WELCOME TO THE CIRCLE OF YOUNG INTRAPRENEURS

TIM HEARD
CO-FOUNDER

Debt Finance Offsite

CIRCLE OF YOUNG INTRAPRENEURS EST 2015

X

BARCLAYS

#DOWELLDOGOOD

Internal Only

- THE THEORY
- THE TALE
- THE TAKEAWAYS

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THE THEORY

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The world is full of

BIG problems

Internal Only

OVER CONSUMPTION

12 RESPONSIBLE CONSUMPTION

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DEFORESTATION AND CLIMATE CHANGE

15 LIFE ON LAND

POLLUTION

13 CLIMATE ACTION

THESE GUYS

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WHY SHOULD BUSINESS SOLVE SOCIAL PROBLEMS?

CONVENTIONAL
THINKING:
BUSINESS PROFITS
BY CAUSING
SOCIAL PROBLEMS

THE REALITY IS THE OPPOSITE

BUSINESS CAN PROFIT FROM SOLVING SOCIAL PROBLEMS

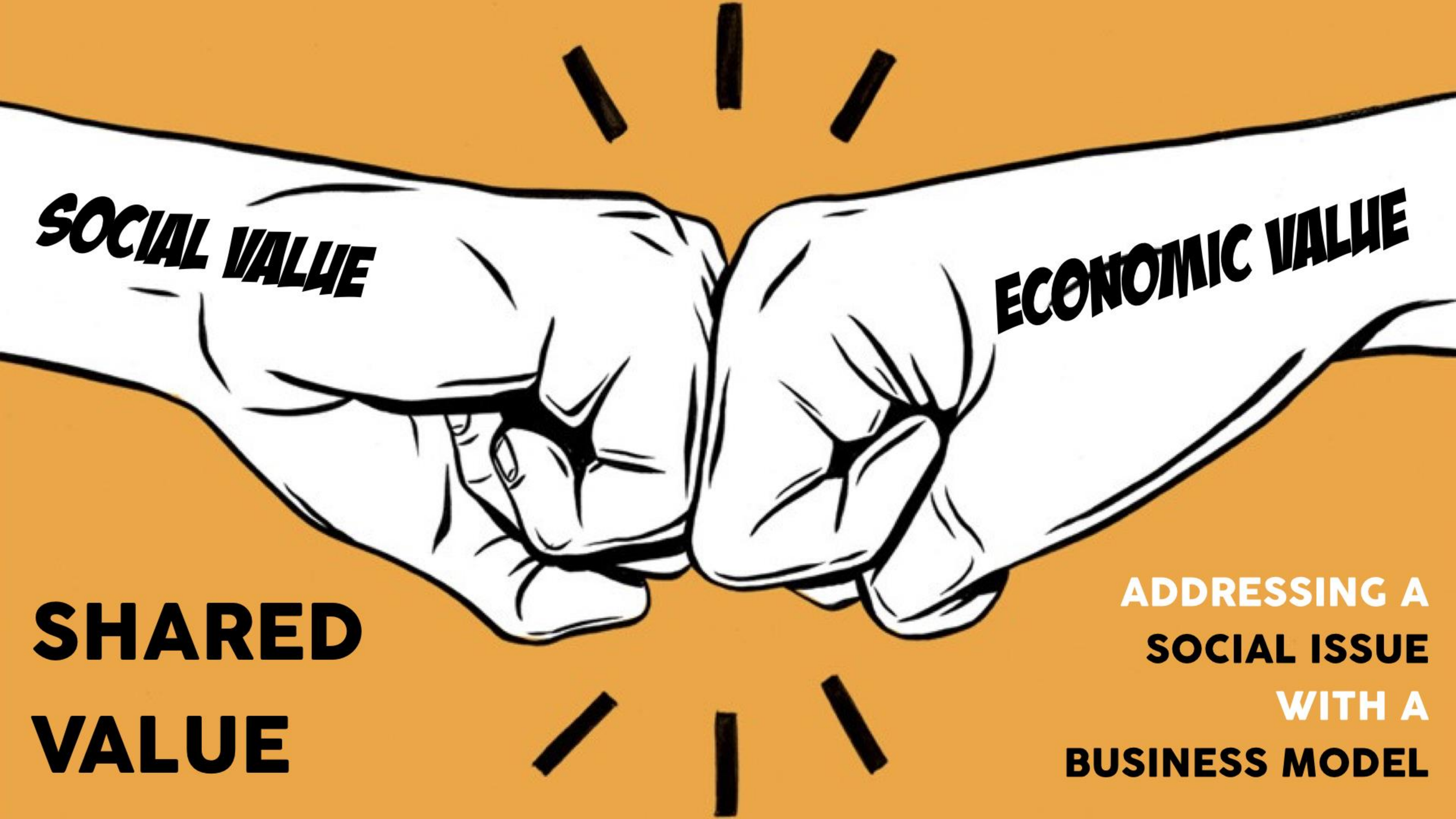
E.G. POLLUTION

REDUCING EMISSIONS CREATES PROFIT, SAVES MONEY AND MAKES BUSINESS MORE PRODUCTIVE & EFFICIENT

PROFIT
IS THE
MAGIC

PROFIT
ALLOWS SOLUTIONS
TO BE
INFINITELY SCALABLE

SO THE
SOLUTION
BECOMES
SELF SUSTAINING



SHARED VALUE

ADDRESSING A SOCIAL ISSUE WITH A BUSINESS MODEL

MARKET OPPORTUNITY

SOLVING THE SDGS REPRESENTS A $12 TRILLION REVENUE OPPORTUNITY

(WEF)

SHAREHOLDER VALUE

FOR COMPANIES WITH SOCIAL IMPACT INTEGRATED INTO THEIR CORE BUSINESS MODEL:

- VALUATION MULTIPLES WERE 3%-19% HIGHER
- PROFIT MARGINS WERE UP TO 12% HIGHER
- THESE RESULTS ARE INDUSTRY AGNOSTIC

(BCG 2017)

CUSTOMER NEED

66% OF CUSTOMERS PREFER TO SPEND ON BRANDS WITH SOCIAL PURPOSE

(NIELSEN INSIGHTS)

POSITIVE SOCIAL IMPACT IS NOW AN OPPORTUNITY FOR TOP LINE GROWTH

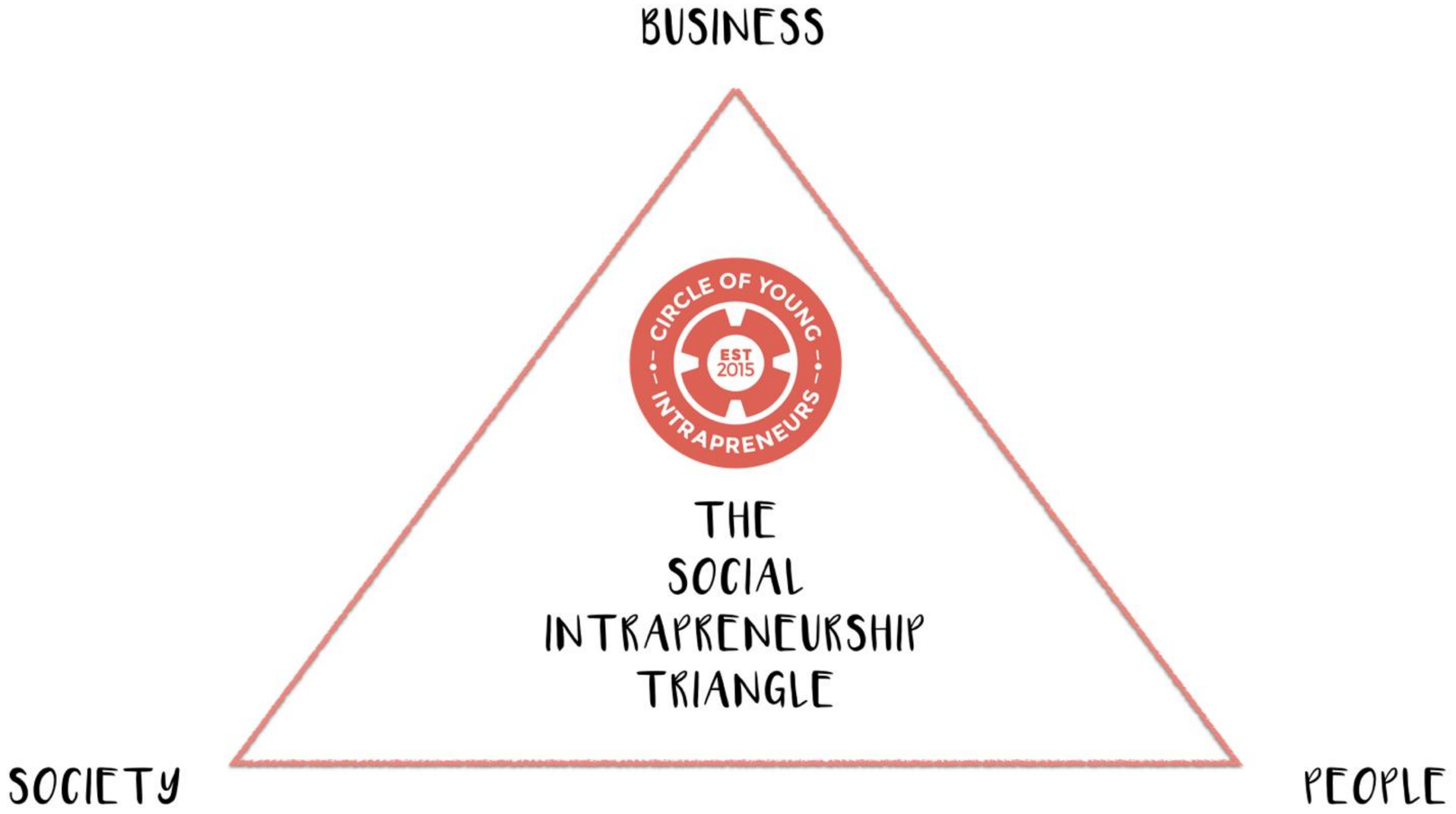
HOW DO WE
USE THE
POWER OF
BUSINESS?

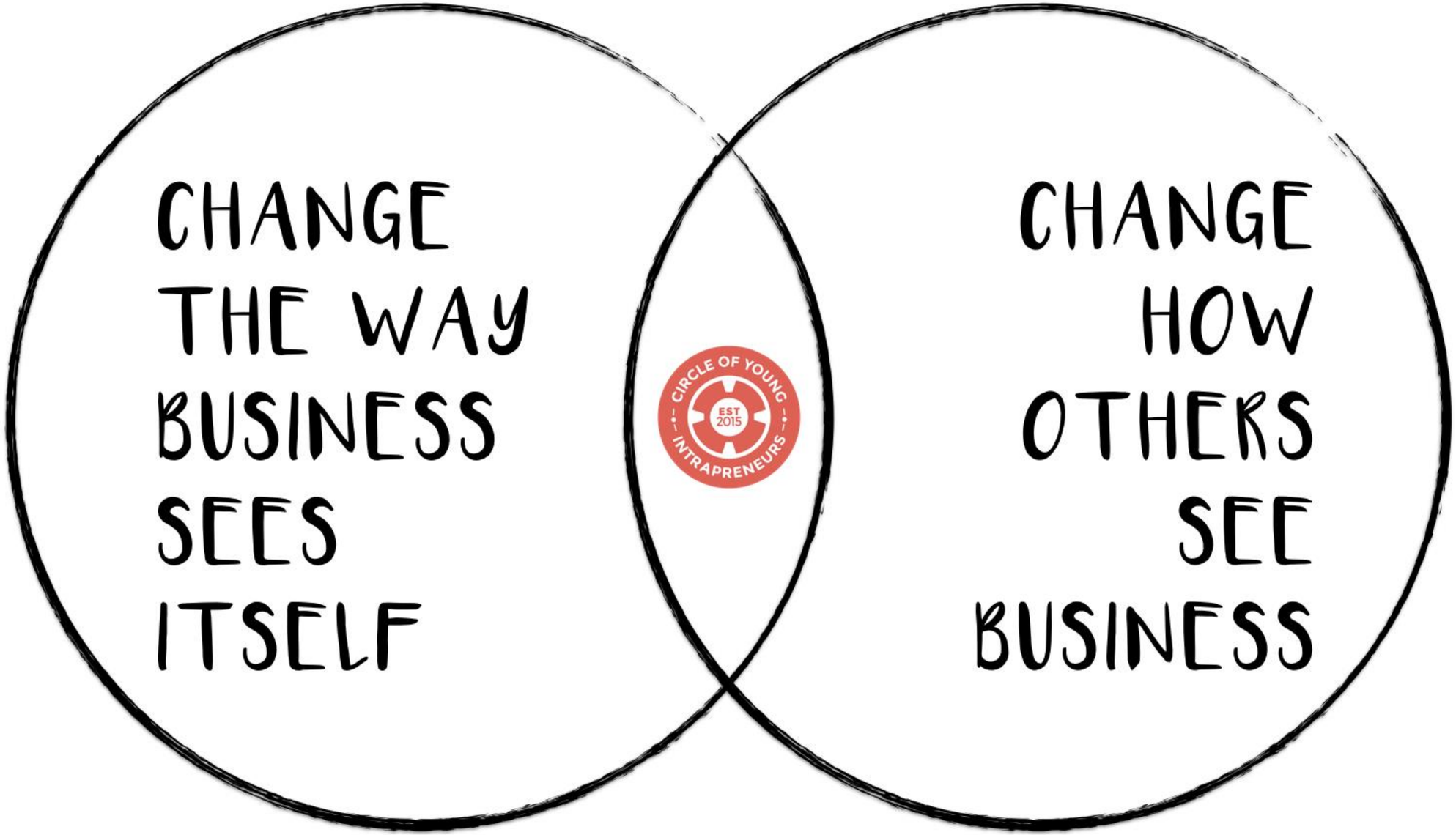
social intrapreneur

[NOUN] : SOH-SHUH-L IN-TRUH-PRUH-NUR

A PASSIONATE INDIVIDUAL, WHO THINKS AND ACTS LIKE A ENTREPRENEUR, WORKING INSIDE A MAJOR CORPORATION OR ORGANISATION, WHO DEVELOPS AND DELIVERS INNOVATIVE, PROFITABLE AND SUSTAINABLE SOLUTIONS TO SOCIAL OR ENVIRONMENTAL CHALLENGES

SOCIAL INTRAPRENEURSHIP IS THE GREATEST OPPORTUNITY FOR BUSINESS TODAY TO SOLVE SOCIAL PROBLEMS


BUSINESS
CIRCLE OF YOUNG
EST
2015
INTRAPRENEURS
THE
SOCIAL
INTRAPRENEURSHIP
TRIANGLE
SOCIETY
PEOPLE


CHANGE THE WAY BUSINESS SEES ITSELF
CIRCLE OF YOUNG INTRAPRENEURS
EST 2015
CHANGE HOW OTHERS SEE BUSINESS

WHY IS SOCIAL INTRAPRENEURSHIP IMPORTANT?

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THE TRUMP CARD – WHY SOCIAL INTRAPRENEURSHIP IS IMPORTANT TO CORPORATES

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SOME MATHS

Achieving the SDGs requires business involvement and, in fact, represents a business opportunity.

AND

Companies struggle to attract and retain talent

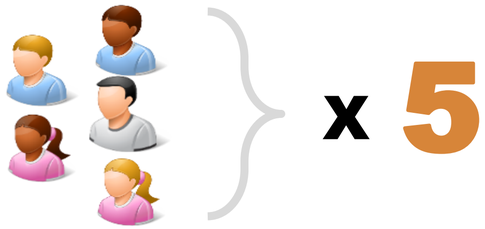
Cost per leaver **£30,000**

Annual cost to the UK economy £4.1b

(The Telegraph, 2014)

BUT

Millenials are 5x more likely to stay at a company which has clear purpose and positive social impact



Currently 44% of millenials say they will leave their company within the next 2 years

WTF

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RESPONSIBILITY?

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THE TALE

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BARCLAYS ROUNDUP

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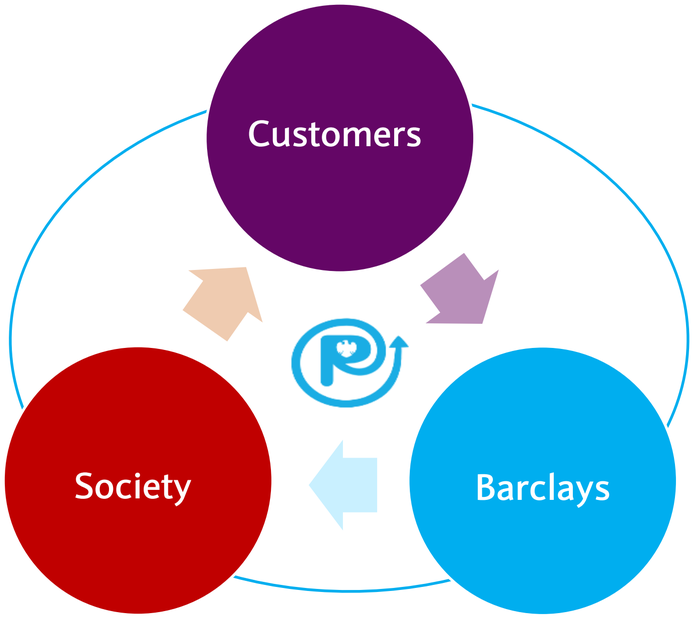
Barclays RoundUp is a collaborative micro-donation initiative that facilitates a virtuous cycle amongst our customers, social enterprises and Barclays

- An **optional bolt-on feature** to existing Barclays products which creates a new donation mechanism
- Funds go **towards customer's choice of social impact portfolio**

Win, Win, Win

Doing good, profitably, in a way that's convenient & simple for our customers



WIN

- Opportunity to **integrate "do good"** with everyday purchases and lifestyle
- Enables customers to explore **meaningful and impactful** ways to spend spare change
- Post MVP, further options such as potential to channel funds toward **savings and investments**

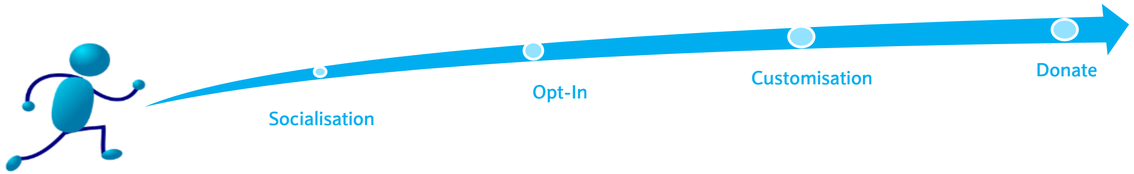
WIN

- Potential to raise **£millions** for good causes at scale
- Opportunity to **develop relationships** with customers and Barclays for further engagements

WIN

- Opportunity to **delight customers** whilst achieving our **5C's objectives**
- In particular, potential to drive **key financial benefits at minimal cost**
- **Millennial colleague retention**

Barclays RoundUp supports an intuitive customer journey with no change required in customer purchasing behaviour



BARCLAYS

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Even if only a fraction of current Barclays customers adopt Round-Up the social impact would be very significant; if Round Up was made available to Barclays wide products the social impact would be incredible

Significant financial impact even with minimal adoption rate

c23m X **2%** X **£2** = **£11M**

Current Active Card Customers in Barclays UK

Adoption Rate

Average donation per month per user

Total donation per annum

Annual Collaborative Donation to Social Enterprises				
Average RoundUp per Customer per Month	Adoption Rate			
	1%	2%	5%	10%
£1	£2,760,000	£5,520,000	£13,800,000	£27,600,000
£2	£5,520,000	£11,040,000	£27,600,000	£55,200,000
£5	£13,800,000	£27,600,000	£69,000,000	**£138,000,000**

BARCLAYS

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WHO ARE THE CIRCLE OF YOUNG INTRAPRENEURS?

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hello!

CIRCLE OF YOUNG INTRAPRENEURS

EST 2015

WELCOME TO THE CIRCLE OF YOUNG INTRAPRENEURS!

WHO WE ARE

WE ARE A MOVEMENT DESIGNED TO INSPIRE, GUIDE, DEVELOP AND DELIVER PURPOSE-DRIVEN BUSINESS IDEAS FROM YOUNG SOCIAL INTRAPRENEURS IN LARGE, CORPORATE ORGANISATIONS GLOBALLY. WE'RE MAKING BUSINESS A FORCE FOR GOOD.

CIRCLEOFYI.COM

@CIRCLEOFYI

WE LAUNCHED IN JANUARY 2016 IN LONDON, UK

AND NOW

WE HAVE 5000+ MEMBERS

IN 70+ COUNTRIES

FROM 400+ ORGS

JOIN US

SOUND GOOD?

#1 = WITH 20 HUBS GLOBALLY

WE ARE ALREADY THE LARGEST NETWORK OF SOCIAL INTRAPRENEURS ANYWHERE...

BARCLAYS, Microsoft, pwc, EY, accenture, Telefónica, BMW, freuds, HSBC, Google, Unilever, Deloitte., bp, Johnson & Johnson, KPMG, PEARSON, MUFG, SIEMENS

MADE BY @DAVIDJSPEARS © CIRCLE OF YOUNG INTRAPRENEURS 2017

CIRCLE OF YOUNG INTRAPRENEURS GLOBAL CHAPTERS

JUSTIN DESHAW – LOS ANGELES
JACK REDDING AND JULIE MUGGLI – CHICAGO
MEG TRITE – PITTSBURGH
NADER SAIF – TORONTO
JOHN BALKAM AND ACHAL PATEL – WASHINGTON DC

HALLIE STEBBINS – NEW YORK CITY
ALEJANDRA GRUPP – BOSTON
CRISTIÁN GUERRERO – SANTIAGO
MARY-KATE PORTLEY – DUBLIN
SALLY EAVES – BIRMINGHAM

ANNA DONA-HIE – PARIS
DARA MILLER – MONACO
AOUATIF TAWFIK – AMSTERDAM
JASON STAMM – BRUSSELS
GUILLAUME VIGIER – CASABLANCA

FABIO HENRIQUEZ AND
HIRAM GARCIA – JOHANNESBURG
ASHU KUMAR – NEW DELHI
DAVID NOSIBOR – SINGAPORE
LAURIE BROWN – SYDNEY

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THE TAKEAWAYS

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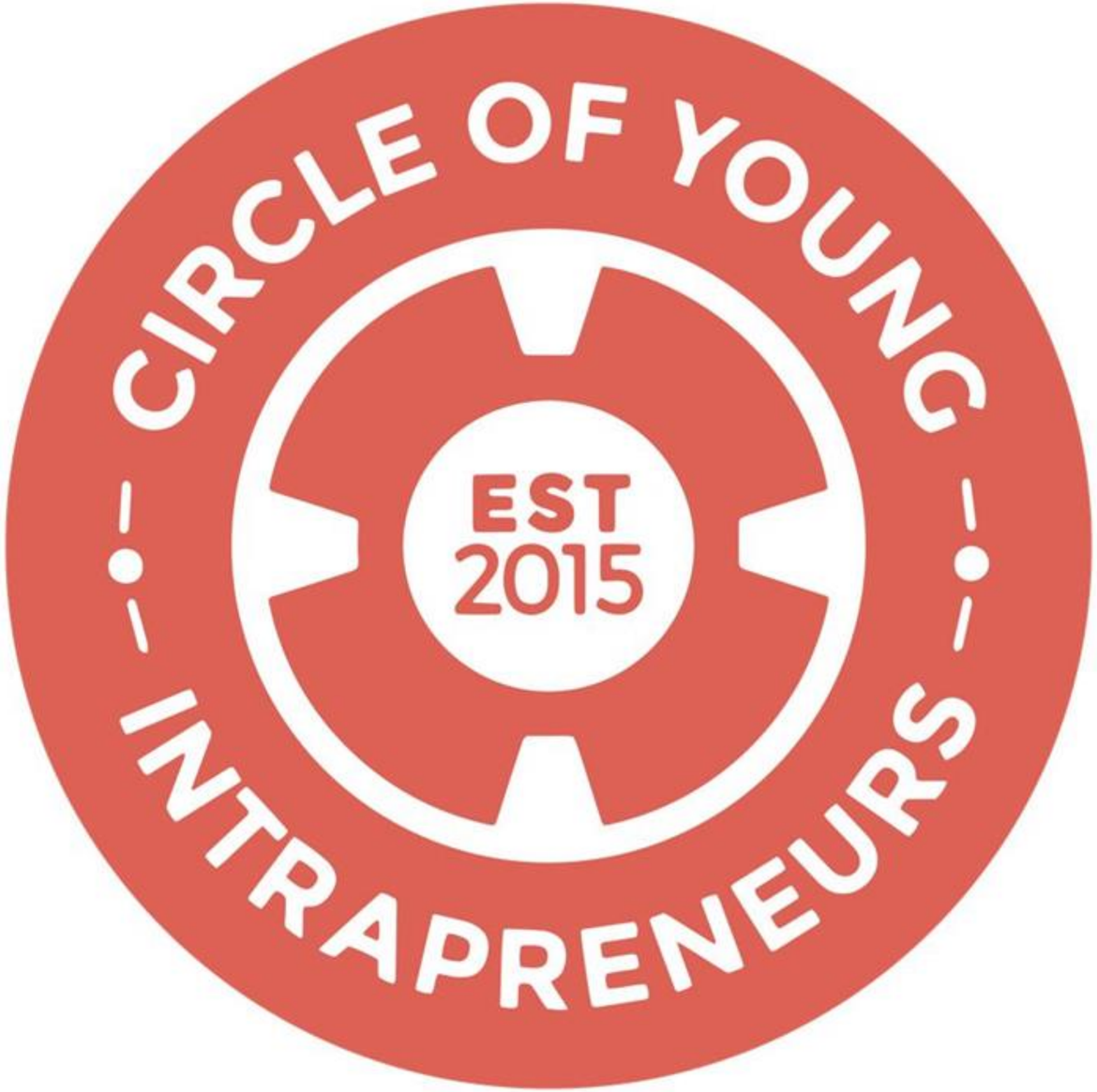

HOW TO DELIVER

1 THE SET UP

TEAM UP - DOUBLE TROUBLE

PLAY TO YOUR STRENGTHS

ENGAGE YOUR CORE

BE RESILIENT BUT FLEXIBLE

CIRCLE OF YOUNG INTRAPRENEURS

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HOW TO DELIVER

② THE BIZ CASE

BENEFITS SPLIT 3 WAYS

BUZZWORD UP

A NOD TO LESS SEXY STUFF

STRATEGY IS DYNAMIC

HOW WE PITCHED BARCLAYS ROUNDUP

memorable tag line

Small change making a big difference

Small change making a big difference
RoundUp by Barclays

logos

twitter pitch

BARCLAYS ROUNDUP IS A COLLABORATIVE MICRO-DONATION INITIATIVE THAT FACILITATES A VIRTUOUS CYCLE AMONGST OUR CUSTOMERS, SOCIAL ENTERPRISES AND BARCLAYS

3 step how it works:

1. AN OPTIONAL BOLT ON FEATURE TO EXISTING BARCLAYS CONSUMER PRODUCTS
2. CUSTOMERS CAN OPT IN TO AUTOMATICALLY ROUND UP EVERY PURCHASE BY A FEW PENNIES
3. FUNDS GO TOWARDS THE CUSTOMERS CHOICE OF DYNAMIC SOCIAL IMPACT PORTFOLIO

take home

WIN DOING GOOD PROFITABLY

WIN IN A WAY THAT'S CONVENIENT AND

WIN SIMPLE FOR OUR CUSTOMERS

simple, big numbers

23M X 2% X £2 = £11M

call to action

TOGETHER WE HAVE AN OPPORTUNITY TO CREATE **SIGNIFICANT FINANCIAL IMPACT** WITH EVEN MINIMAL ADOPTION RATE

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AUDIENCE TAKEAWAYS

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JOIN US

WWW.CIRCLEOFYI.COM

@CIRCLEOFYI

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