

# Digital innovation for Good

Leveraging technology to build mission and purpose-based companies



1. Understanding Purpose & Mission
2. Web3, Blockchain & AI and Other Tech
3. Building Purposeful Companies
4. Strategic Advisory



# Purpose & Mission

What is it & Why is it important



# Mission-Driven Ventures

## **Purpose-Driven Companies**

Creating ventures with a clear mission and societal impact. Align with **UNSDGs** and other such defined frameworks or with regulatory frameworks like ESG

## **Ethical Considerations**

Addressing ethical implications in society

## **Sustainable Practices**

Incorporating sustainability into the mission of tech-based companies.



# Reasons to Embrace Purpose

## **Purpose Inspires People i.e. you & your Team**

It is motivating to work toward a meaningful goal

## **Purpose Attracts and Retains Customers**

Savvy customers today want to support businesses that align with their values.

## **Purpose Differentiates You in the Market**

It gives you a unique identity, a compelling story to tell

## **Purpose Drives Innovation**

It's also about finding new ways to fulfil that purpose

## **Purpose Is Good for the Bottom Line**

EY study proposed that purpose-driven companies witnessed a 10% in EBIDTA over 5 yrs compared to peers

# Web3, Blockchain & AI and Other Tech

Attributes that can solve systemic problems & build mission

# Technology: Web3 for Good

**Transparent:** Financial activity is publicly recorded

**Decentralised** No single company or individual actor can unilaterally set rules

## Web3 traits



Transparent



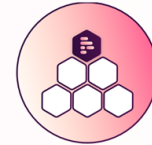
Decentralized



Censorship-resistant



Accessible to everyone



Interoperable

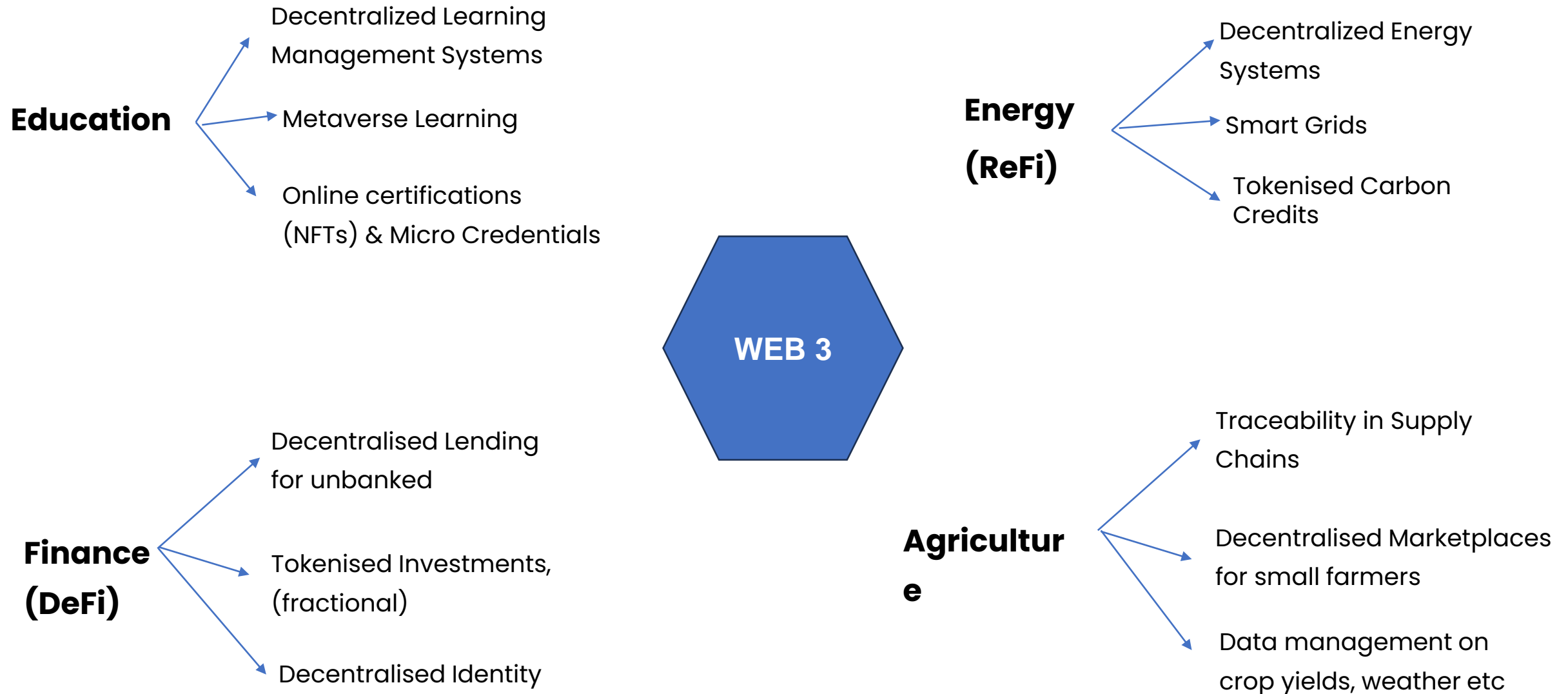
**Interoperable:** Everyone can build with existing systems without approval.

**Accessible to everyone:** No gatekeepers, no geographical boundaries in Web3

### **Censorship-resistant::**

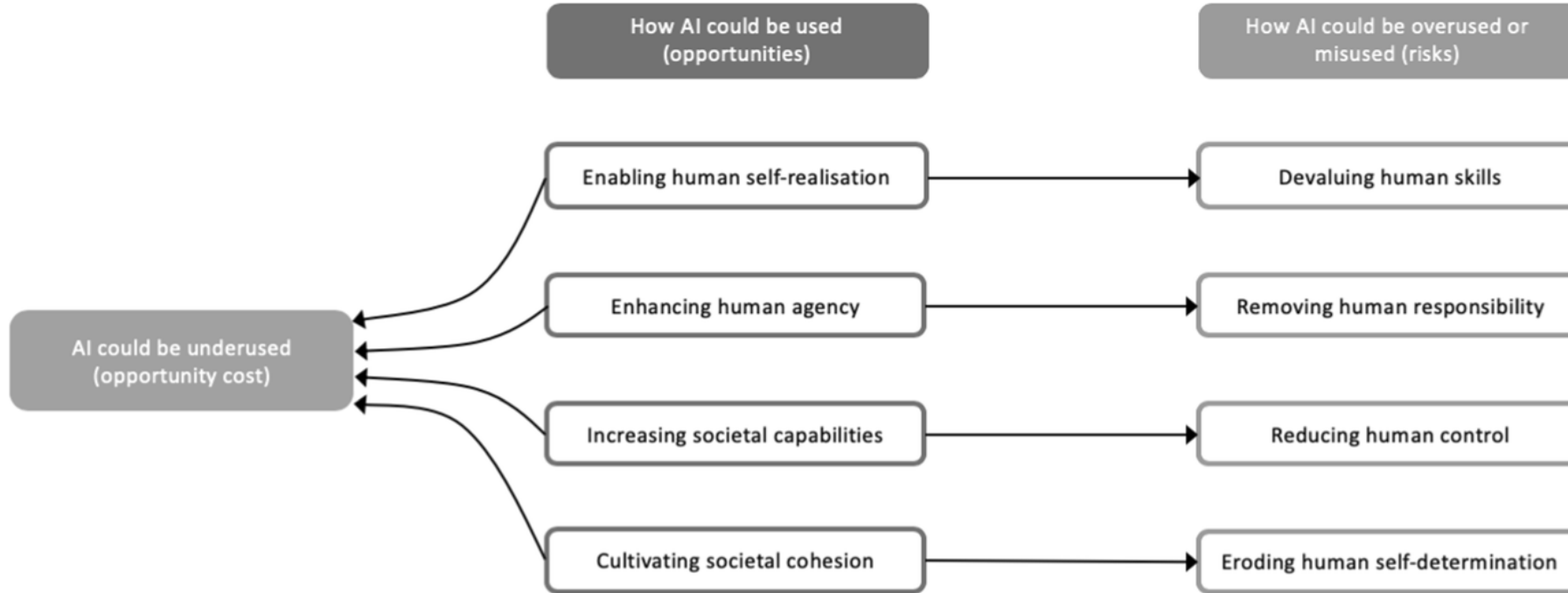
No one can dictate what content is acceptable and what content isn't

# Web3 & blockchain for mission





# AI for mission



## Thought experiment:

**Think of AI examples that are helpful and at the threshold for good?**

**Think of examples that are considered beyond that threshold?**

## Section 3

# Building Purposeful Companies

# Fintech: Jack & Simon building Prosper

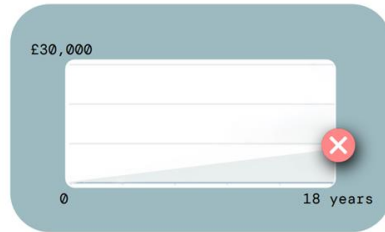
Persona

## 'Puzzled parents' are losing out on £10,000s



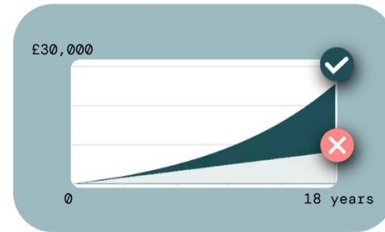
### Meet Alex and Jamie

- **Occupations:** Teacher, Nurse
- **Family:** Just had first child, Amy
- **Household income:** ~£58k
- **Problem:** Can put money aside for Amy, but don't know how best to do it



### They'll give their child £9,554

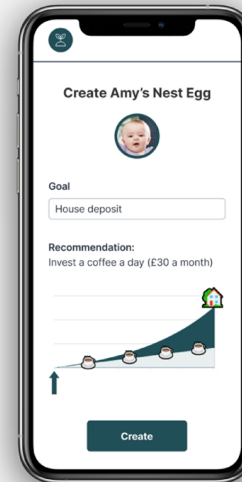
- When she's 18
- After contributing £40 a month
- In 1.1% p.a. cash savings



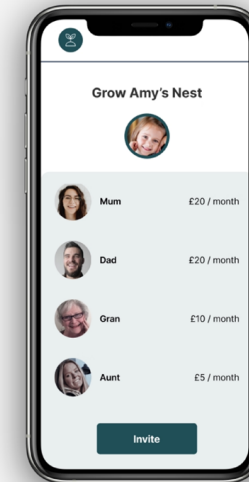
### But it should be £20,778

- By using an index tracking JISA
- With ~9% p.a. ROI
- And receiving family gifts

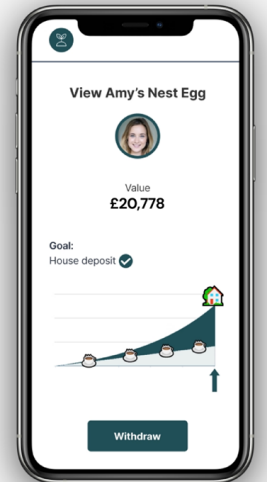
## Our product will help them get £10,000s



0 years old



4 years old



18 years old

# MarTech, AI, Web3

**Building an aggregator & ecosystem for social causes**

**Underlying Web3 tech helps traceability & transparency of causes and NFT rewards**

**Potential: Underlying AI layer for content generation may help speed of delivery**

— **ATI.M** —

We work for a cause  
not applause

# **Biodiversity: AI, IOT, Web3**

**Patented mechanisms that help to regenerate soil on decrepit land mass that then helps diverse flora and fauna to grow on that land**

**Harnessing the power of IOT, ICT technologies on the land. Data Analysts algorithms to value ecosystem regenerated**

**Potential to use Web3 and Blockchains to issue Biodiversity credits and carbon credits on the back of the regenerated land and ecosystem developed**

## Section 3

# Strategic Advisory

for building 'Tech for Good' ventures

# Advising on Technology Utilization

01

## Strategic Technology Adoption

Guiding companies on the effective use of Web3, blockchain, and AI.

02

## Risk Management

Mitigating risks associated with these emerging technologies.

03

## Innovation Integration

Fostering innovation through the integration of these advanced technologies.

# Advising and Mentorship

01

## Strategic Advisory Role

Providing guidance to companies on mission and purpose alignment.

02

## Mentorship Programs

Implementing mentorship initiatives to nurture the founders and teams of such companies.

03

## Ecosystem Support

Building a supportive ecosystem for mission-driven companies to collaborate.



# Impact Measurement and Reporting

01

## Impact Assessment Metrics

Developing metrics to measure the impact of mission-driven companies.

02

## Reporting Best Practices

Implementing effective reporting practices so that best practices can be identified.

03

## Social and Environmental Impact

Evaluating the social and environmental impact of technology utilization.

## Global Good Awards

10-year track record, rewarding purpose and sustainability

### Several categories:

Tech For Good, Startup of the year, SME of the year

Many others...

And instituting a new sustainability in financial services awards potentially next year...

**If you know any deserving companies or individuals, please encourage them to apply...**



### About the Global Good Awards



### Our Mission

Founded in 2015 by Karen Sutton, the GLOBAL GOOD AWARDS reward businesses, NGOs, charities and social enterprises of all shapes and sizes around the world, that are blazing the trail for purpose-driven sustainability and ethical leadership. They recognise leaders who are achieving practical, real-world impact that is both scalable and replicable – and who have inspiring stories to tell.



Download  
entry  
checklist



# Thank You

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