

eco-profiles™

... because just saying that you've "gone green" isn't enough.

Eco-Profiles™ is a powerful patented solution designed to expedite real environmental progress and transparency.

Eco-Profiles is an environmental 'action plan' for every person, business, and organization-- and it provides a 'consistent way for everyone to share their eco-efforts' online, on social media, on-packaging, and in the marketplace. Also, Eco-Profiles is a viral solution, recognizing and rewarding Eco-Profilers for inspiring others to do more environmentally, as well.



“We are on a highway to climate hell with our foot on the accelerator. And there are still many for whom climate change is just rhetoric or marketing - they are not taking real action.”



Antonio Guterres
Secretary General, United Nations
COP27 Egypt 2022



A study conducted by Harvard Business Review reveals that 65% of customers are willing to switch brands and pay more for sustainability – however, they don't have the information or tools to make those decisions.

2020 Harvard Business Review

Greenwashing is a hot topic and for good reason – almost half of consumers (49%) now think that brands are guilty of 'greenwashing'.

2022 Mind Share

Nearly half of consumers (46%) feel there are too many green seals and certifications, and they don't understand what most of them mean.

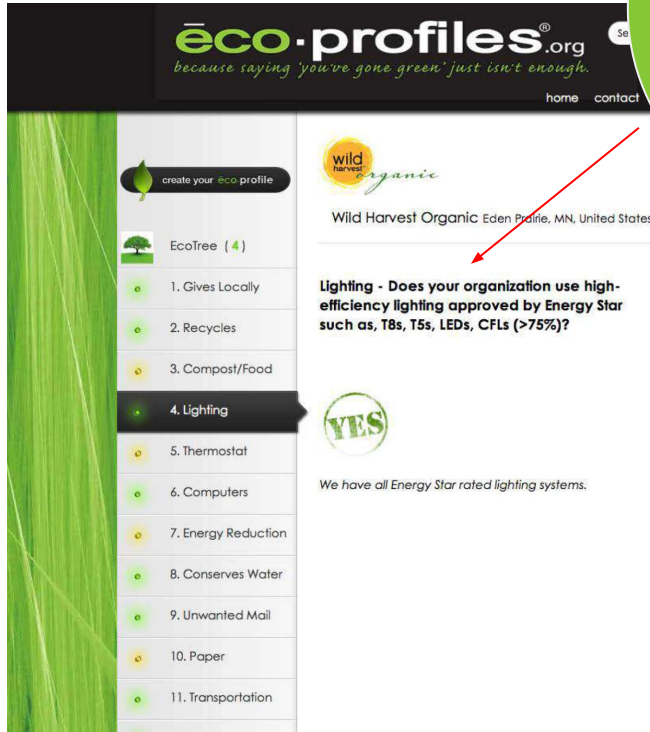
2022 Natural Marketing Institute (NMI)



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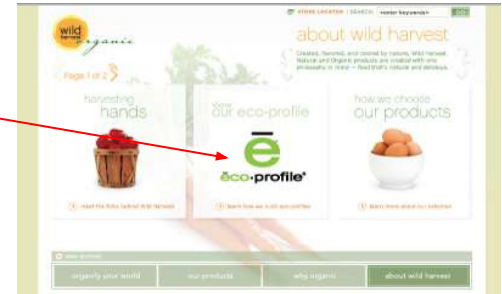
THE SOLUTION

- Eco-Profiles™ is the first-and-only solution to finally eliminate the ambiguity and confusion surrounding 'sustainability' and eliminate the potential for greenwashing – while driving market-share to businesses and organizations that are *legitimately* doing more to improve their impact on the environment and being transparent about it.
- Eco-Profiles is an easy-to-use patented solution which provides an environmental 'action plan' for all members of society to achieve and it delivers unlimited methods to communicate each entities' environmental efforts *in a universal format*: online, on social media, on packaging, and anywhere in the marketplace. Furthermore, Eco-Profiles declutters the endless sea of green certifications and green seals by providing a clearinghouse for consumers to understand what each of those certifications and seals represent. Eco-Profiles also helps consumers learn more about reporting, such as ESG, CDP, COP27 commitments, etc.
- Eco-Profiles has a viral component which incentivizes and rewards those who create an Eco-Profile, and gives credit or recognition to those who inspired them to do so.
- Eco-Profiles monetizes and rewards environmental progress, while simultaneously gathering critical and invaluable environmental data never before collected at this scale and never before collected in such an in-depth, organized, and quantitative format.
- Additionally, Eco-Profiles is an *evergreen* solution; it continues to evolve *and* it incentivizes society to continue to evolve, while always expediting real environmental progress.



1.
THIS NATIONAL FOOD COMPANY CREATED THEIR ECO-PROFILE, DETAILING THE SPECIFIC ENVIRONMENTAL ACTIONS THEY ARE ACHIEVING.

2.
THEY INSTALLED THEIR ECO-PROFILE LINK ON THEIR WEBSITE AND SOCIAL SITES.



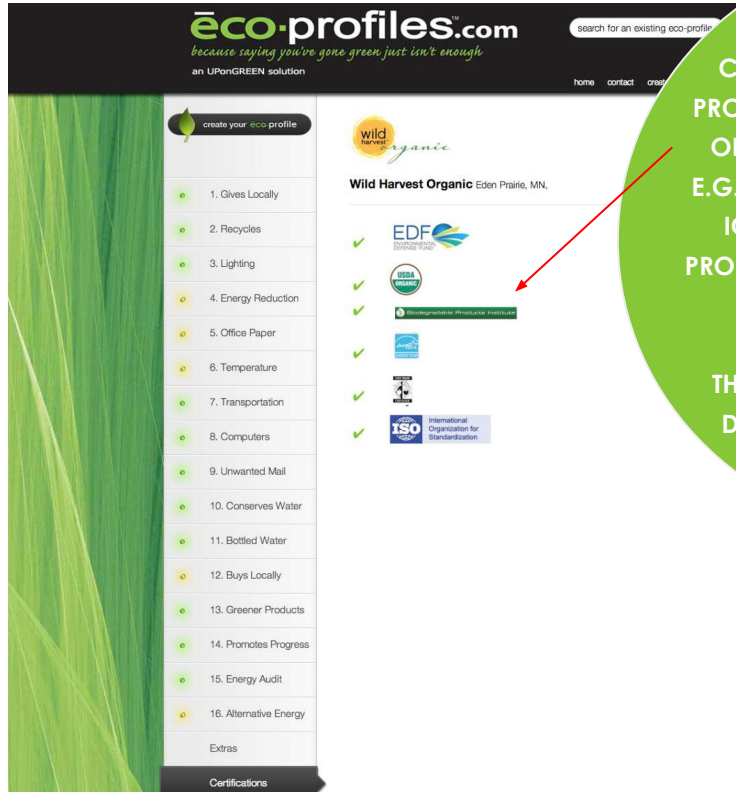
3.
WHEN THE FOOD COMPANY COMPLETED THEIR ECO-PROFILE, THE ECO-PROFILES WEBSITE AUTOMATICALLY GENERATED ARTWORK TO PRINT AN ECO-PROFILES LABEL/DECAL, WHICH DISPLAYS AN ABBREVIATED LIST OF ALL OF THEIR ECO-ACTIONS. THE FOOD COMPANY DISPLAYED THEIR ECO-PROFILE LABEL ON THEIR PRODUCT PACKAGING JUST BELOW THEIR NUTRITIONAL LABEL. THEY ALSO DISPLAYED THE DECAL ON THE ENTRANCES TO THEIR OFFICES AND FACILITIES.

Eco-Profile Labels on Packaging



Eco-Profile Labels on Entrances





THE PROFILER'S ECO-PROFILE CAN ALSO LIST CERTIFICATIONS THE PROFILER HAS EARNED, AS WELL AS ANY OF THEIR SUSTAINABILITY REPORTING, E.G. ESG, CDP, ETC. FURTHERMORE, THE ICONS CAN LINK THROUGH TO THE PROFILER'S SPECIFIC CERTIFICATION SITES AND REPORTS.

THEIR ECO-PROFILE LABEL CAN ALSO DISPLAY THE CERTIFICATION ICONS THEY HAVE EARNED.





Online

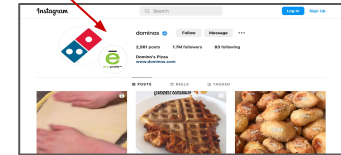
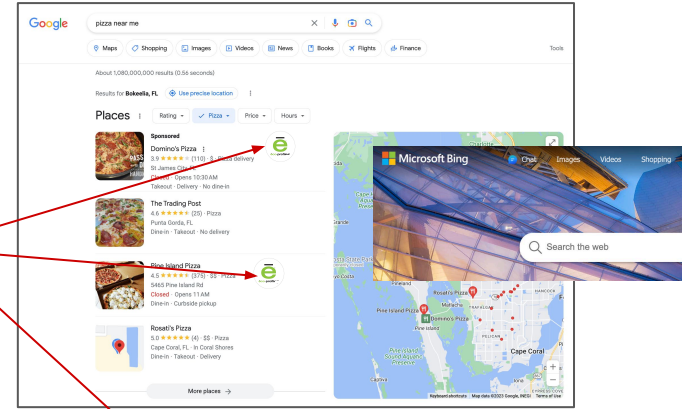
When doing an online search for a business, product or service, consumers will be able to see (and click) the Eco-Profiles link alongside the name of businesses that have an Eco-Profile. This provides a quick link for consumers to see the eco-actions of that business, establishing a differentiator that can help the business gain market-share.

Businesses without an Eco-Profile link will become motivated to implement environmental actions and create an Eco-Profile to avoid losing market-share.

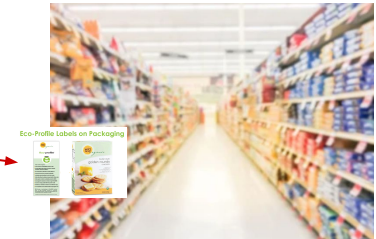
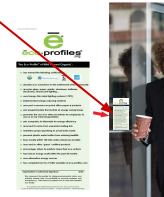
In the marketplace

An entrance that displays an Eco-Profile label listing the environmental actions of that business at that particular location can attract market-share versus their competitor that doesn't display an Eco-Profile label.

For example, imagine competing coffee shops across the street from each other, one with an Eco-Profile label displayed at the entrance and one without. Eco-Profile labels can be displayed on entrances, near cash registers, on menus, at drive-thru stations, at customer service counters, at bank teller stations, on vehicles, on marketing materials, on packaging, etc. providing consumers with an actual list of environmental actions that a business is doing. No more ambiguity. No more greenwashing.



Eco-Profile Labels on Entrances



Eco-Profile Labels on Packaging



Any business or organization can create an Eco-Profile

Eco-Profiles can be easily created by all types of entities, businesses, organizations, schools, etc. to list what they do environmentally within their operations.

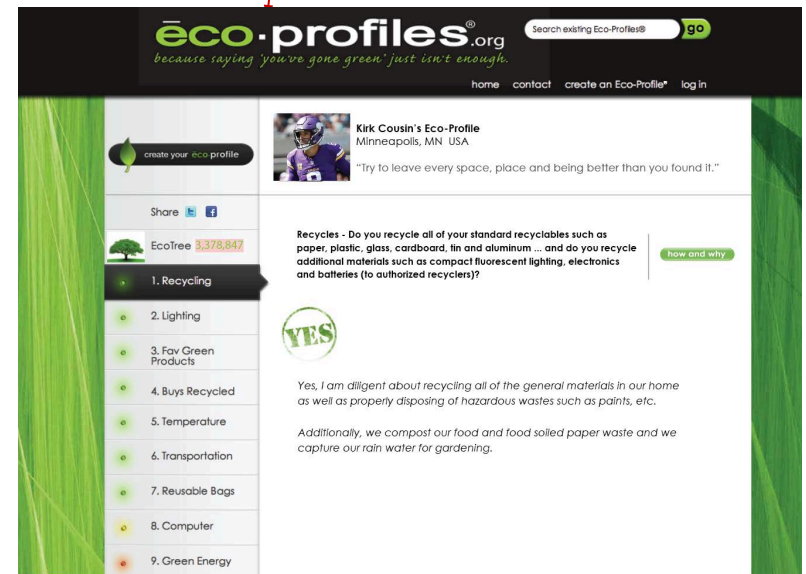
(Note: During the development of the E-P solution the Minnesota Vikings did create an Eco-Profile.)



Individuals and families can create Eco-Profiles

Eco-Profiles can be easily created by anyone, listing what they are doing environmentally in their lives.

(Note: We are using Kirk Cousin only as an example of an influential individual. He hasn't created an E-P)



There is a viral function of Eco-Profiles that we refer to as the 'Eco-Tree of Progress'

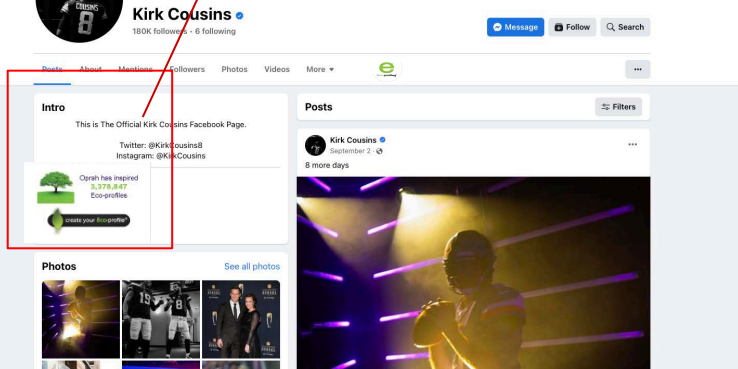
Anyone can inspire others to also create an Eco-Profile. For instance, a business that has created an Eco-Profile can encourage its vendors, partners, employees, fans, followers, advertisers, suppliers, etc. to also create Eco-Profiles – and the original business can be recognized for inspiring others to do so. Likewise, individuals can inspire businesses, their employer, their school, and friends and family, etc. to create Eco-Profiles and those new Profilers could inspire others, and so on. The Eco-Tree Calculator displays how many Eco-Profiles a Profiler has inspired ... *exponentially*.

The screenshot shows the website header with the logo and a search bar. Below the header, there are navigation links: home, contact, create an Eco-Profile, and log in. The main content area features a header for the Minnesota Vikings profile, stating they have inspired 3,378 eco-profiles, which has indirectly resulted in another 830,272 eco-profiles. There are tabs for Individuals, Students, Schools, and Businesses/Organizations. A grid of profile cards is displayed, including Steve Miller (inspired 13) and Katy Ross (inspired 8297). A sidebar on the left encourages users to become part of the Minnesota Vikings EcoTree of Progress.

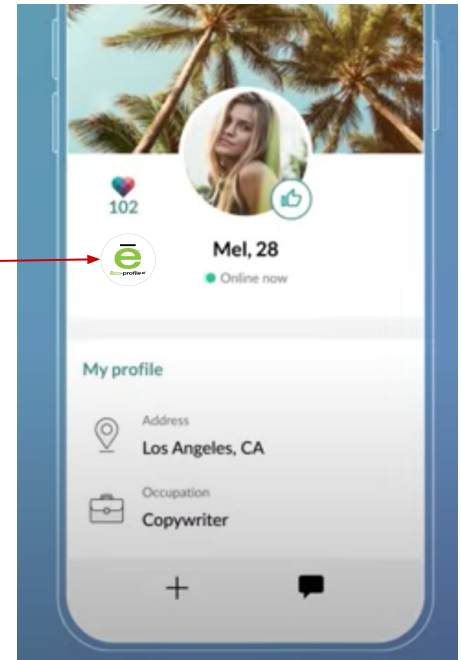
The screenshot shows the website header with the logo and a search bar. Below the header, there are navigation links: home, contact, create an Eco-Profile, and log in. The main content area features a header for Kirk Cousins' profile, stating he has inspired 3,378,847 eco-profiles, which has indirectly resulted in another 148,272,373 eco-profiles. There are tabs for Individuals (3,333,010) and Businesses/Organizations (45,837). A grid of profile cards is displayed, including Jen Maggie (inspired 2443), Hap Volup (inspired 362), Ralph Secky (inspired 0), and many others. A sidebar on the left features a quote from Kirk Cousins: "Pack in. Pack out. Try to leave every place, space and being better than you found it!"

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Eco-Profile Links and Eco-Tree Calculators can be displayed on people's social media sites allowing people to share what they do environmentally and to display how many people or businesses they have inspired to create an Eco-Profile. (Note: These social media sites are used for example purposes only.)



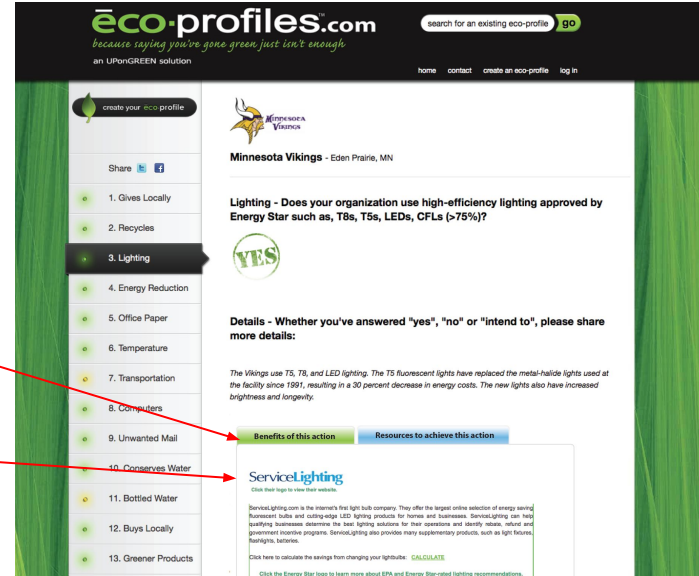
Eco-Profile links can be included in people's dating profiles to help differentiate or qualify like-minded dating candidates.





The Eco-Profiles site explains ‘How to’ and ‘Why to’ do each eco-action. Whether creating or reading an Eco-Profile, Eco-Profiles website helps businesses and individuals understand how to achieve each action, as well as what the *environmental and economic benefits* of each action are.

The Eco-Profiles site provides ‘Resources’ to help achieve each action. The Eco-Profiles site provides a list of companies near the Profiler’s zip code that can help the Profiler achieve each action. For example, the Resource link lists Recycling or Compost companies in the Profiler’s area that can provide those services.



The Eco-Profiles site displays public reviews and ratings for added transparency and accountability. People can comment about the environmental efforts of a Profiler to congratulate them for their efforts – and the review system helps maintain transparency and accountability. There is a waiting period before negative comments are posted, which allows time for the owner of the Eco-Profile to review the comment before it posts. Anti-troll systems will be in place.





MONETIZATION

- Eco-Profiles that are created by individuals and families are free.
- For businesses/organizations, there is an annual subscription fee for each Eco-Profile they create (one profile/location)
- There is a fee for ordering printed Eco-Profile Decals.
- There is a license fee for printing the Eco-Profile Label on packaging, menus, etc.
- There are revenues from Resource Listings (service providers in the area that can help Profilers achieve an action).
- If a business has multiple locations or franchisees and each location creates an Eco-Profile, a compiled report of the eco-actions of all of their locations can be provided to the parent company.
- Eco-Profile collected data can be available for research and advancing technologies, etc.
- Eco-Profile collected data can be available for policymakers, etc.



EXAMPLE: If a national bank required each of their 6,000 branch offices to create an Eco-Profile ...

1. 6,000 branch locations of the national bank create an Eco-Profile (one profile per location)
2. Each branch location pays a \$100/annual subscription to Eco-Profiles to keep their profile visible and act
3. Each branch orders 10 decals to be displayed at their drive thru stations and to display at each teller station inside (cost per decal is \$20/each x 10 decals = \$200 per location for decals)
4. Total cost per bank location is \$200 for decals per year and \$100 for the annual subscription = \$300/yr/branch
5. 6,000 locations x \$300/yr/branch = **\$1,800,000**

\$1,800,000 would be the total revenue generated per year for that one national bank (Additionally, the national bank can purchase an Eco-Profiles Report which is a compilation of the actions of their 6,000 locations to help the corporate offices know what each location is achieving environmentally each year and to see any reviews or comments about the locations)

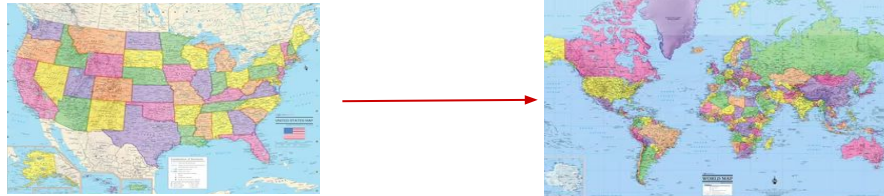


SCOPE OF OPPORTUNITY

Eco-Profiles can be completed by any and all industries, businesses, retailers, restaurants, airports, sports stadiums, sports teams, schools and universities, institutions, government operations, organizations, etc., large and small and by an individual or household anywhere. The solution will be global and the scope is unlimited.

Eco-Profiles will become an increasingly competitive tool for businesses, brands, geographic areas, countries, etc. As the solution continues to get adopted by the critical mass, comparing the environmental efforts and accomplishments of one Eco-Profile against their competitor's Eco-Profile will continue. In other words, in the future just having an Eco-Profile won't be enough to win or keep market-share, instead, having a highly advanced list of eco-actions on an Eco-Profile will help win market-share. Eco-Profiles will always help advance environmental actions and technologies ... therefore, always expediting environmental progress.

The annual revenues of Eco-Profiles can quite easily exceed hundreds of billions of dollars and the value of the data collected is so exceptional that it is hard to quantify.





BACKGROUND OF ECO-PROFILES

- Michelle “Mitch” Hedlund is the founder of Eco-Profiles. She created the fully functioning prototype of Eco-Profiles and achieved proof of concept which included early adopters, such as Mall of America, Minnesota Vikings, the largest organic food brand in the U.S. at the time, Wild Harvest Organic, etc. At the time, a SVP with Bank of America was preparing to have all of the branch offices participate, which would have been approximately 6,000 BofA locations creating 6,000 Eco Profiles (one for each location).
- Shortly after Mitch developed Eco-Profiles, the dean of William Mitchell Law School in St. Paul, MN learned about Eco-Profiles and offered to have the law school apply for a U.S. patent on Mitch’s behalf, pro bono. While the patent was pending and Mitch was waiting for the determination of the patents, she decided to focus her time on a recycling solution and nonprofit organization that she created, called [Recycle Across America](#) (and [Recycle Across the World](#)).
- Mitch has received an Ashoka Global Fellowship for developing Eco-Profiles and it has been deemed a “world changing solution” by Ashoka (she won the Ashoka fellowship for Eco-Profiles and one an Ashoka fellowship for the recycling solution she created).
- Mitch Hedlund received both patents for Eco-Profiles.
- Mitch and DoJones are now pursuing what is the most effective and efficient path to scale this solution to reach a critical mass in the U.S. and internationally, to expedite much needed environmental progress.

Michelle “Mitch” Hedlund - founder/creator of Eco-Profiles.

- Mitch Hedlund is a social entrepreneur. Her strength and passion is creating systemic solutions to address the most complex social and environmental issues today. She is an Ashoka Global Fellow for the solutions she has created. Mitch is currently the founder and executive director of the nonprofit organization, Recycle Across America (RAA) and Recycle Across the World (RAW), which has introduced the first-and-only society-wide standardized labeling system for recycling bins to help people recycle more and recycle right wherever they go. The standardized labeling solution is deemed a “*world-changing solution*” by Ashoka Innovators for the Public, is referred to as “*one of the most important environmental fixes taking root today*” by the New York Times, and is considered “*a top ten solution to reverse climate change*” by the co-author of DrawDown, Katharine Wilkinson. Today there are nearly 10 million standardized labels displayed on recycling bins throughout the U.S., in every application imaginable, including National Parks, airports, 9,000 K-12 schools and universities, sport stadiums, government offices, corporate offices, small businesses, hospitals, restaurants, retailers, households, etc. The solution is proven to be *the most effective* tool available today to fix the recycling and waste in oceans crisis when adopted at scale. Therefore, Mitch is currently pursuing federal legislation in the U.S. and a global treaty with the United Nations. She has been a keynote speaker at E.U. sustainability conferences in Brussels, a speaker at the United Nations, chair of the American Packaging conferences, and she is considered a woman leader in the recycling industry. She is a frequent contributor and author of articles related to waste and recycling in publications including NYT, Forbes, The Guardian, USA Today, GQ, and has been featured on national TV programs such as The Today Show, MSNBC, ABC, etc. Prior to her role as a social-entrepreneur, Mitch has over 25 years experience in branding, marketing and communications.



ADVISORS



Rowland Hanson

Experience: Former VP of Marketing for Microsoft - launched “Windows” brand. Marketing leadership Neutrogena, Carnation Company, Co-Chairman of the Board of Wormhole Labs. Founder and Current CEO of The HMC Company



Gene Han

Experience: Vice President of New Ventures and Enterprise Partnerships at Target. Managing Director and Advisor for multiple Venture Capital firms including High Alpha Innovation, Sway Ventures, and Wildwood.vc. Founder and Principal of Halo Advisory LLC



Andrew Pouzeshi

Partner at Faegre Drinker Biddle & Reath specializing in patent prosecution and infringement analysis with a focus on technology.



Delaney Bellinger

Experience: Chief Information Officer at Yum Brands, CIO EP Energy, and CIO Huntsman Corporation. Former Chair of the National Retail Federation CIO’s Board. Current Board Member of Helmrich and Payne Inc.



Ray Schiavone

Experience: Executive at General Electric. President and CEO of multiple companies including Quark Software Inc. Currently serving on multiple boards within the technology sector.



THE ASK

- We are seeking an exploratory meeting to discuss options for expanding Eco-Profiles to reach the critical mass, including options to potentially sell the solution, the patents and the existing model to pollinate Eco-Profiles more expeditiously than we would be capable of doing ourselves.

GLOBAL TECH LEADER COLLABORATION OR JOINT VENTURE - POTENTIALLY MOST EFFICIENT LAUNCH, DELIVERING THE GREATEST IMPACT



Why?

If Eco-Profiles is a collaborative venture by Tech-Leaders, it will create the most rapid pollination of the solution and create a non-competitive space for the solution to thrive. It will create the greatest impact with cohesive, transparent ownership and accountability for environmental progress.

How?

Leverage the world-leading capabilities to optimize impact:

- Data; Infrastructure; AI and Analytics; User Interface; Integration; Social Media Reach; Security; Policy Influence; Continuous and Efficient Improvement
- It's been done before
 - [Partnership on AI](#)
 - [Data Transfer Project](#)
 - [Linux Foundation](#)

Who?

Joint venture including the best-in-class [Tech-Leaders](#) but owned and led by one of the top IT business service and data companies in the world.



- Solving a global issue within the sustainability space
- Bringing value to existing clients
- Bringing value to existing and future partners
- Bringing value to a new client base
- Bringing value to consumers
- Collecting valuable data
 - Data can help existing clients and partners
 - Data can help advance and direct sustainability
 - Data and platform can help governments and international agencies such as UNEP and global cooperatives
- Generating significant revenues
- Utilizing AI



Thank you