



BeDo.com
Executive Summary





THE EARTH CAN NO LONGER SUSTAIN OUR WAY OF LIFE.

A necessary revolution is forming in response to environmental and social shifts, forcing us to reconsider how we behave, what we consume versus what we contribute, and whether old models need to be reshaped.

Yet there is no cogent and visible roadmap for moving from an outdated model of consumption and scarcity to one of well-being and abundance. The power of “doing good” remains largely invisible in our culture. We lack a way for people to materialize and track good, whether it be through volunteerism, sustainable business, or social and community development. At the same time, many people, while interested in doing good, lack the direction and clarity of purpose to unleash their interest. Uncertainty and the tyranny of habit keep good intentions grounded.

BeDo recognizes that the most powerful levers for reshaping these old models are business and culture. Taking a systemic approach and leveraging *the power of a brand, a culture of collaboration, and technology*, BeDo seeks to inspire and free the good in all of us. It does so by enabling individuals, companies, and NGOs to recruit, engage, and retain potential supporters to power social action platforms and causes.

Brand: Powering the Movement of Good

Brands have become a hallmark of our global culture. They are icons that create shorthand meaning and context and transcend language barriers.

BeDo reengineers the power of what makes a great brand – like Apple or Google. It does this by: 1) illuminating and raising the visibility of what it means to “do good” and how to do it; 2) giving shape to the behaviors and identity of doing good; 3) cultivating and marrying top-down with bottom-up approaches for accomplishing good, and 4); providing a beacon to guide more people to do more good more often.

Culture: The Collaborative Imperative

Our model of work is changing. We have come to understand that we are more effective when we work together because we suddenly possess a level of expertise unattainable by any single individual. It is the power of We. Large shifts in behavioral change only happen if powered by both top-down and bottom-up. In fact, nearly all great social movements were led from the bottom up, supported and enabled from the top down.

Technology: Recruit, Engage & Retain

Today this collaborative model is also supported and enabled by technology and tools that allow self-organized groups to operate without management, often underneath a set of ethical motives.

It allows BeDo to 1) recruit more people more effectively; 2) engage and drive their frequency of usage and make it easy to do good; and 3) retain them, making sure they don't go back to old habits. This is facilitated by BeDo but is also largely self-organized. As we have seen with Facebook and other social network tools, *this model can scale rapidly*.

BeDo.com: The Technology Platform

BeDo.com harnesses untapped intention and makes doing good works an irresistible habit with the aid of a series of ingredient technologies.

BeDo.com makes it easier for more people to do more good more often by helping them to define their personal statement for good using a “Discovery Process” upon login, as well as additional surveys to help people refine their purposeful pursuits. It allows individuals to find deeds that uniquely appeal to their vision for good. BeDo's “Deed Feed” of opportunities are derived from individuals, company CSR efforts, and NGOs – increasingly refined to interests. Finally, BeDo.com allows you to connect with like-minded parties to take action, using a specialized semantic search capability and *social networking features* to create and join groups and accomplish good together.

BeDo.com is platform independent, accessible by individuals through existing social networks or at BeDo.com. The BeDo platform is also integrated into company or NGO websites, using our “Powered by BeDo” or “BeDo Inside” ingredient technologies. A partnership with Daily Perfect, developer of a predictive content engine with innovative personalization technology, allows us to leverage existing state of the art code. The Daily Perfect team includes the former lead architect for Skype.

BeDo.com derives revenues in several ways. A micro-sponsorship model allows companies and NGOs to select and sponsor individual and group initiatives as a side sponsored result that appears whenever those initiatives are displayed through search, deed feeds, and/or

other social network tools. This allows an organization to match its unique strategic business or philanthropic interests to the support of bottom-up, individual, or collaborative initiatives for good. Working with top advertising agencies, a new model is being pioneered that combines traditional page view and click-through tracking and target audience penetration but centers around an individual's and organization's complementary initiative toward doing good.

BeDo also derives revenues from transaction fees from all monetary exchanges between parties (e.g., donations), fees for premium services (e.g., sponsored results and data on user interest and recruitment for causes), service/subscription fees to use our ingredient technologies as an internal portal, and consulting fees in helping companies to define and build their social action platforms. Finally, through the acquisition of data, a significant canon of user behavior is generated which can then be anonymized and resold to optimize the matching of money with meaning.

BeDo B2B

Without a guide, supporters of NGOs struggle to translate commitment to causes into sustained personal action. At the same time, connecting a company's social action platform to their employees' day-to-day actions is becoming a necessity. BeDo advises companies, NGOs, and their employees:

- Helping companies and NGOs develop unique mission brands and social action platforms
- Identifying and incubating social innovation within companies
- Uniting companies and NGOs to accelerate projects with triple bottom line impact

Current clients include Johnson & Johnson, Barilla, Hands On, Points of Light, Better World Books, and Danone. This is not just another consulting firm but a group of “BeDo certified” people brought into the vision and approach, combining experts in human psychology, brand building, design, and employee engagement. Affiliate partners currently include:

- Innate Motion
Cross-cultural experts in consumer psychology and innovation
- Sons & Sons
Writers and strategists in brand identity design and story-telling
- Gagen MacDonald
Strategy and communication firm in employee engagement

BeDo's advisory services constitute a scalable consulting model, creating business clients that both guide our BeDo.com development effort and generate revenues that already nearly fully fund our current operations.

Management Team

Founder Marc Mathieu is a leading thinker in global branding and brings 20 years of international brand, marketing, and strategic corporate investment experience to BeDo, most recently as head of the international Coca Cola Brand. Partner Mark Beam has been a leader in building the social capital markets and the convergence of money and meaning. He is Co-founder of the Social Capital Markets Conference, a senior advisor to Halloran Philanthropies, and a member of the

Board of Directors for the Buckminster Fuller Institute. Technology Strategist Joshua Klein is a veteran multi-platform technology innovator with experience in social systems, computer networks, consumer hardware, online B2C platforms, and animal behavior. He is a TED Speaker and frequent contributor to top media publications. The team at Fahrenheit 212 is providing BeDo with top line innovation experience to develop a fully dimensional vision of BeDo.com, offering commercial acumen, design, storytelling, and consumer market expertise. Their clients include Nestle, Adidas, Clorox, and NBC.

Angel Investment Round

BeDo was the recipient of \$1 million award of services in a contest sponsored by Fahrenheit 212, a top New York based innovation firm. After several months of research, conceptual development, and initial prototyping, BeDo wishes to raise a \$1 million round of angel investment to build and test the BeDo.com technology platform. The investment will fund additional core staff, a technology development team, and related expenses from Fall 2009 to Spring 2010. Expected milestones include a client tested and proven set of ingredient technologies ready for market; a fully developed marketing and implementation plan with accompanying tools to scale BeDo.com; and a series of measurement and tracking tools to measure social and environmental impact. An additional round of investment will be sought from Spring 2010 onwards to grow and scale these businesses.

As a social enterprise with targeted financial, social, and environmental return, The Company seeks patient capital with terms that ensure alignment between its mission and capital structure.

Supporting Attachments:

- BeDo Flash Videos generated by Fahrenheit 212
- Screen Shots: BeDo.com
- Management Team Biographies
- Business Plan





WHO DO YOU WANT TO BE
WHAT DO YOU WANT TO DO

please visit:
www.MyBeDo.com