE MISSING LINK: Move beyond *goals* to top down systemic measurable *objectives* to orchestrate connectivity, scale, and speed.



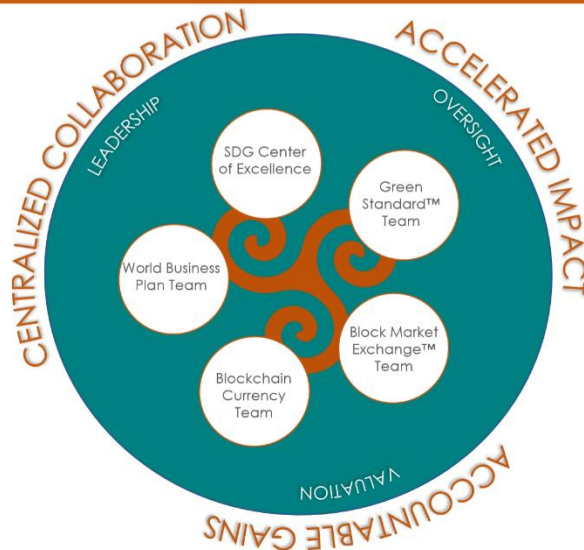
2. CHANGE THE INCENTIVE MODEL: Transform the financial exchange marketing by incorporating CSR weighting for accountable gains and losses.



USD Dollar 1, 10, 20	30.21000	30.78000	41.43000
USD Dollar 1, 2	30.21000	40.20000	47.82000
EUR Euro	39.21000	46.28000	32.14000
GBP Pound Sterling	45.38000	30.75000	29.55000
JPY Yen	29.95000	28.25000	25.39000
AUD Australian Dollar	27.48000	-	25.39000
NZD New Zealand Dollar	24.09000	-	33.35000
INR Indian Rupee	32.00000	32.32000	5.34000
CNY RMB	4.62000	-	1.10000

# VISION

## WORLD IMPACT EXCHANGE



ADVANCING THE "I" IN WIE.

# BUSINESS

## The Model: 501c3 + Corporation

WORLD IMPACT EXCHANGE™ Foundation		
<p><b>SDG Business Plan Team</b></p> <p><b>Purpose:</b> Define Universal Objectives, Strategies, Metrics for each SDG Goal</p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Build the Business Plan</li> <li>• Identify and engage Corporate/Foundation/Organizational/Governmental entities to activate plans</li> <li>• Facilitate collaboration and ongoing process amongst the entities</li> </ul> <p><b>Team:</b> Visionary business leaders from each entity above</p>	WHO	<p><b>SDG Center of Excellence</b></p> <p><b>Purpose:</b> Provide ongoing Subject Matter Expertise across all SDG territories</p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Center of Excellence council to work with the other WIE Foundation teams</li> <li>• Subject Matter Handbook integrating work to date and new considerations</li> <li>• Ongoing Impact Studies (Academic/Affiliate?)</li> <li>• New Innovation/Opportunity Identification</li> </ul> <p><b>Team:</b> Combined organization consisting of key thought leaders already engaging in SDG efforts, combined with new entities where relevant</p>
WORLD IMPACT EXCHANGE™ Corporation		
WHAT		HOW
<p><b>The Green Standard™ Team</b></p> <p><b>Purpose:</b> Develop the new triple bottom line standards and for company valuation on the Block Market Exchange™</p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Work with the SDG BP and COE teams to formalize standards for measuring triple bottom line variables</li> <li>• Build the weighting algorithm that indexes companies trading valuation based on triple bottom line metrics</li> <li>• Work with institutional leaders, regulatory, and lobbyists to educate and Induct the new standard into governance</li> <li>• Manage progress against objectives and provide regular verification and reports</li> <li>• Manage Accreditation*</li> </ul> <p><b>Team:</b> Current and new career experts and recognized associations in each of the TBL areas; technical mathematicians</p>	<p><b>Block Market Exchange™ Team</b></p> <p><b>Purpose:</b> Develop the financial model/process to create a new electronic exchange platform</p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Build a patentable financial model taking into consideration all current stakeholder requirements to deliver seamless transition into a new electronic valuation standard</li> <li>• Work with economic, legislative, and regulatory bodies to ensure viability</li> <li>• Facilitate Collaboration amongst the entities</li> <li>• Development and management of Infrastructure, Operations*, Accounting, Reporting, Security</li> </ul> <p><b>Team:</b> Visionaries with proven financial, economic, regulatory, and technical expertise</p>	<p><b>Blockchain Currency Team</b></p> <p><b>Purpose:</b> Develop the cryptocurrency that will be the new financial exchange instrument for trading on the Block Market Exchange™</p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Build a unique cryptocurrency that utilizes the blockchain ledger to transparently record all Green Standard™ valuations, exchanges, and updates real time, globally</li> <li>• Work with economic, legislative, and regulatory bodies to ensure viability</li> <li>• Identify monetary model for commercializing the currency</li> <li>• Facilitate Collaboration amongst the entities</li> <li>• Develop Design, Produce, Test, Launch, Grow*, Maintain</li> </ul> <p><b>Team:</b> Technology-led group with proven success in the financial, cryptocurrency, and block exchange fields</p>