

**GROW
GOOD**

Certified
B
Corporation

This company meets the
highest standards of social
and environmental impact



B Better Budget Cohort Programme for Small Businesses



Hey,

Thanks for your interest in the B Better Budget Cohort programme for solo/micro/small businesses and start-ups

We're delighted that becoming a B Corp is part of your vision.

Like acorn to oak tree, all big businesses start out small and by baking B Corp into your company now, you are better ensuring your growth into a prosperous business with purpose.

Over the next few pages, we'll explain what our B Better Budget cohort programme is all about, what you get from it, how we'll spend time together, and your learning outcomes.

Yours in purpose,



Tam



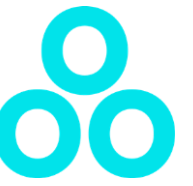
Tim Jones
CEO, Founder
B Consultant



Tamara Pitelen
B Consultant

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Your Vision

Having been on a bit of journey around your sustainability as an organisation, you're now wanting to pursue B Corp Certification.

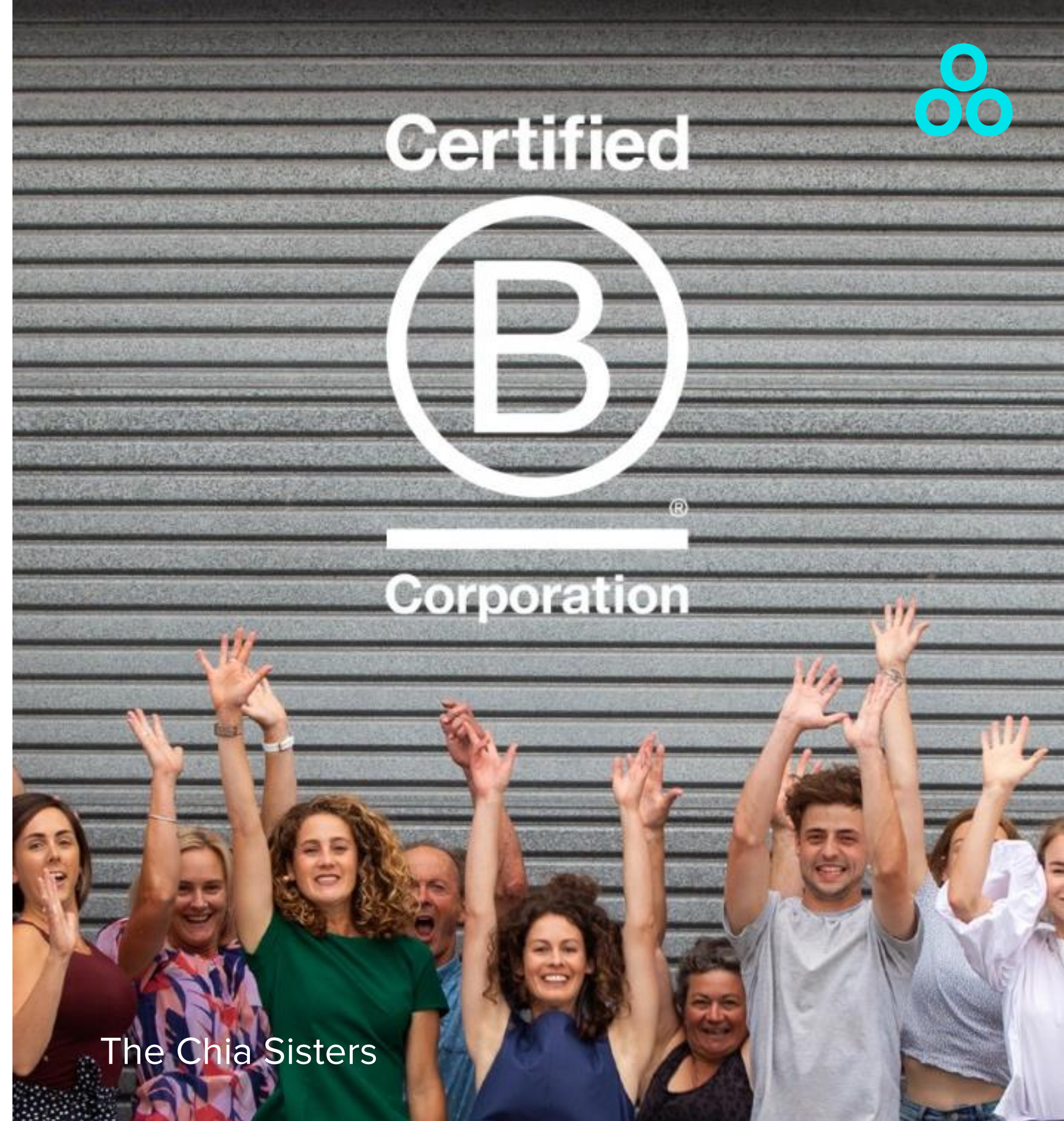
Go you!

In A Nutshell

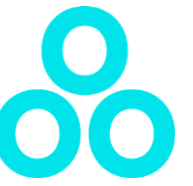
You're a solo, micro or small business, or a start-up, on a tight budget but you really want to be a B Corp business.

You want to show the world that you're working towards positive environmental and social change so **certifying as a B Corp** is a no brainer.

But there's a 'but'. The B Impact Assessment is a little overwhelming, you're stuck, and you can't afford a consultant to guide you through the process...



The Chia Sisters



The Challenge

The B Corp Certification journey isn't so easy – if it was, they'd all be doing it!

You recognise that you need some help to both complete the B Impact Assessment as well as ensure you're over the threshold of 80/200 points needed to submit for verification.



The Solution!

Well, that's our whole reason for being.

We are all about bringing the energy, fun and inspiration to you and your team so that we can make the journey to B Corp Certification as educational and engaging as possible.

Through the delivery of a blend of workshops, training and coaching we will simplify and fast-track the process, help you achieve B Corp Certification and maximise the benefits of that.

To make that happen for solo / micro and small businesses, we've designed a cohort programme...



B Better Budget

Here at Grow Good, we want every business to be able to start their B Corp journey, no matter their size or budget.

So our newest programme is the **B Better Budget**, a six-week cohort programme that takes a group of micro/small businesses through the B Corp application together, via weekly hour-long online meetings.

At a flat fee per company of just \$2,950* ex GST, it's an affordable way to get help from a professional B Corp consultant.

**NZ-based clients can get up to 50% subsidised by the Regional Business Partner Network funding scheme, talk to us about applying for this help!*

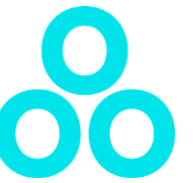


How Does It Work?

1. We'll send an invite to a weekly online meeting to you and any of your team you want to be involved – your B Keepers
2. You, us, and the other cohort attendees, meet online for one hour a week.
3. Between the meetings, you can do optional extra study and evidence gathering for your BIA.
4. Over six weeks, we teach you how to navigate the B Impact Assessment, we reveal the secrets to earning big points, and we give you access to a range of policy and procedural documents to make it even easier.
5. You have the confidence to then go and submit your B Corp Impact Assessment.

Simple as that!

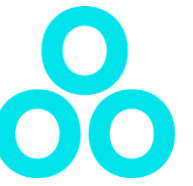




What Do You Get?

- ✓ The kick-off! A 60-minute interactive and energising workshop that gets ready for the B Corp journey and to meet your peers.
- ✓ Expert coaching over weekly hour-long Zoom meetings as we guide you through the B Impact Assessment in detail.
- ✓ Specific training on how to answer the questions to maximise your points and achieve that 80/200 score.
- ✓ Access our library of over 300 policy documents, ESG tracker templates, and more. This alone will save you hundreds of hours of time*.
- ✓ Training to reveal the secrets to unlocking the big point-scoring golden eggs known as the Impact Business Models.
- ✓ Join the exclusive B Better 100 Community to connect with others on the B Corp journey. Get mini-trainings and partner offers, plus in-person social and educational events.
- ✓ Introductions to the extensive Grow Good network (we recently helped one of our clients secure a podcast sponsor).
- ✓ Once certified, feature as a guest on our 'B Better Podcast'.

**NZ clients this includes a B Corp ready constitution worth c.\$2000*



What Do We Cover?

Week 1

Interactive Workshop - Kick-off! An introduction to the what, why and how of B Corp. Everyone in your company is invited to this session.

Week 2

Coaching Session 1 - Launching your BIA How to navigate the B impact Assessment (BIA) and going through the Governance Sections.

Week 3

Coaching Session 2 - Review of the Workers Sections

Week 4

Coaching Session 3 - Review of the Community Section

Week 5

Coaching Session 4 - Review of the Environment Section

Week 6

Coaching Session 5 - Review of the Customers and Disclosure Section



When We Start

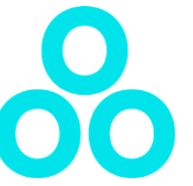
The dates and times of the next cohort are (usually) Fridays from 11.30am to 12.30pm (so you can go to lunch when we finish).

For dates of the next Cohort, get in touch with someone at Grow Good – email tim@growgood.co or tamara@growgood.co

If you sign up and pay for a cohort but then cannot attend, we will enrol you in a future cohort that suits.

If you complete this cohort but want to repeat it, you are welcome to join a future cohort for free for up to 18 months (assuming we are still running cohorts).





The Outcomes?

By the end of our time together, you will be stepping up to operate at the highest levels of verified social and environmental impact and have a plan of how to maximise your contribution long-term. Specifically, that means:

Outcomes For You:

- ✓ Understand the B Impact Assessment (BIA) and how to navigate it.
- ✓ Understand the process of applying for Certification and what's required to become a B Corp business.
- ✓ Understand the importance of Impact Business Models (IBMs) in the BIA and identify any relevant to your company.
- ✓ Begin a plan of action for where you can do more good in the future.

Outcomes For The Organisation

- ✓ Increased levels of purpose, productivity and engagement across your team.
- ✓ Demonstrate to your stakeholders you are a purpose-driven enterprise.
- ✓ Leading to a potential increase in revenue if you fully activate the impact.

Outcomes For The Planet:

- ✓ Another company leading the way in maximising their positive impact – priceless!



Our Proven Methodology

The programme we run has a proven methodology. We use it with all our clients for outstanding results. It includes everything you need to successfully reach the 80/200 points requirement for B Corp Certification because it is:

- ✓ **Structured** – We have a clear structure to navigate the Assessment.
- ✓ **Efficient** – We can typically get you through the process within 4 – 6 hours.
- ✓ **Effective** – You won't have to waste time starting many crucial documents from scratch.
- ✓ **Focused** – Breaking down the Assessment into bite-size chunks makes it more manageable and keeps focus.
- ✓ **Accountable** – By working with us we'll make sure you get the work done that needs to be done.



Why Work With Us?



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- ✓ **We go beyond** - Through community, support and connections we help you maximise our relationship so you can maximise the good that you can do.
- ✓ **We get results** - Our 3 B Consultants bring a depth of experience, knowledge, passion and energy to our proven process whilst walking by your side with our sleeves rolled up.

- ✓ **We are the OG B Corp Consultancy** - Grow Good is NZ's first and most established B Corp Consultancy and has helped the most # of NZ companies successfully navigate the BIA since 2017.
- ✓ **We walk the talk** - We are ourselves a 3 x Certified B Corp and were a founding B Corp (#6) in NZ in 2016.

Which all means we reckon we can help you on your journey to B Corp Certification just like we did for these amazing humans:



You Are In Safe Hands...



"Tim was a huge help to us in gaining our B Corp accreditation. He provided some good, practical advice on what we could expect throughout the accreditation process and some excellent tips on how to interpret and respond to some of the trickier areas. But most of all Tim gave us the confidence and inspiration to just get on and do it, when we could have spent many more months talking about it. I'd highly recommend Tim to any organisation thinking about embarking on the B Corp journey."

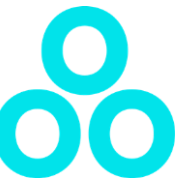
Sarah Able, GM People & Culture, The Co-Operative Bank

Jeuneora®

"B Corp is a big daunting process. But Tim makes it as enjoyable as possible. We couldn't have done it without him because we were short-changing ourselves. He made the whole process digestible, put tricky questions in context with interesting real-world examples to help us understand what was being asked, and gave us supporting resources to help us put processes in place. He knows what he's doing."

Monique Kominski, CEO, Jeuneora





Your B Corp Support Crew



**Tim Jones,
CEO, Founder
B Corp Consultant**

Tim is a one-man B Corp legend!

The first person to train as a B Corp Consultant in NZ, this guy has done the work and more on getting businesses on their B Corp journey since launching Grow Good in 2015.



**Tamara Pitelen
B Corp Consultant**

Former journalist and media maven, Tam became a sustainability professional in the UK in 2020.

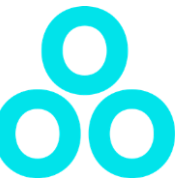
She soon saw the power of B Corp and began focussing on taking UK-based SMEs through their B Corp certification process.



**Jelly Bustillo,
Executive Assistant**

Jelly is an organisational powerhouse.

The one who is really in charge around here, Jelly is the go-to for arranging meetings, sending invoices, out-bound sales and so much more.



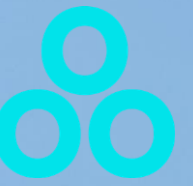
Tim's Promise To You...

I personally guarantee all the work we deliver and if you are not completely satisfied with the outcome from our time together, we'll keep working with you at no extra cost until you get the result we agreed on.

Basic Terms Of Service

- Travel and any associated expenses accrued in the undertaking of specific tasks on the client's behalf will be billed separately or will be paid for directly by the client
- All invoices will be sent from Grow Good via email through Xero
- Payment can be broken into 3 monthly installments if required (please arrange with us in advance)
- Payment terms are 14 days after receipt of invoice
- All fees and quotes exclude GST and are in New Zealand Dollars (NZD) unless otherwise stated/agreed
- [Please refer to our full terms of business on our website here - www.growgood.co/terms](http://www.growgood.co/terms)





Acceptance

We are really looking forward to working with you! Before we do that though, please do [refer to our full terms of business on our website here - www.growgood.co/terms](http://www.growgood.co/terms)

It is vital that you read and understand these as your signed acceptance of this proposal also means that you accept the terms and conditions.

If you require explanation or clarification of any or all the terms of business, please email these to tim@growgood.co or tamara@growgood.co prior to your acceptance of these terms of business.

Please indicate your approval of this proposal by signing the acceptance slip below. Keep one copy of this proposal for your files and return one by scanning and emailing to tim@growgood.co or tamara@growgood.co for our records.

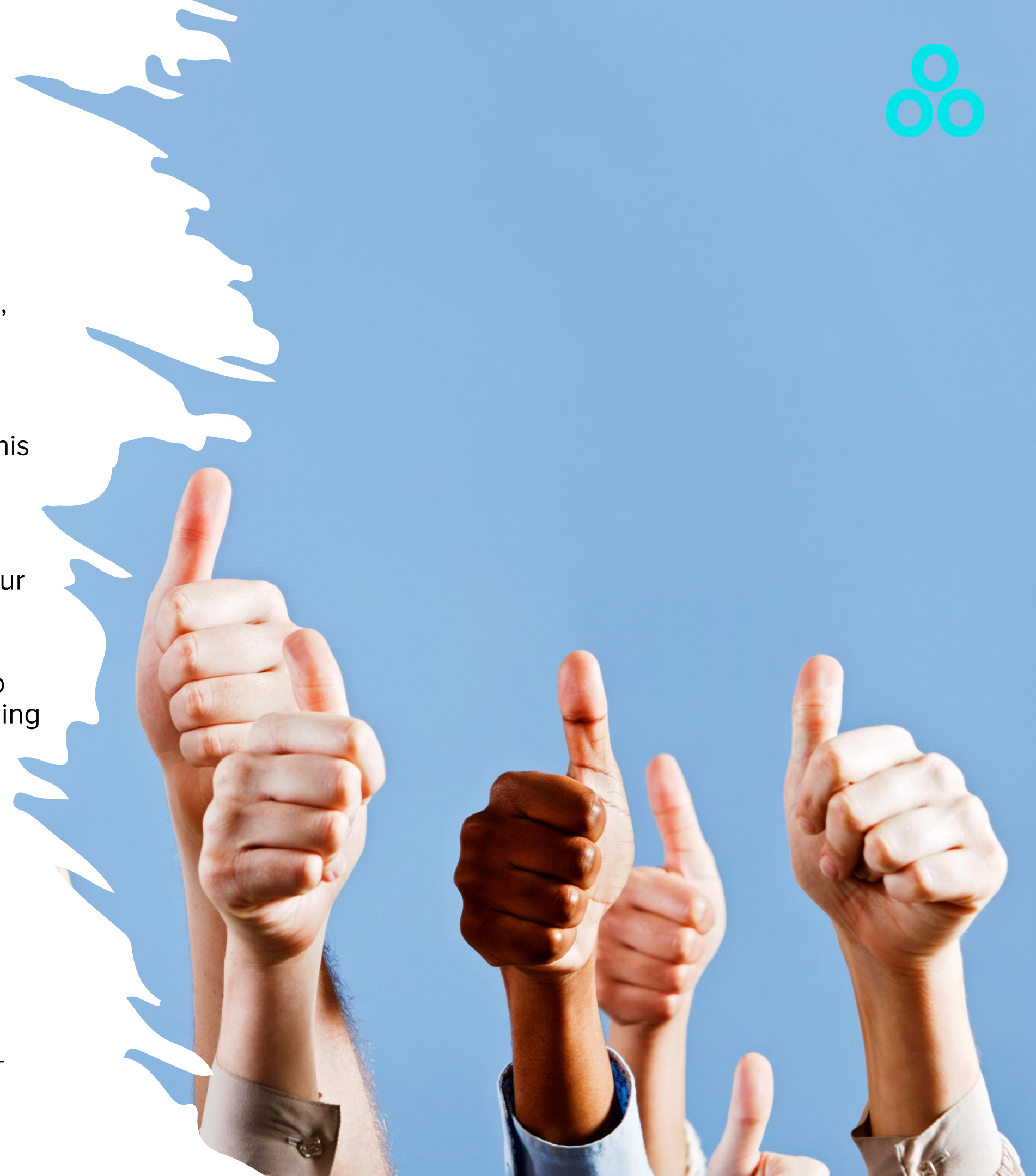
Project Name: _____

Organisation: _____

Your Name: _____

Title: _____

Date: _____





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