

SUSTAINABILITY STUDIO

residency 5.

CORPORATION

A CHOICE OF CORPORATIONS TO START.

S corp } ACCOUNTABLE TO MAXIMIZING SHAREHOLDER VALUE
 C corp }
 LLC }

- TRANSPARENCY.
- MAKE CORP LEGALLY ACCOUNTABLE TO ALL INTERNAL & EXTERNAL STAKEHOLDERS

eg. method, numi

THREAT OF SHAREHOLDER LAWSUIT.

YOU CAN INNOVULATE YOURSELF AT START.



JEFF from new leaf.

* FSC best standard out there.

ENVIRONMENT & COMMUNITY



B. LAB building and investigating.

EAST INDIA TEA COMPANY. POLITICAL CORPORATIONS

WE DON'T WANT TO BE IN THE POSITION OF MAKING PEOPLE FEEL GUILTY.

LET OTHER PEOPLE DEFINE THE PROBLEM.

VISION FIRST.

MAKE IT REAL

GREATER THAN COMPANY

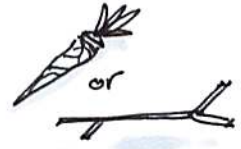
WHY HASN'T THE MARKET SHIFTED?

PRODUCT SOLVES BOTTLENECK.

MISSION LINKS VISION TO PRODUCTS & SERVICES

- PRODUCTS
- SERVICES

SOME *NON PROFITS THAT WOULD CARROTS & SOME WOULD STICKS.



WELL DESIGNED STANDARDS

- MULTIPLE STAKEHOLDERS.
- REGIONAL STANDARDS.

IT'S HARD TO SHIFT THINGS ONE THEY GET GOING.

QUANTIFY THE BENEFITS.

INDEPENDANT AUDITS. STORIES & SCORE.

YOU CAN USE DATA TO MAKE THINGS POPULAR.

EVERY BUSINESS PLAN IS MADE UP NUMBERS. SUPPORT. IT'S ALL ABOUT HOW YOU TELL THE STORY OR BACK UP NUMBERS.

COMPETITIVE ANALYSIS.

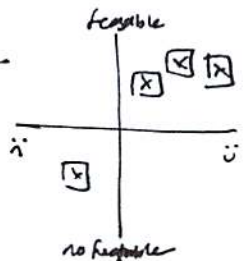
	COMPUS FLAVORS	Stumps	Whinnic
price	1.10	1.50	1.30
customer segments			

airlines

flexible
less cost
easy to use
friendly

	Southwest	Jet Blue	VIRGIN	DELTA
flexible	✓	X	X	✓
less cost	✓	X	✓	✓
easy to use	✓	X	✓	✓
friendly	✓	✓	✓	✓

MAD IDEAS



* next week 1 hr. with Nathan.

customer insights

EA 1 2 3 etc...

EXPERIENCE STUDIO

residency 0

- PUSH EXPERIENCE DESIGN & EXPLORE IN MULTIPLE WAYS.
- prepare experience for rest of us.

- SPELL OF THE SENSATIONS...
- experience design.

"what makes a learning experience?"

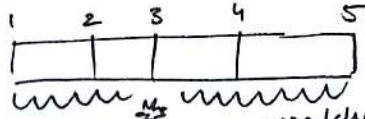


what constitutes great learning

BROAD INTEREST.

look at it above a level.

senses.



weekly experience

what constitutes a learning experience?

TEAM BASED.

DESIGN THINKING FOR CHILDREN IN DEVELOPING COUNTRIES...

PUSH THE ENVELOPE

'HOME IS A FEELING NOT A PLACE'

explore the boundaries of experience.