



CoPeace

GROW YOUR MONEY FOR GOOD

Certified



This company meets the highest standards of social and environmental impact

Corporation

# THE PROBLEM



There is a misconception profits and positive impact are **mutually exclusive**



Investment opportunities in the impact space are **not truly aligned** with achieving impact goals



Direct investment options are not **equally accessible** to all potential investors

# THE SOLUTION



CoPeace is a first-of-its-kind holding company, building a portfolio of carefully selected for-profit companies having measurable social and environmental impact. Investing in CoPeace is available to everyone.

# THE SOLUTION

## GROW YOUR MONEY FOR GOOD



Provide an affordable investment option, **prioritizing long-term impact**, while striving for financial returns

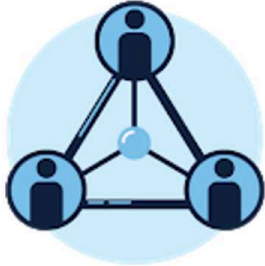


Utilize investor capital to purchase **controlling interest** in complementary, purpose-driven holdings



Create a **path for anyone** to participate in impact investing, including communities overlooked in traditional investing

# WHY A HOLDING COMPANY MODEL



## Strength in complementary holdings

CoPeace is crafting a portfolio of **synergistic companies**, which can work in unison to promote **portfolio-wide growth** and **increase impact** potential



## Greatest opportunity for impact

CoPeace is able to inject capital into **multiple organizations and industries**, directly impacting the world



## Influence over holding's direction

CoPeace owns a **controlling interest** in a majority of its portfolio companies – ensuring projects continue to have impact, while **maintaining fiscal responsibility**

# SUSTAINABLE INVESTING 101

## EXCLUSIONARY APPROACH



*"LESS OF THAT"*

Exclusionary investing addresses doing **less bad** and is commonly referred to as "**negative screening.**" This approach focuses on **excluding industries** such as fossil fuels, gun manufacturing, for-profit prisons, etc.

## INTEGRATED APPROACH



*"MORE OF THIS"*

This approach invests in companies providing **active business improvements** to supply chains, employee health with **passive involvement** in social and/or environmental causes

## IMPACT APPROACH



*"LET'S SOLVE IT"*

Impact companies actively address social and environmental problems as a **core value of the business.** This approach invests in for-profit entities providing **measurable positive impact**

# CURRENT IMPACT SPACE

OPTION

#1

**Self-described** “socially-conscious” mutual funds and ETFs select publicly-traded companies doing “**less bad**” with no input from investors. These funds still **prioritize financial gain** ahead of impact.

OPTION

#2

Individual investors conduct **independent financial and impact analysis**, requiring strong financial understanding, impact measurement, and **large sums of capital**.

AND

?

Currently, **no services exist for everyday consumers** to invest in the impact space without a strong understanding of the industry, financial literacy, time, and lots of money.

# MARKET VALIDATION

95%

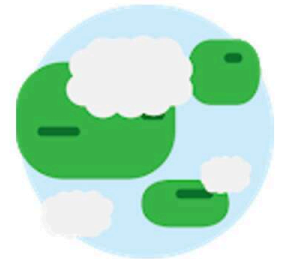
Millennials and Generation Z express interest in **sustainable investing** practices <sup>[1]</sup>

\$12  
trillion

the growing size of the sustainable investing space - a **38% increase** over two years <sup>[2]</sup>

65%

of investment professionals cited **a lack of available products** as a barrier to participating in sustainable investing <sup>[1]</sup>



A majority of Millennials and Generation Z consider the **climate crisis** to be their primary concern <sup>[3]</sup>

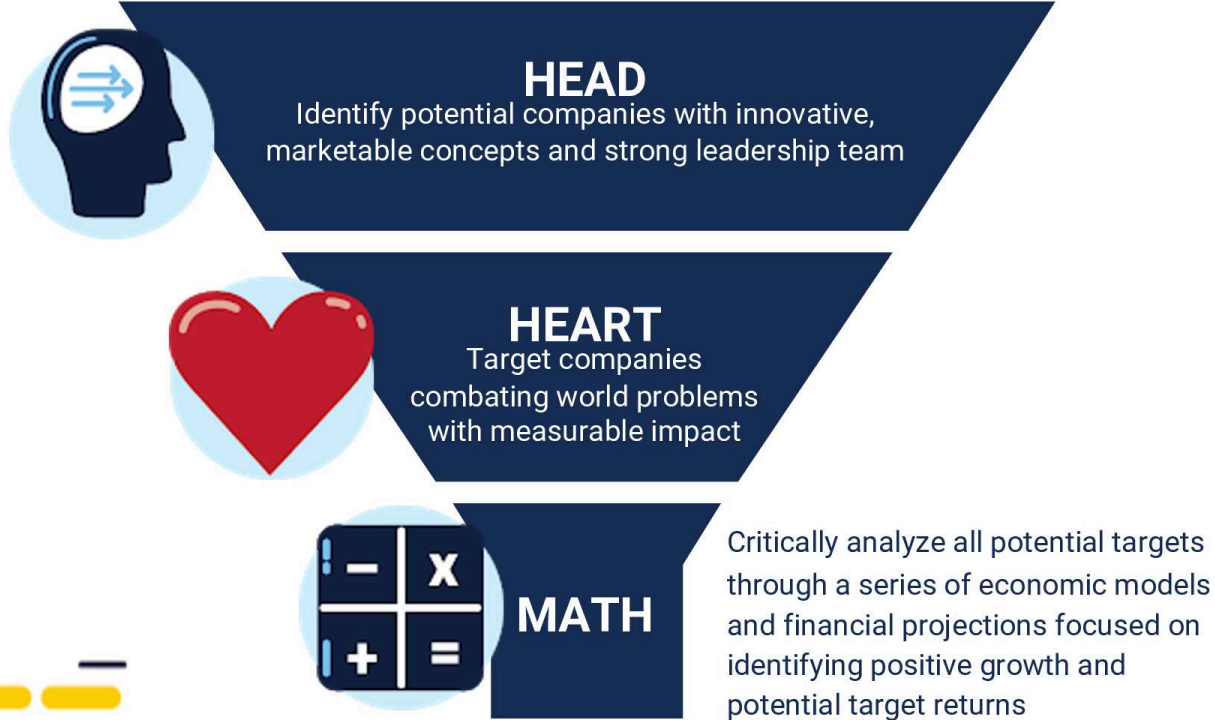
<sup>[1]</sup> Morgan Stanley 2019 Institute for Sustainable Investing Study

<sup>[2]</sup> US SIF 2018 Report on US Sustainable, Responsible and Impact Investing Trends

<sup>[3]</sup> Deloitte 2019 Global Millennial Survey



# OUR SELECTION PROCESS



# PORTFOLIO CRITERIA



## SOCIAL & ENVIRONMENTAL CONSIDERATIONS

Companies striving for measurable, positive impact toward a social or environmental problem



## MANAGERIAL HEALTH OF THE COMPANY

Companies with a competent management team and sound board leadership



## TRANSPARENCY & ACCOUNTABILITY

Measurable impact shown through finance, policy, and information sharing



## PROFITABILITY

Positive profit margins or viable potential for profit within a reasonable period of time

## FOCUS AREAS



CLIMATE CRISIS



ECONOMIC EQUALITY

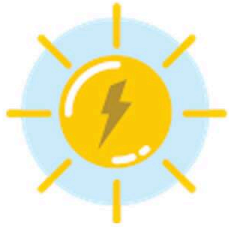


CLEANTECH



SOCIAL JUSTICE

# EARLY HOLDINGS



**UNCHARTED  
POWER**

POWER, REDEFINED.

Energy company addressing the transmission and storage of power to all communities



## DID YOU KNOW?

Jessica O. Matthews, Uncharted Power CEO and founder, raised over \$7 million in the Series A offering



**AST**  
ADVANCED SUSTAINABLE TECHNOLOGIES

Cleantech company specializing in plasma gasification to dispose of hazardous waste and generate electricity



**CoFi** LLC  
A COPEACE COMPANY

Financial consulting company providing projections and modeling to growing businesses at an affordable cost

# OUR TEAM



**Craig Jonas**  
CEO  
BoD

*Seasoned entrepreneur  
Team builder & leader  
Amateur quesadilla chef*



**Ed Tepper**  
COO  
BoD

*Operations specialist  
Efficiency expert  
Early technology adopter*



**Meg Masten**  
CRO  
BoD

*Organizer extraordinaire  
Relationship specialist  
Earth and dog lover*



**Hanan Levin**  
CFO

*Numbers guy  
Investment manager  
Coke Zero connoisseur*



**Julian Gill**

*Technology advocate  
Business developer  
GSW fan before it was cool*



**Jacob Miller**

*Financial analyst  
Peer-reviewed author  
Token Tolkein geek*



**Jim Crawford**

*Visual storyteller  
Wordsmith  
Current events nerd*



**Aarti Karnik**

*Computer genius  
Website wizard  
Super mom*



# KEY ADVISORS



Sarah  
**England**

BoD

*Respected educator  
Science badass*



Komathi  
**Stem**

BoD

*Respected educator  
Science badass*



Brad  
**Thompkins**

BoD

*Financial whiz  
Massage chair CFO*



Jeff  
**Jonas**

BoD

*Management expert  
9-time Emmy winner*



Dez  
**Stone-Menendez**

BoD

*Startup superstar  
Inspiration specialist*



Jed  
**Emerson**

*Senior advisor  
Impact thoughtleader*



Ken  
**Reed**

*Communications  
advisor  
Message crafting*



Lindsay  
**Nichols**

*Digital marketing  
advisor  
Word wizard*

# TIMELINE





# CURRENT RAISE

## REGULATION CROWDFUNDING OFFERING

3%

ANNUAL  
DIVIDEND

\$120

PER  
SHARE

B

SERIES

PREFERRED  
SHARES



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