What we do: “Merchant Services”

- Merchant accounts
- Gateway accounts
- Terminals
- Gift/Loyalty cards
- Check Processing
Motivation

- Usurious rates, hidden fees
- Cancellation charges
- Equipment Leases
- Sleezeballs getting rich off small merchants & non-profits
Motivation

• Make less money!
  – (not really)
• Succeed just by being honest
• Serve those who serve
• Use passive residual income model for donations
Motivation

• Practice dharma: right intention, right action, right livelihood
• Sacred Commerce: Business as a Path of Awakening
Challenges

• Being told it wouldn’t work
• Cold calling & getting hung up on
• Finding right (nice) partners
Thank goodness for B Corp!

1) Independent 3rd Party Certification
   • No “greenwashing”
   • Confirmed transparency
   • Demonstrated accountability
   • Rigorous certification process provided ideas

2) Connect with like-minded community
Connect with like-minded partners

- Legal Services: Hanson Bridgett
- Banking: New Resource Bank
- Office Supplies: Give Something Back
- Telco: BetterWorld Telecom
- Web Host: Canvas Dreams
Connect with like-minded clients

- Over 2,000 clients, 0 advertising
- Customer referrals=largest lead source
- Really cool people doing really cool things
January 3rd, 2012: Benefit Corporation
Why Benefit Corporation Status

Legally protect commitments to sustainability & social responsibility