

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic feel.

Venture Verde

Striving for a Sustainable Future

Venture Verde Product

Stand By Your Brand

Brand Value Awareness App

Consumer brand awareness allows the user to purchase and support product brands that align with the users values and beliefs.

Stand By Your Brand

Brand Value Awareness App

Climate change, the metoo# culture, unhealthy political rhetoric and contributions are all present day issues that all US citizens deal with in one way or another.

The question is, what can WE citizens do about it?

Stand By Your Brand

Brand Value Awareness App

In today's complicated world we consumers have only a few mechanisms that allow us to express our beliefs.

- 1. Vote*
- 2. Protest*
- 3. Buy products that speak to our values and core beliefs*

SBYB APP Uses of Publicly Traded Brands

- ▶ Identify product brands that align with users core values and beliefs
- ▶ Measures brand/company sustainability historical and current practices
- ▶ Measure brand/company culture historical record and current practices
- ▶ Measures brand/company political contributions and affiliations historical record and current practices
- ▶ All legal disclaimers and noted comments that can positively or negatively reflect the brand/company to be referenced from reliable publicly available sources
- ▶ All disclaimers, comments, notes, measures, references, and sources are legally reviewed and approved

Target Demographics

- ▶ Boomers
- ▶ Millennials
- ▶ X Gen
- ▶ Y Gen
- ▶ Z Gen

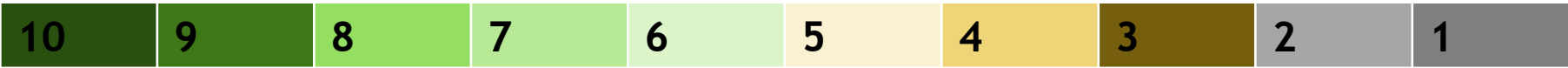


Daily Use Impactful Products

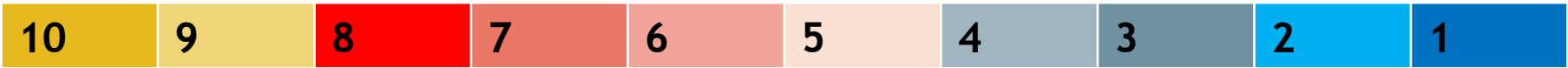
- ▶ Major Gas Stations
- ▶ Major Fast Foods
- ▶ Major Hotels
- ▶ Major Banks
- ▶ Household Paper Goods



Brand Identification Metrics



Sustainability Measurement colors and number values



Corporate Culture Measurement colors and number values



Political Donation Measurement colors and number values

Brand Identification Metrics



Sustainable Measurement colors and number values

The **Sustainable Practices Policy** of a company establishes goals in nine areas of **sustainable practices**: green building, clean energy, transportation, climate protection, **sustainable operations**, waste reduction and recycling, environmentally preferable purchasing, **sustainable foodservice**, **sustainable water systems**.

Top 10 sustainable business practices

- Empower your employees
- Formalize your commitment to sustainability
- Turn off lights and electronics
- Go energy efficient
- Conserve Water
- Recycle paper
- Reduce business travel
- Forge local partnerships
- Invest in a digital filing system
- Create a Green Team

Brand Identification Metrics



Sustainable Measurement colors and number values

- 10 = Best sustainable practices as defined by JD Roberts
- 9 = Better sustainable practices
- 8 = Good sustainable practices
- 7 = Better than average sustainable practices
- 6 = Average sustainable practices
- 5 = Unmeasurable sustainable practices
- 4 = Below average sustainable practices
- 3 = Poor sustainable practices
- 2 = Frequent violator EPA laws and regulations
- 1 = Worst/No sustainable practices, big polluter

Brand Identification Descriptions



Corporate Culture Measurement colors and number values

Corporate culture refers to the beliefs and behaviors that determine how a company's employees and management interact and handle outside business transactions. Often, **corporate culture** is implied, not expressly **defined**, and develops organically over time from the cumulative traits of the people the company hires.

According to Robert E. Quinn and Kim S. Cameron at the University of Michigan at Ann Arbor, there are **four types of organizational culture**:

Clan, Adhocracy, Market, and Hierarchy.

Market oriented cultures are results oriented, with a focus on competition, achievement, and “getting the job done.” May 14, 2013

Brand Identification Metrics



Corporate Culture Measurement colors and number values

- 10 = Best Corporate Culture Practices
- 9 = Better Corporate Culture Practices
- 8 = Good Corporate Culture Practices
- 7 = Better Than Average Corporate Culture Practices
- 6 = Average Corporate Culture Practices
- 5 = Unmeasurable Corporate Culture Practices
- 4 = Below Average Corporate Culture Practices
- 3 = Poor Corporate Culture Practices
- 2 = Frequent Violator of Good Corporate Culture Practices
- 1 = Worst/None Corporate Culture Practices

Brand Identification Descriptions



Political Donations Measurement colors and number values

The term corporate donation refers to any financial contribution made by a corporation to another organization that furthers the contributor's own objectives. Two major kinds of such donations deserve specific consideration, **charitable as well as political donations.**

Just as water flows downhill, money in politics flows to where the power is. And the Stand By Your Brand APP is here to help you follow the contours and learn about these connections. This section reflects information about the healthy and unhealthy influence money can have on our elections and government politics.

Brand Identification Metrics



Political Affiliations Measurement colors and number values

L5 = Liberal Contributions and Alignments Exclusively

L4 = Better Political Affiliations

L3 = Good Political Affiliations

L2 = Better Than Average Political Affiliations

L1 = Average Political Affiliations

R1 = Unmeasurable Political Affiliations

R2 = Below Average Political Affiliations

R3 = Poor Corporate Political Affiliations

R4 = Frequent Violator of Good Political Affiliations

R5 = Worst/None Political Affiliations

SBYB Dash Board Example



SBYB Dash Board Example

BROWSE CATEGORIES	>
Major Gas Stations	>
Major Fast Food	>
Major Hotels	>
Major Banks	>
Household Paper Goods	>

SBYB Dash Board Example

Household Paper Goods >

Paper Products

Dixie	>
Kleenix	>
Brawney	>
Charmin	>
Bounty	>
Puffs	>
Scotts	>

SBYB Dash Board Example

Household Goods



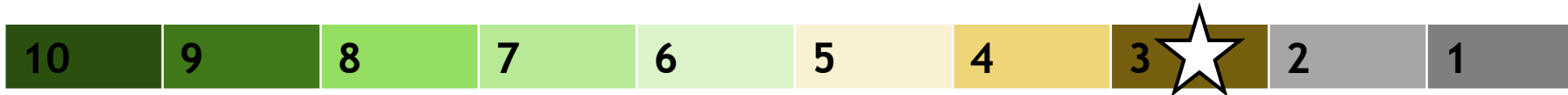
Paper Products

Dixie

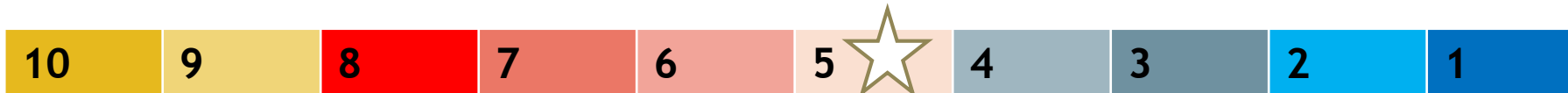


Brand Score Card

Dixie >



Sustainability Measurement colors and number values



Corporate Culture Measurement colors and number values



Political Affiliation Measurement colors and number values

Notes: Owner of record is Koch Industries

Sustainability: Climate change deniers

Culture: No major complaints recently, sexual harassment in past

Political: Recent contributions to moderate democrats, donates primarily to republican anti environmental groups.

Alternative Brand >

Consumer Brand Recommendation >