



## **2016 Annual Benefit Report**

**New York Business Corporation Law - Article 17 - § 1708**

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## **Introduction**

MPOWERD creates clean energy products that are personal, well-designed and accessible to everyone. We believe that in the face of global challenges, truly innovative companies have a responsibility to empower as many people as possible – because we all have a stake in a brighter future. When we all participate from the beginning, we do more than give back. We move forward.

By offering personalized clean-energy solutions at an impulse-buy price, MPOWERD enables people around the world to better their own lives while investing in a brighter future for us all. As first-movers, our uniquely designed, high performance products empower consumers and business partners alike to reach new heights – starting with Luci.

Luci is different kind of light. Inflatable, waterproof and 100% solar, Luci flattens to the size of a hockey puck, weighs less than a deck of cards and yet can withstand a tremendous amount of use in almost any situation. For students, aspiring entrepreneurs, health-care professionals and working families, Luci provides new opportunities for growth and independence.

## **What is Energy Poverty?**

Simply put, energy poverty is a lack of access to necessary resources like light, shelter, and clean water. 1.5 billion people around the globe still have no access to electricity, and another 1.5 billion have access that’s so unreliable it may as well not exist.

As a result, many are forced to rely on kerosene after sunset – a dim, toxic and costly fuel that’s hazardous to personal safety, health and the environment. In fact, the use of fuel-based lighting results in a completely avoidable 244 metric tons of CO<sub>2</sub> being emitted each year – the same amount produced by 30 million cars. For the three billion people living in energy poverty, when the sun sets, everything stops. Businesses and health clinics close early, students can’t study, and individuals can’t travel safely alone.

## **The Effect of Access to Clean Light**

Like every product we make, Luci lights are designed to empower individuals to pursue their potential, no matter where or how they live. For those living without grid access, Luci opens doors to powerful new opportunities.

### **Luci lights:**

- Improve education by allowing children to study safely at home
- Increase household savings by replacing costly kerosene and candles
- Empower women by reducing the risk of violence in dark areas
- Help the environment by eliminating dependence on toxic lamps and other non-renewable light sources
- Stimulate local economies and improve healthcare access by allowing businesses and hospitals to stay open past sunset

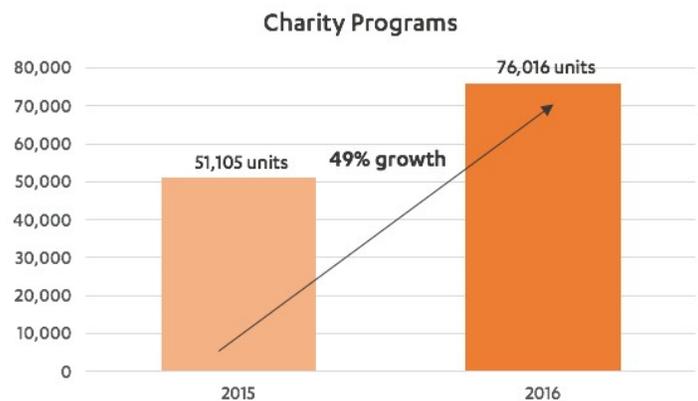
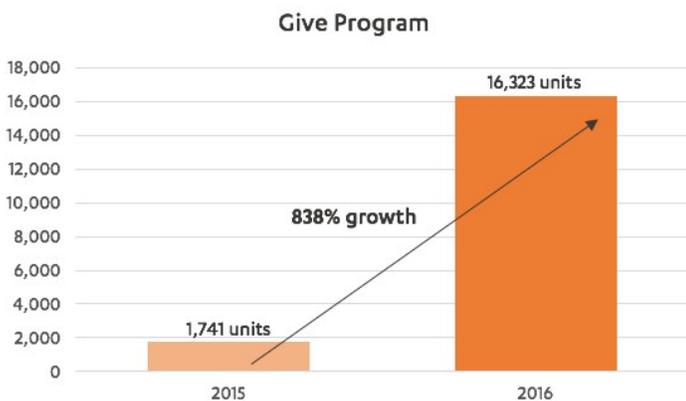


## MPOWERD's Approach to Impact

As a B-Corp, we view the impact we create as a necessary end-result of every decision the company makes. From the strategic relationships we form to the opportunities we pursue to the way we market our products and develop new ones – everything hinges on participation. When everyone (from production to the consumer) aligns behind a single purpose, the results occur on their own.

- **Market Accessibility:** Offer lower price points to targeted underserved populations by driving unit costs down through high-volume retail sales.
- **Individual Driven Give Program:** Encourage customers and corporations to purchase discounted units for MPOWERD's global nonprofit partners through calls to action on the MPOWERD website, social media and packaging.
- **Programmatic Alignment:** Sell affordable units to charitable organizations and corporate partners targeting underserved communities.
- **Emergency Relief Sales:** Provide large-scale quantities of Luci lights to both emergency relief organizations for distribution to impacted communities, and to aid volunteers in delivering valuable services.
- **Fundraising:** Encourage private buyers and organizations to use units for fundraising initiatives.
- **Cause Marketing:** Incentivize large corporations to adopt our "for profit and purpose" structure by aligning their marketing initiatives & CSR budgets through purchasing and distributing Luci lights.

## MPOWERD's Impact in 2016



- Total lights distributed in 2016: 92,339
- Lives impacted: 461,695 (average of 5 people per household\*)
- CO2 emissions removed: 37,661 US tons of CO2 removed from the atmosphere (approx. 370 kg of CO2 removed from atmosphere per lantern)\*

\*Source: GOGLA's standardized impact metrics for the off grid energy sector Jan 2016



In 2016, MPOWERD expanded global partnerships to include over 400 charitable accounts in more than 40 countries. MPOWERD has delivered tens of thousands of Luci lights to those living in underserved communities.

MPOWERD successfully launched a first-of-its-kind corporate partnership with Texas-based retail energy services provider Direct Energy to support our, previously solely consumer-funded, Give Luci Program. This participation was primarily responsible for increasing the scope of the program by over 838% with Direct Energy having contributed > 16,000 lights in 2016.

We've also improved The Company's online "Give Luci" platform, where customers can more easily purchase units and send them directly to nonprofit partners for distribution.

### **Examples:**

- After Hurricane Matthew struck Haiti, we sent over 3,000 lights to impacted communities for disaster relief through partners such as RS Haiti, What if? Foundation, International Medical Corps, Haitian Christian Outreach and Summit.
- In Kenya, MPOWERD worked with Beads of Esiteti to provide an entire community of 276 female Maasai bead makers with Luci lights. With the added work hours, they were able to generate significant additional income for themselves and their families.
- We provided 700 Luci lights to refugee communities in Greece and Chad through our Give Luci partner International Medical Corps.
- MPOWERD joined hands with Jindal Steel's Corporate Social Responsibility division to provide 1,440 lights to communities living without reliable access to clean lighting near their factories in rural India.
- 2016 also saw interest from a local branch of the UNDP in Barbados within their livelihoods program for their fishermen communities. UNDP Barbados ordered four times in 2016, providing a total of 1,700+ lights.
- In coordination with one of our longest standing partners, A New Course, the use of Luci lights led female entrepreneurs to become community organizers, who, in addition to stimulating their local economy through reinvestment, tackled an age-old problematic coming-of-age tradition: female genital cutting. By consulting neighboring communities on suitable alternatives and providing tribal leaders with new roles, they began to phase out the practice altogether and replace with less violent customs like bathing in milk. To support the effort, MPOWERD utilized our marketing channels to amplify this story within our community of conscious consumers and bring much-needed attention to the issue.
- As a key accomplishment in 2016, we launched a first-of-its-kind inter-governmental initiative between the governments of Canada and Sierra Leone. We coordinated with our partner Eco2max to facilitate the transportation of 5,000 Luci lights from the Canadian government to off-grid communities in Sierra Leon for everyday use.
- MPOWERD has also developed a sustainable, long-lasting relationship with the NGO Rebuilding Alliance, sending over 5,000 Luci lights to various communities impacted by the conflict in Gaza. The lights went to diverse initiatives, such as women's centers, a mental health center and to children seeking to further their education.
- For the first time, MPOWERD team members went into the field to witness the impact of the lights firsthand. Alongside our partner, Kids of Kathmandu, members of our staff initiated and documented a grand opening for the first of 50 new schools being built in Nepal after the devastating 2015 earthquake, capturing the event as-it-happened through photos and videos, and providing an entire school's worth of children with their own Luci light to keep.



## **MPOWERD's Impact Plans for 2017**

We've identified two key focus areas for the coming year:

1. **Education:** We are in preliminary conversations with both large domestic and global partners to utilize Luci as an educational product. By aligning with the growing STEM movement in the United States, we seek to position Luci as an educational tool to teach young people about the benefits and technology behind solar energy through hands-on learning. Imbued with a deeper understanding of clean energy's potential, we empower the next generation to apply what they've learned to come up with new ideas and teach others.
2. **Clean Lumen Delivery:** We continue to grow our work to deliver clean light to undeserved communities across the world by expanding relationships with non-profits, government programs, corporate philanthropists and social responsibility initiatives, disaster relief efforts and emerging market distributors.

### **B Corp Certification:**

MPOWERD was recertified as a Certified B Corp in February 2016. This certification, conducted by the nonprofit B Lab, involved assessing MPOWERD against rigorous standards of social and environmental performance, accountability, and transparency.

MPOWERD's B Corp recertification is a stamp of endorsement for The Company's mission, and acts as a reliable third-party standard to ensure MPOWERD's commitment to its social mission. MPOWERD Inc.'s B Corp profile is available [here](#).