



The First Marketplace for Social Business &
Enterprise, Commerce and Investment

Rodney Schwartz, CEO

World Forum: Sustainable Finance

Lille, France, 19 November 2009



Topic: The Company's Money

- Invest rather than speculate
- What are the best practices to finance the creation, development and running of companies?
- Answer four questions which Alan Fustec has asked
- How do I personally apply this to my own daily activities? (this presentation)

My Career Choices

- 1980—Equity research, PaineWebber, New York
- 1988—Senior management, Lehman Brothers, London
- 1994—Investment banking, Paribas, London
- 1997—Venture capital, Founded Catalyst Fund Management & Research, London (and remained)
- 2002—Converted Catalyst into social venture capital
- 2007—Catalyst Strategy Advisors founded to help the UK's high-potential social businesses grow faster
- 2009—ClearlySo founded; “the first global marketplace for social business & enterprise, commerce and investment”

Catalyst Fund Management & Research

- Raising £40 million from institutional investors in Europe to back high-quality social businesses which offer at least market returns
- Focused on four sectors: Health & Wellness, Education & Training, Ethical Consumerism and Energy Efficiency
- Clear measurement of “social impact”
- Managed by team of professionals (not me!)

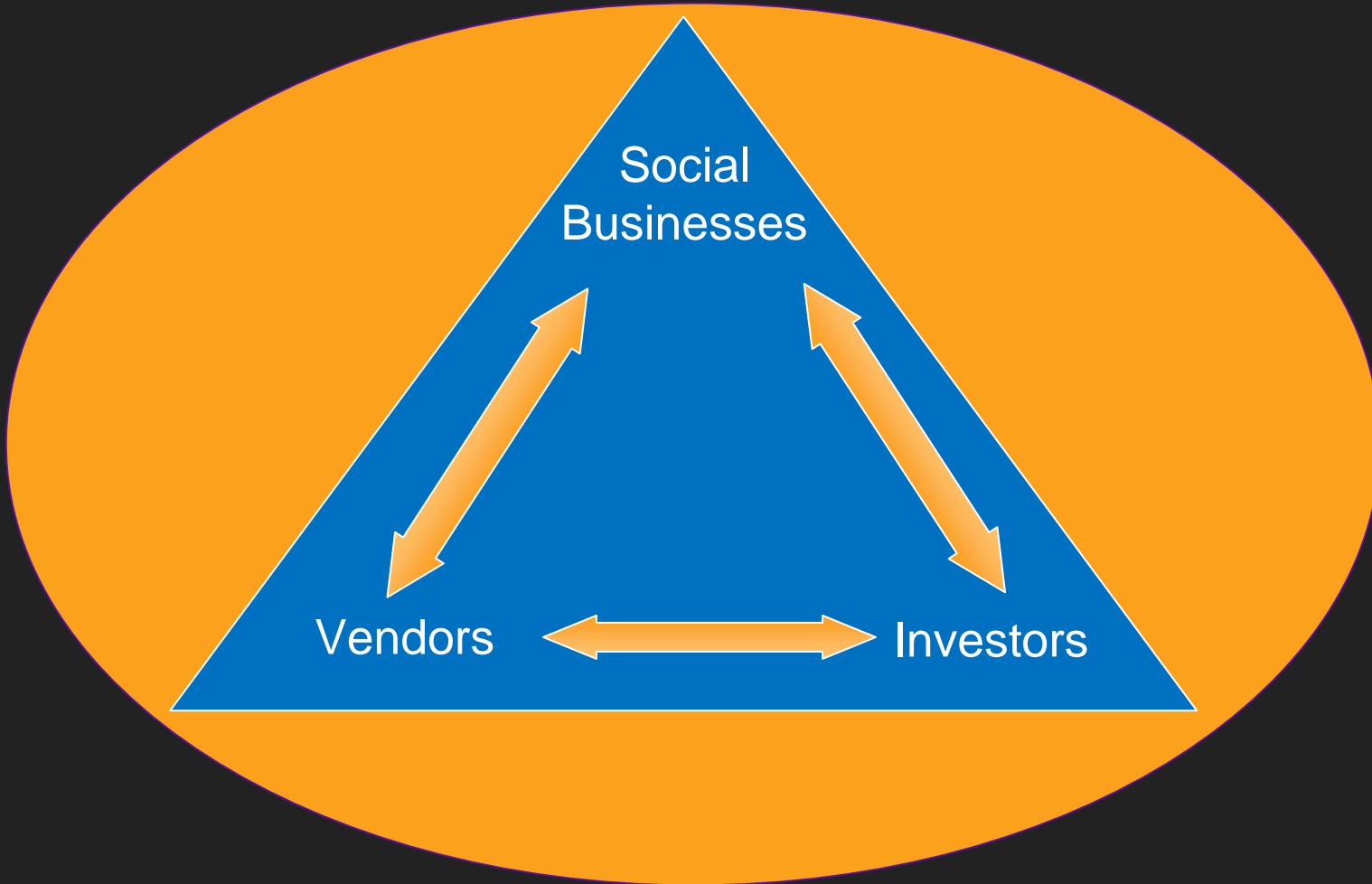
Catalyst Strategy Advisors

ethical!
superstore.com

justgivingtm
fundraising made easy


responsibletravel.com
holidays that give the world a break

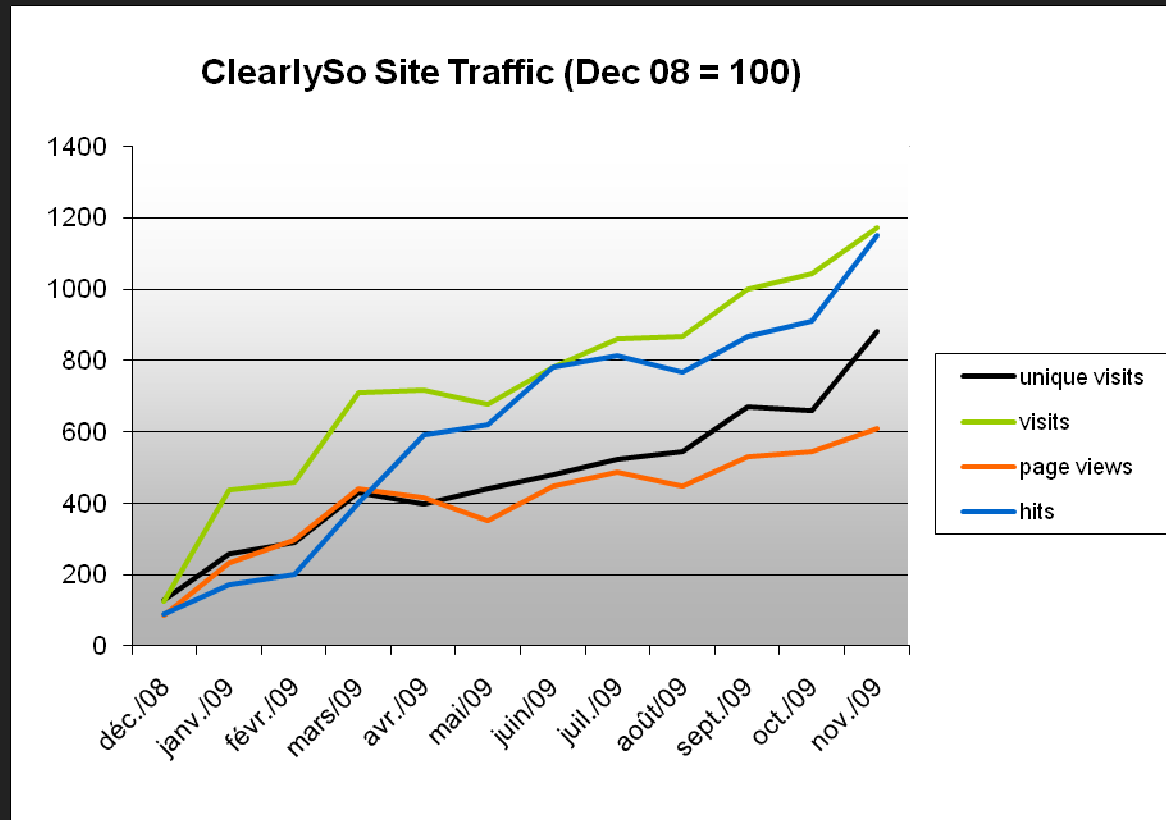
ClearlySo: A social business marketplace



Core focus on the social entrepreneur

- Visibility
- Access to capital
- Significant discounts on professional products and services
- Ability to find and advertise for talent
- Access to anecdotes, information, advice on how to be successful and other social entrepreneurs
- In short, ClearlySo is a social business ecosystem

Strong traffic growth on site

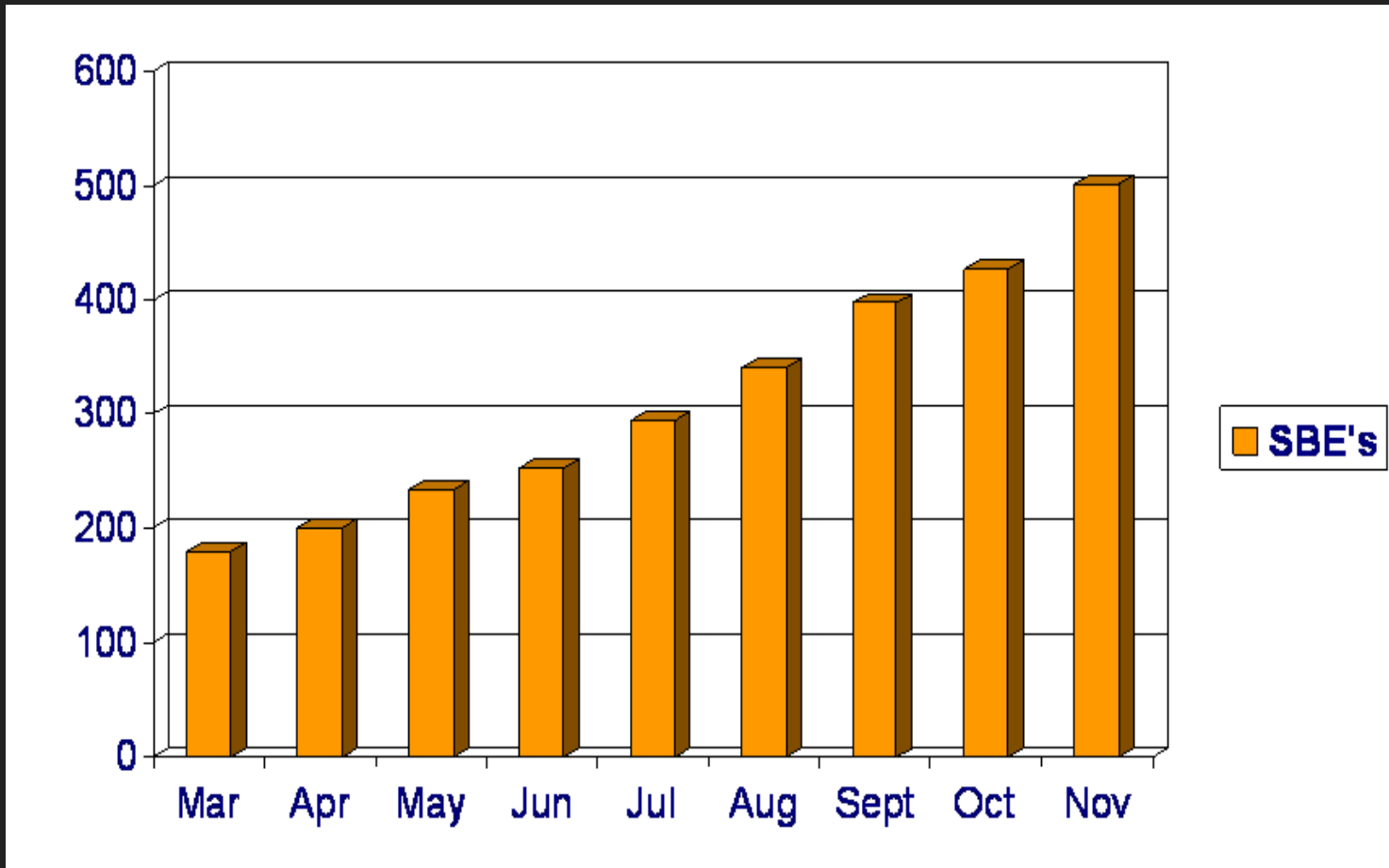


Source: AWstats. Includes November forecasts based on traffic up to 15th November.

Top UK social business/enterprise site after only 7 months

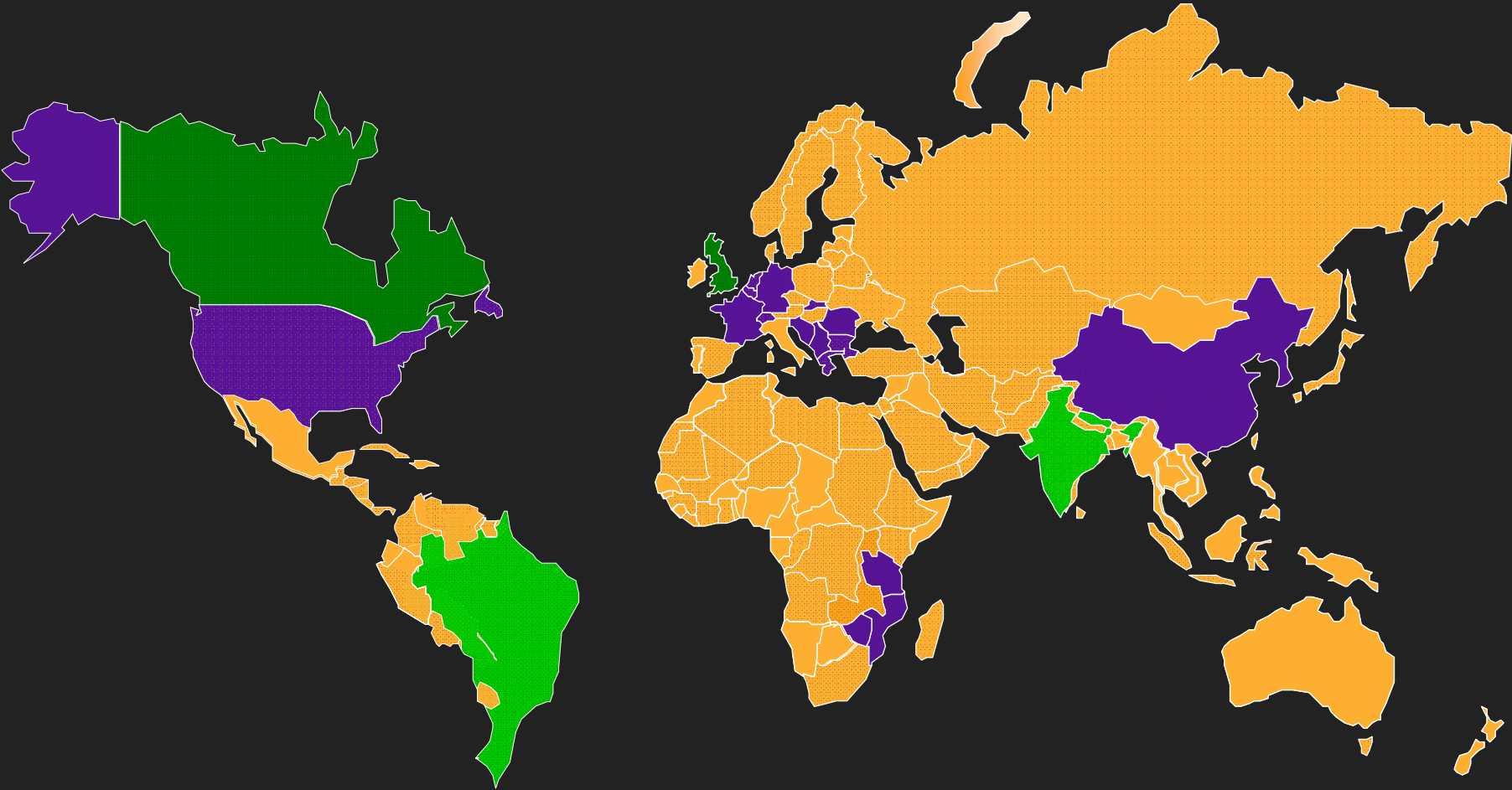
(source: Alexa.com)

Social businesses and enterprises on the site



17% of businesses on site are non-UK based (as of Nov 09)

Global interest in extending ClearlySo

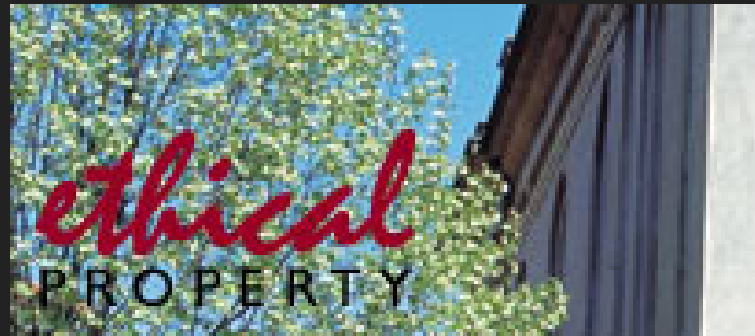


HCT Group: Community Transport



- Operates buses in London, Yorkshire and elsewhere (founded 1982)
- Owned by the community of Hackney
- About 30% of profits each year become donations or charitable grants the next

Ethical Property Company: Green, Cost-Effective Premises for Social Change Organisations



- Owns, manages and leases commercial office space in the UK and Belgium
- Triple bottom line oriented
- Stakeholders share “returns”
- Uniquely able to issue shares

The Green Thing: Great Content, Fun and Sex to Get People to Behave Sustainably



- A British “phenomenon” to shift behaviour
- Astonishingly good contributors
- Founders cannot capitalise on value
- Charity set up alongside social business
- Funded by grants and quasi-equity
- www.dothegreenthing.com

Belu Water: Carbon Neutral Bottled Water



- Carbon neutral, recyclable bottles and donations to build wells
- Brilliantly clever marketing
- Two classes of shares
- Only charities may own the economic value created
- Funded by angel investors



Thank you.
Please feel free to get in touch!

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