

FLORISH  
*made from good*

# Inclusive and Sustainable Livelihoods for Global Artisanal Communities





## Introducing Flourish

*An innovative e-commerce platform that aims to radically enhance the support given to indigenous and vulnerable artisans as makers, entrepreneurs and brands*

# Flourish stands on **four core pillars** to promote environmentally and socially conscious consumption



## **Sustainability**

Environmental footprint minimizing products



## **Integrity**

Fair wages and working conditions for makers



## **Transparency**

Visibility of the final pricing breakup to consumers



## **Inclusivity**

Makers from minority and indigenous groups

## Consumer Challenges

Trusting retail platforms regarding ethical sourcing

Limited access to buying directly from minority & indigenous makers

Insufficient opportunities to support traditional artisan skills

A world class shopping experience for conscious consumption

**Flourish  
removes  
roadblocks to  
driving  
conscious  
consumption**

## Maker Challenges

Access to fair and equitable markets

Connecting with appreciative and loyal consumers

Digital illiteracy preventing effective online marketing

Retaining higher share of the economic value created

# Global Vision of Flourish

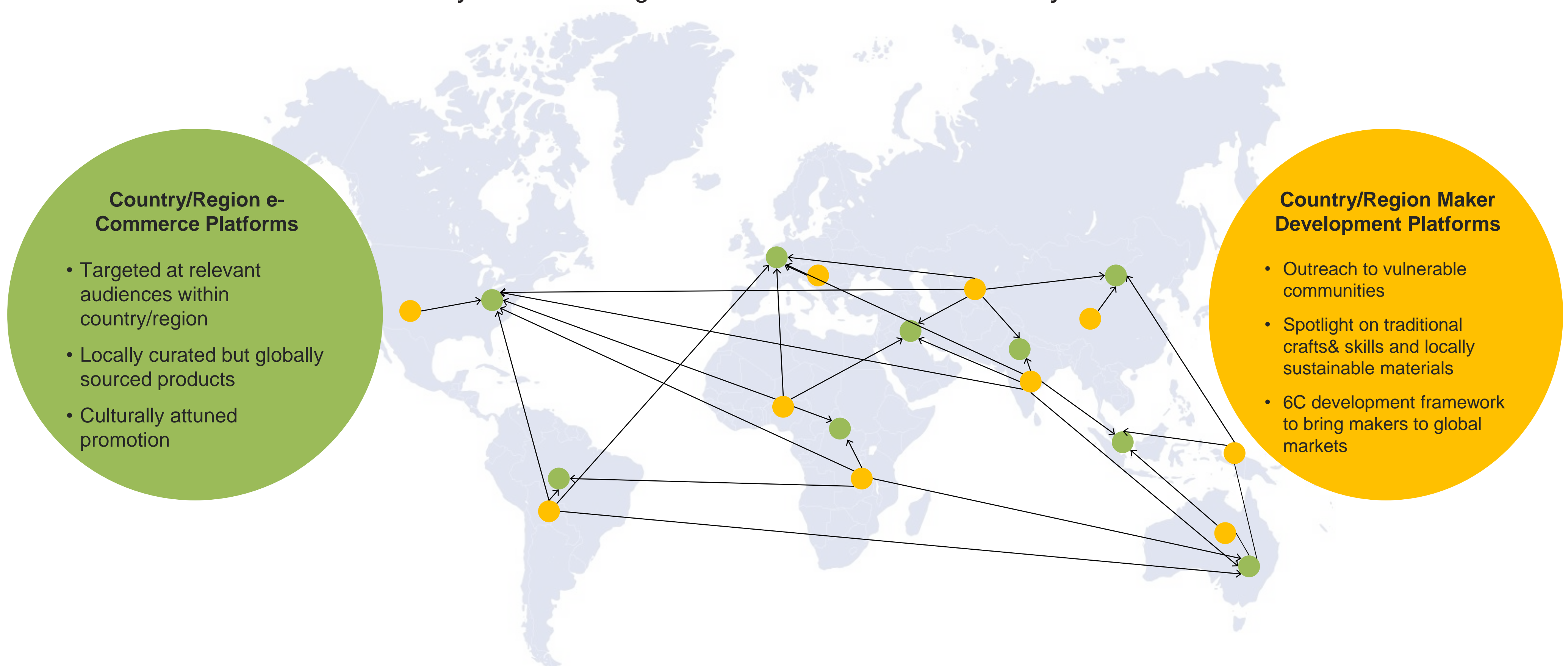
*Connecting ethical & environmentally conscious consumers  
“anywhere” to indigenous & vulnerable makers “everywhere”*

## Country/Region e-Commerce Platforms

- Targeted at relevant audiences within country/region
- Locally curated but globally sourced products
- Culturally attuned promotion

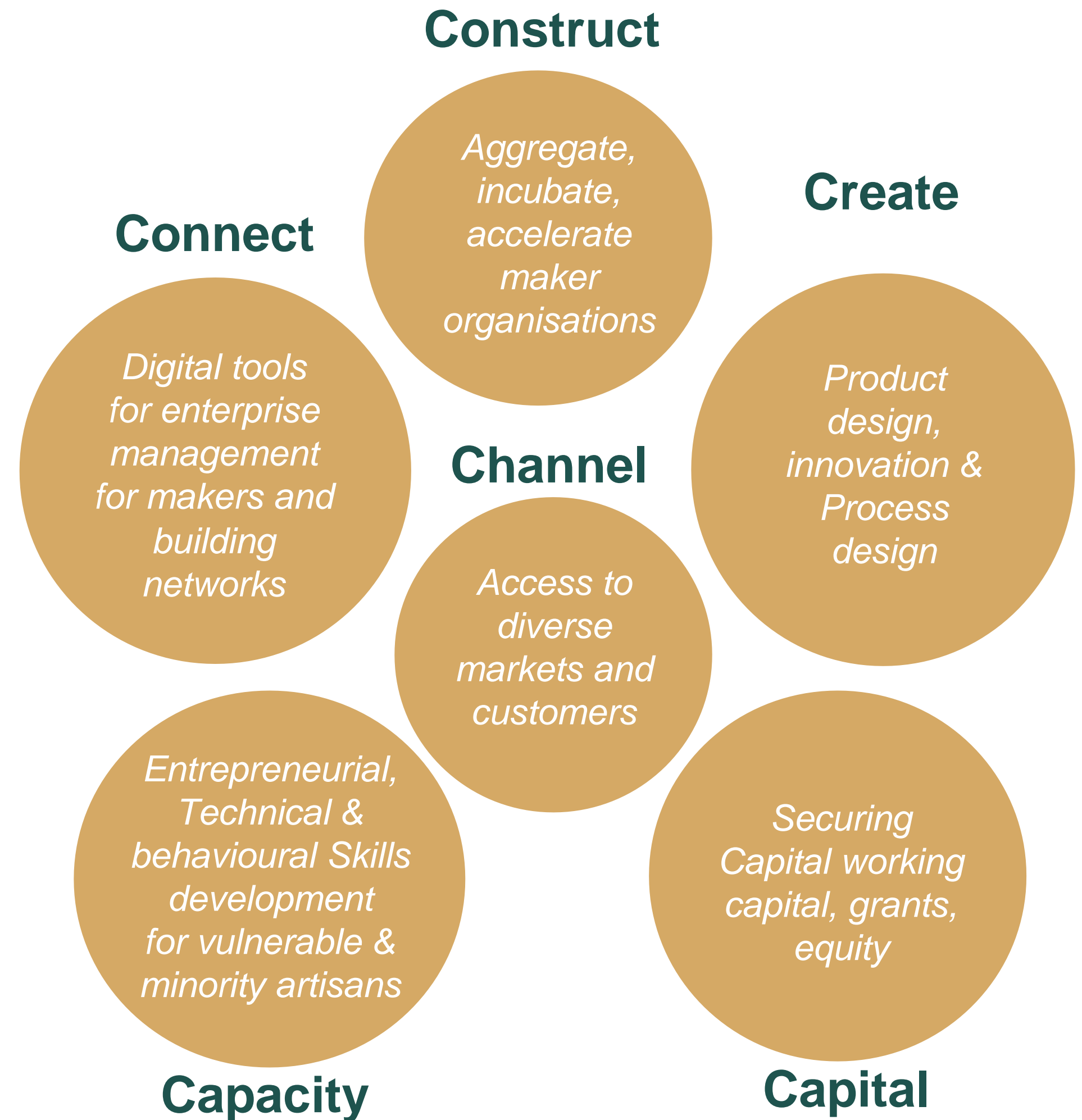
## Country/Region Maker Development Platforms

- Outreach to vulnerable communities
- Spotlight on traditional crafts & skills and locally sustainable materials
- 6C development framework to bring makers to global markets



# 6C Maker Development Framework

An approach developed by Industree Foundation and proven over three decades for integrating indigenous and vulnerable makers with global markets, that has been refined by Flourish for its e-commerce platform



# Flourish At Present Globally

*Flourish operates two regional platforms offering environmentally sustainable products made by over 1,200 artisans from seven countries*



# Flourish USA

Flourish USA e-Commerce Platform: [flourishplanet.com](https://flourishplanet.com)

Operated by Flourish Planet Social Benefit Corporation (FPSBC), a Delaware registered public benefit corporation

Wholly owned by Creative Million Inc., a 501(c)(3) tax exempt charity with a mission to develop sustainable livelihoods for artisans

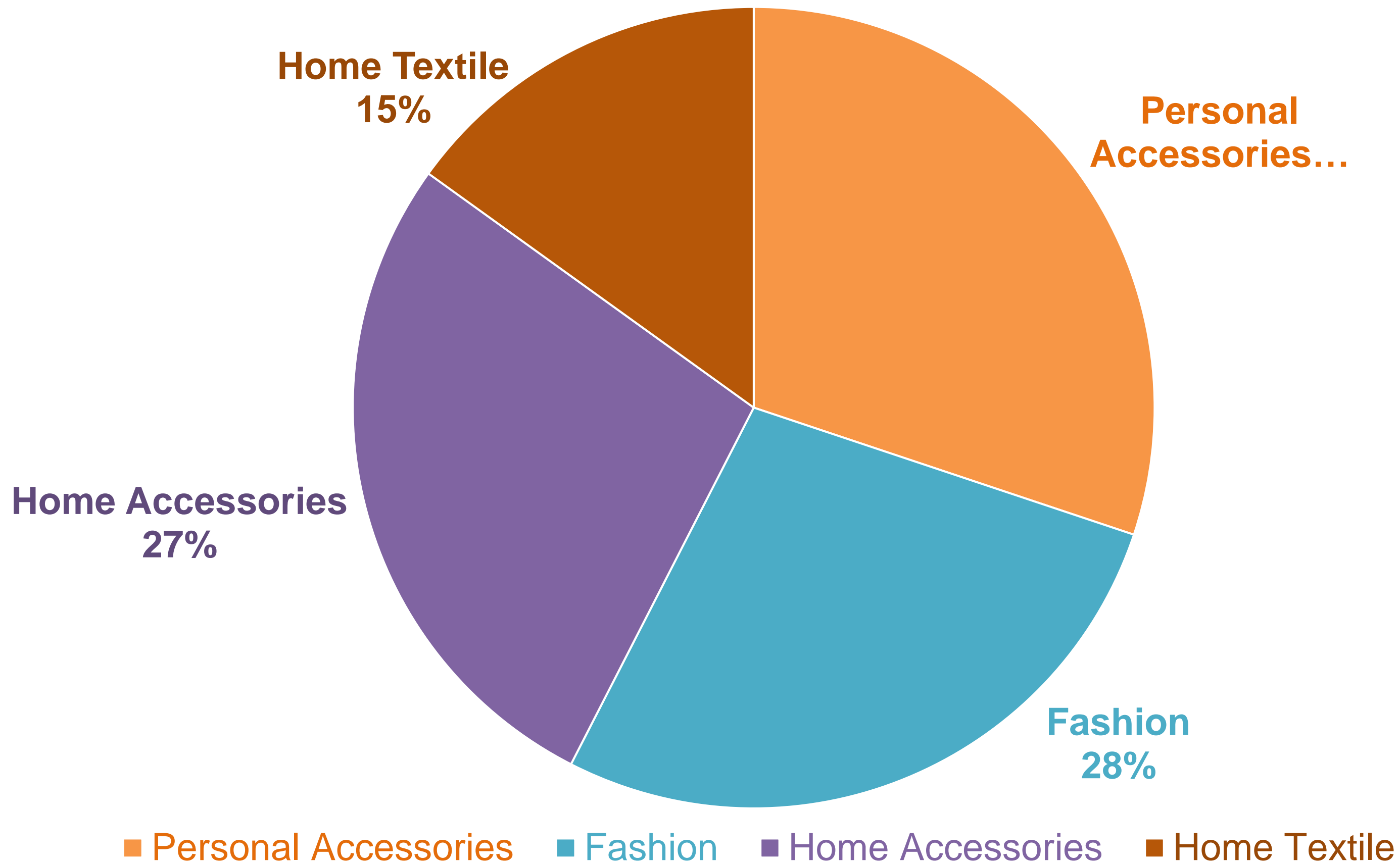
Philanthropic supporters of Flourish USA:

Empowerment Foundation

Bank of America Foundation

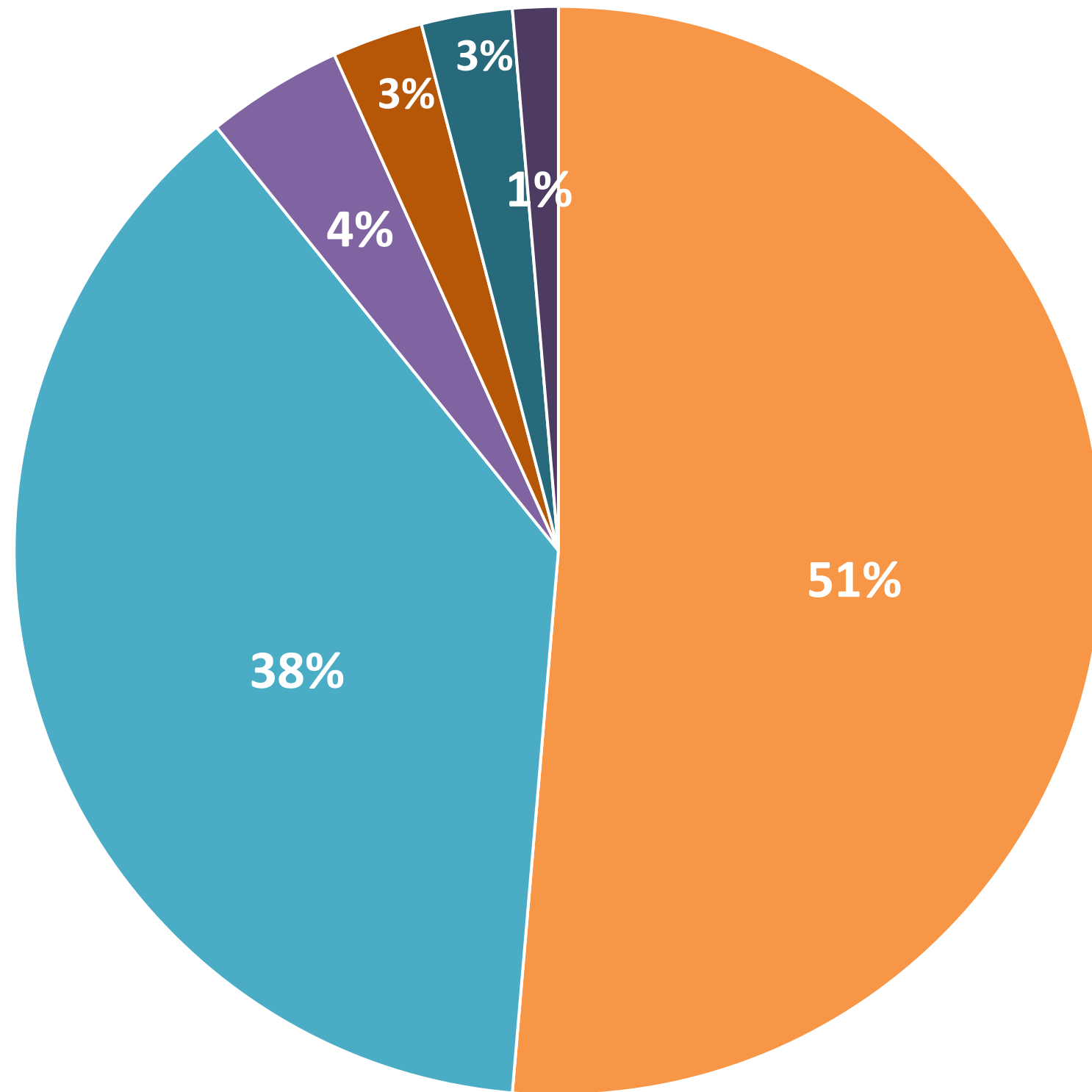


# Current Category Mix



Focus is on 4 main categories that represents indigenous & vulnerable makers and are a good offering to consumers who are looking for conscious consumption

# Maker Profile



*Presenting a diverse group of Makers; featuring their unique products and amazing stories. Our key points of differentiation are that we are Maker-1<sup>st</sup> platform in all we do. We support our artisans, thus building creative livelihoods and a pathway to economic resilience*

- Vulnerable Artisans
- Women Artisan Focus
- Women Owned Enterprise
- Black Owned Women
- Rescued Groups
- BIPOC

# More About our Makers

*Representation of vulnerable communities practicing indigenous skills*

**Sharing an insight into two makers from Flourish Planet who have seen a good progress over the year that they have been on the platform.**

## Aya Paper Co

is a USA based, Black woman owned organization that believes in celebrating Black joy, always. They give back to their local community through material resources, education, and advocacy.



## Azizi Life

is a fair trade organization dedicated to partnering with skilled Rwandan artisans in their vision to lift their families from poverty

# Flourish USA Goals for 2024

- Expanding Maker Reach within existing countries
- Exploring Makers from new countries and building partnerships with them
- Co-creating services that will support the Makers to perform better on the platform
- Delving in organic marketing tools that will support the business and build loyal customer base.
- Adding new categories to the platform to improve the offer to the customers
- Creating visual assets to build the Maker-Customer relationship

## Alignment with Sustainable Development Goals



# Flourish USA Governance



## **Neelam Chhiber, President and Board Member**

Co-Founder & Managing Trustee of Industree, Neelam is an inspirational social entrepreneur working with women producers in India and Africa for over 3 decades. She is one of the founding members of Catalyst 2030, a movement of global social entrepreneurs & funders to achieve the SGDs by 2030



## **Vasu Krishnamurthy, Treasurer and Board member**

Following careers in academia and management consulting, Vasu focuses his time on philanthropic endeavors. He serves as Treasurer and Board Member for Creative Million Inc., and currently leads the Ethiopia and Flourish initiatives



## **Paul Simpson, Board Member**

Global Banking & Markets Operations and Regions executive at Bank of America, He leads a team responsible for operations of institutional, commercial, corporate, investment banking and government clients, as well as small business clients

# Flourish USA Leadership



## **Mary Jo Viederman, Chief Marketing & Partnerships Officer**

She is a global communications, social impact and brand building leader. She brings over two decades of experience working with CEOs who share her vision for genuine, committed change. She is leading the branding and communications efforts for Flourish



## **Ami Patel, Chief Operating Officer, FPSBC**

Ami has been associated with the Industree ecosystem for over 2 decades. Over the years she has worked with vulnerable communities on aspects ranging from capacity building to design solutions to building market access. At Flourish she looks into operations as well as strengthening the Maker portfolio

# Flourish USA Operations Team

## Maker Relationships



Claire Simpson



Stuti Garg

## Research & Content



Indigo Pinedo



Vivian Cao



Lyn Nesbitt

## Operations & Technology



Aditya Jain



Cole Gebhard

A diverse team of colleagues working from 2 time zones to support the platform round the clock along with external agencies who provide subject matter services.

**THANK YOU**

