

purpose driven

studio

purpose ■ product ■ profit

\$530 billion

waste management market is
projected to reach by 2026

90%

increase in global electricity by
2025 with renewable energy

21.2%

compound annual growth
rate of vertical farming
market from 2020 to 2027

\$162 billion

plant-based food market is
projected to reach by 2030

\$5.4 billion

funding for Telehealth
companies in 2020

empowering brands with a clear purpose

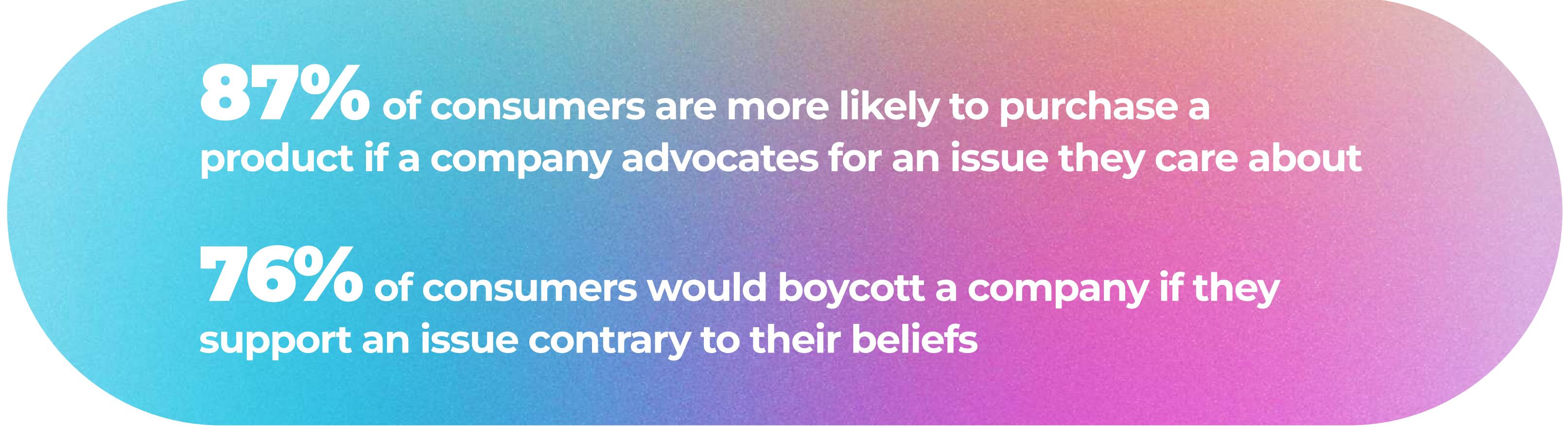
with product, technology & creativity

why we exist?

purpose-driven companies have a **63% higher** likelihood of having a positive social impact and are increasingly attractive to investors and customers which is why impact investments are projected to reach **\$2 trillion by 2030**, and **91% of consumers** are more likely to switch to a brand that supports a good cause

how we approach?

we help startups build **purpose-driven, sustainable businesses** that create positive social and environmental impact by aligning their purpose, **designing for impact, building sustainable businesses, collaborating with stakeholders, and measuring impact** to experience **10 times greater revenue growth**



87% of consumers are more likely to purchase a product if a company advocates for an issue they care about

76% of consumers would boycott a company if they support an issue contrary to their beliefs

what do we do?

we help startups **achieve product-market fit** by leveraging **design and technology** to create purpose-driven products and services that meet the needs of their target audience while also creating **positive social and environmental impact**

purpose strategy

we **define your purpose** and **develop strategies** that align with your values and create **positive social and environmental impact**

product market fit

we will help you with **market research, product strategy, user experience design, go-to-market strategy, measurement & optimisation**

technology enablement

we will help you with **technology strategy, system design & development, data analytics, digital transformation, cybersecurity and technical support**

creative direction

we will help you with **purpose-driven design and branding, content creation, ui/ux design, sustainability design, design thinking workshops**



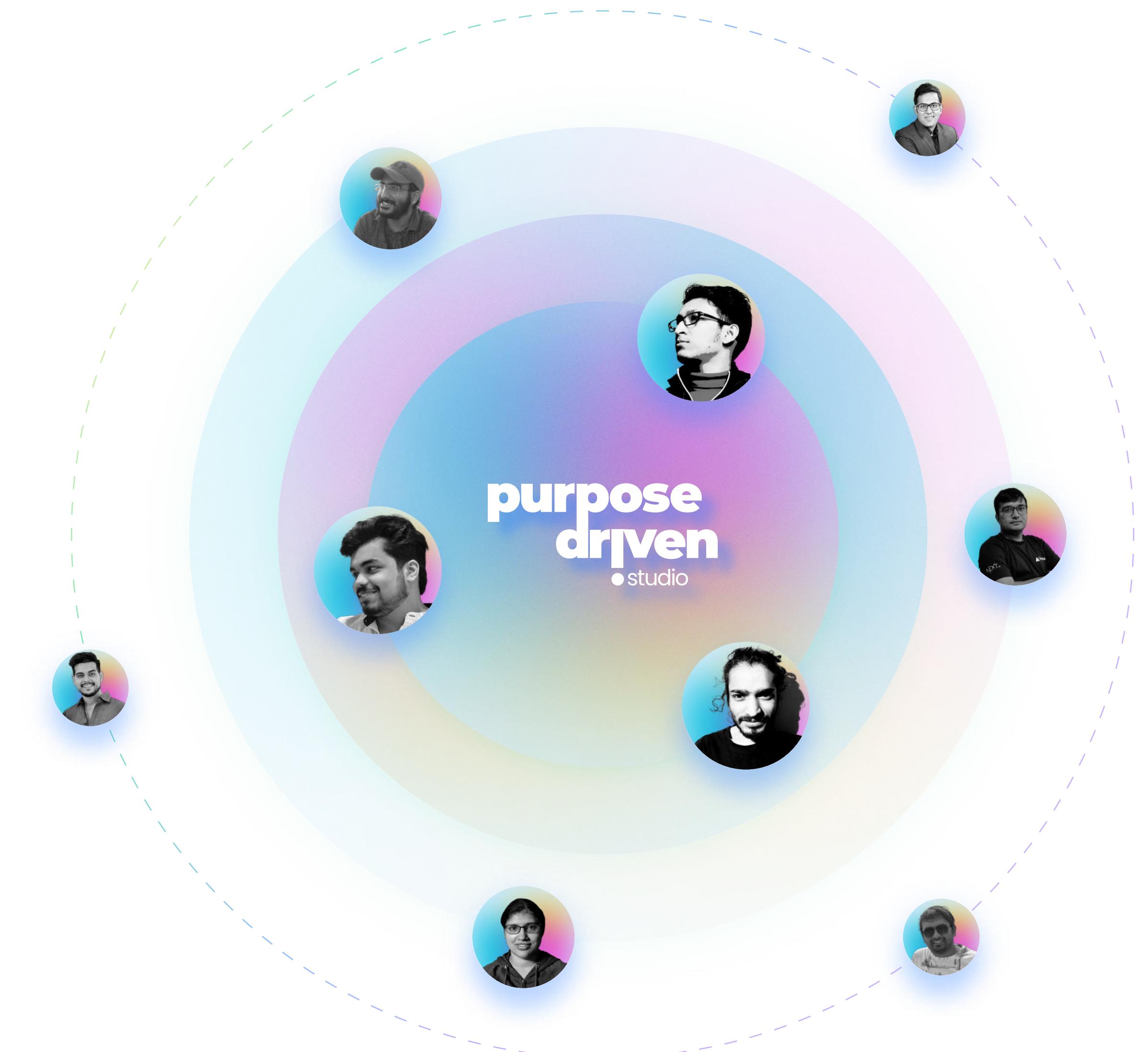
who we are?

a purpose driven diverse team of highly skilled individuals, including **purpose strategists, product experts, technology specialists, creative directors, business development experts, project managers, marketing experts, and data analysts**

organisations benefited by our skills



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hello@purposedriven.studio

thank you

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toms shoes is a purpose-driven company – for every pair of shoes a customer buys, **toms donates a pair to a child in need**

62% increase in **school attendance**

42% decrease in **foot infections**

95% increase in overall **health and well-being**