



**Office of the Minnesota Secretary of State**  
**Minnesota Public Benefit Corporation / Annual Benefit Report**  
*Minnesota Statutes, Chapter 304A*



**Read the instructions before completing this form**  
**Must be filed by March 31**  
**Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail**

**The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.**  
**Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301**

1. Corporate Name: (Required) ClipDifferent, GBC.

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

See Attached

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Thomas James McMullen

Signature of Public Benefit Corporation's Chief Executive Officer

3/20/22

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

**Email Address for Official Notices**

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:  
tj@clipdifferent.com

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

**List a name and daytime phone number of a person who can be contacted about this form:**

<u>TJ McMullen III</u>	<u>612 237 8700</u>
Contact Name	Phone Number

**Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.**

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?  
 Yes  No



## **2021 Public Benefit Report for ClipDifferent™ a GBC incorporated in the state of Minnesota**

As stated in our 2018 filing as a General Benefit Corporation, ClipDifferent designs, manufactures and distributes automatic fingernail nail clippers to underserved populations. The uniquely engineered nail clippers are unlike any traditional clippers on the market. For example, the clippers are designed with a guard to prevent nicking/cutting finger pads and or cuticles. Additionally, ClipDifferent's patented mechanics offer automated trimming. Because of the clippers unique characteristics, these devices can be used, and enjoyed, by people who normally would struggle with this self-care task using traditional methods. Individuals who benefit from our products range from newborn to seniors in their twilight years and everyone between. Often, people living with hand or dexterity issues find these devices remarkable. "Remarkable", has also been quoted by caregivers and healthcare professionals alike.

### **Responses to specific questions required for a Minnesota Public Benefit Corporations annual report for 2021.**

(A) how the corporation has pursued general public benefit;

2021 Impact Highlights:

1. Continued development of the next generation automatic fingernail handheld clippers.
2. Preparing for the launch of the handheld Lil Nipper™ product line for: infants, kids, and adults.
3. Increasing international orders from Australia, Canada, Europe.
4. Supplied nail trimmers designed for independence to isolated individuals during the pandemic.
5. Partnerships: Assistance covering product costs.
  - a. National Disability Insurance Scheme (NDIS) in Australia
  - b. Minnesota Waiver Program - Minnesota Medicaid-eligible individuals who have specific needs or diagnosis receive ClipDifferent products to help them live more independently. APA Medical and Cadan are our two state-approved suppliers for Waiver requests.
  - c. Veterans Affairs - Initiated a partnership with Wounded Warriors to supply qualified users with fingernail clippers.
  - d. ClipDifferent in collaboration with Adaptive Revolution (Service Disabled Veteran-Owned Small Business) partnered with The Wounded Warrior project serving veterans nationwide. Together, we provide products to these veterans and their families.

**B) the extent to which and the ways in which the corporation has created general public benefit**



ClipDifferent pursues its stated general public benefit at the 100% level because the product itself meets an important need. And, because we subsidize the price for individuals or groups unable to pay for the product(s). No one is left out. Additionally, we provide donations when requested by underserved individuals or groups. ClipDifferent products are manufactured locally by a company that provides living wage jobs. We use volunteers as much as possible to spread the word about our product.

**(C) any circumstances that hindered efforts to pursue or create general public benefit;**

1. Outreach obstacles: It is difficult to reach individuals who would benefit most from our products as the organizations they are connected to have extensive review processes or the reverse, no processes at all, which results in blockages to access.

In addition, we find that reaching new underserved customers and building trust for our innovative fingernail clipper has created unique challenges which often requires one-on-one training.

2. Lower than projected sales increases the cost of production: Despite increased cost per unit due to lower volume of sales, ClipDifferent has maintained its quality assurance.

**D) state whether the third-party standard is being applied in a manner consistent with the third-party standard's application in the prior reports;**

ClipDifferent leverages the acceptance into the Government funded Veteran Affairs as the third-party standard. Meeting their strict requirements and protocol further guarantees ClipDifferent is meeting the needs of its customers.

As a General Benefit Corporation, this annual benefit report has been accepted for submission by the Board of Directors of ClipDifferent. That entity uses the following standard for verification of public benefit: acceptance into Veteran Affairs is the third-party standard being used to verify the ClipDifferent products are meeting the intended needs.

Signed

Thomas James McMullen date 3/24/22

Thomas James McMullen  
Founder, ClipDifferent



**Work Item 1306629000039**  
**Original File Number 1235615000038**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/31/2022 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State