

Benefit Corporation

Presentation

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What Makes It Different

- A traditional corporation makes profit for their shareholders.
- Benefit corporation is solely made for the benefit of the public.



History

- **2000s** – People start wanting businesses that do good for society and the environment, not just make money.
- **2006** – B Lab was founded. It helps create rules and standards for companies that want to help people and the planet.
- **2010** – Maryland becomes the first state to pass a Benefit Corporation law. Companies can now legally focus on both profit and purpose.
- **2011–2013** – More states, like New York, California, and Virginia, pass similar laws. The idea spreads quickly.
- **Today** – Over 35 states (and many countries) recognize Benefit Corporations. Famous examples include Patagonia, Ben & Jerry's, and Kickstarter.



- Working for the public good.
- Transparency and accountability from the corporation.
- Employee-centric culture.
- Tax benefits.

Advantages

Disadvantages

- Not always a recognized business.
- Less profit.
- More paperwork and difficult to maintain.
- Not always possible for every business.

Is It a Match?

1. What things about a new business would make it a good match for becoming this type of business? (nonprofit)
2. What things would make it a bad match?

Bad

a bad match would be:

- A company that has a goal of making the most amount of money as possible
- Does not have a clear social or community focused mission.
- Relies too much on sales or profit rather than donations and grants.
- Leadership focuses on competitiveness over collaborations.
- Does not plan to give back or support others with the company earnings.



Good

A good match would be:

- The purpose of the company is to help people or communities and not to make profit
- Focused on social causes like providing clothes, supporting sustainability, or help low-income families. Ours is informing the public about the laws and regulations relating to software.
- Attracts donations, volunteers, and sponsors whose beliefs align with our mission.
- Profits are invested into programs or services instead of going to owners and shareholders.
- Strong sense of purpose and community impact drives the work.

Examples Of Businesses Of This Type In Our Area



Ben & Jerry's

<https://www.benjerry.com/>



Patagonia

<https://www.patagonia.com/home/>



Union Kitchen

<https://www.unionkitchen.com/retail-stores>



Warby Parker

<https://www.warbyparker.com/>

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Thank You

For Your Attention

