



## Do Well Do Good

### Case 1



# The 8 criteria of a “do well **do good**” company

## Customers

1. Sell something you think will genuinely help your customer (people call it “purpose”)
2. Therefore don’t sell something that creates an addiction or harm your customers

## Employees

1. Make your employees learn and grow.
2. Make an effort to offer job opportunities to those who are out of the traditional job market.

## Government

1. Be smart at finding an innovative and sustainable economic model, and not at avoiding taxes

## Society

1. Have operations that don’t impact the society negatively unless you more than offset them
2. If your product can change lives of people who are not your customers, make an effort to find an economic model to serve them as well (eg finance, health,)

## Value chain

1. Don’t sell/buy something to/from company that does not follow principles 1-6

## Background of the company

- **Description**

**SunRoof** is an eight-year-old(2013), Sweden-based company that installs smart rooftops that produce solar power, as well as enables its customers to share surplus energy. It has raised €4.5 million in extended seed funding

## Product/ service

- **Characteristics**

- simple, lightweight, and easy to install
- eye-catching modern look and the ultra-smooth solar panel surface
- lowest carbon footprint
- electricity produced by SunRoof



## Criteria

- **Criteria 1**

They protect, insulate and ventilate houses, and produce electricity at the same time

- **Criteria 2**

Roofs are not harmful to anybody and can't create addiction.

- **Criteria 6**

- It has the lowest carbon footprint in the world. Maintains a harmonious relationship between three aspects that are key for man: comfort, energy, and the environment

- **Criteria 8**

- Smart innovative solution that affects the society and environment positively.