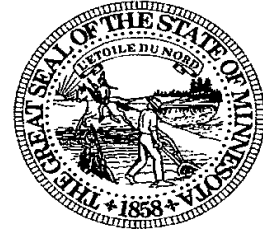


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Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



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) ECOTONE ANALYTICS 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)

PLEASE SEE ADDENDUM.

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.

[Signature]
Signature of Public Benefit Corporation's Chief Executive Officer

3/30/17
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:

TIM@ECOTONE-PARTNERS.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:

TIMOTHY ROMAN 612-532-9987
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



Ecotone Analytics GBC Annual Benefit Report 2016

This report certifies that the Ecotone Analytics board of directors has chosen the *B-Labs Impact Assessment* as the third-party standard for Ecotone Analytics GBC, pursuant to clause (2), item (i).

The board has also determined that B-Labs, the organization that has promulgated this third party standard is indeed independent. The board has approved the report, with regard to the period covered by the report (calendar year 2016).

Subd. 3, (2), (ii), (A, B, C):

Ecotone's Creation of Public Benefit

(A) How the corporation has pursued general public benefit:

Ecotone Analytics GBC is a data analytics company working exclusively with clients who want to *manage, monitor, and measure their social or environmental impact.*

Ecotone Analytics GBC is committed to *expanding the use of social and environmental metrics in decision making* for corporations, government, and non-profits.

(B) The extent to which and the ways in which the corporation has created general public benefit include:

In calendar year 2016, Ecotone Analytics GBC helped create general public through the following projects:

New York Green Roofs, LLC – Worked with the company founders to do an environmental impact study, and built a calculator to estimate the quantity and value of the soft benefits of green roofs. This included storm water mitigation, building cooling and energy use, pollinator and avian ecosystem building, and the aesthetic value of green spaces in New York City. Ecotone provided environmental analysis and business modeling to help this company expand its impact in their market.

Better Futures Minnesota 503(c), Northwest Indian Community Development Corporation 503(c), and the University of Minnesota-Duluth's Natural Resources



Research Institute (NRRI) – Worked with Better Futures’ and NWICDC staffs to collect and analyze data under a grant from the Minnesota Environment and Natural Resources Trust Fund (ENRTF), and the Legislative-Citizen Commission on the Management of Resources (LCCMR). The project piloted the environmental impact of “deconstruction” (the systematic disassembly of a residential house), as an alternative to traditional landfill-based demolition. Ecotone collected and analyzed data, and provided the stakeholders with environmental impact reports for all of the jobs under the pilot program. Ecotone worked with NRRI to do deeper analysis of the air, water, and health effects of the projects.

Junket: Tossed and Found, LLC – Worked with owner and staff to collect and analyze environmental impact data for this unique Minneapolis reuse/vintage shop. Shop owner has dedicated the mission of her store to creating sustainable supply chain for up-cycled products and reuse/vintage products. Ecotone Analytics built a custom taxonomy to categorize and estimate the greenhouse gas (GHG) impact for thousands of Junket SKUs. Ecotone also consulted on process flow for collecting data, and on the use of the data in product and business promotions.

Better Futures Minnesota 503(c) – Worked with CEO and Director of Integrated-Care on a project to estimate the social return on investment for this unique “wrap around services” model for ex-offender social reentry. Basing our analysis on the “Results First” Pew-MacArthur benefit-cost framework (and highly informed by the Washington State Institute on Public Policy public data set), Ecotone estimated the social benefits to taxpayers, individuals, and society at large for their following areas of impact: Risk, Need, and Responsivity (RNR) and Cognitive Behavior Therapy (CBT) on recidivism, on the job training (OJT) Workforce Development on participant employment and wages, Medical Health Home effect on avoidable hospital admissions, and the effect of Transitional Supportive Housing on participant mental health costs.

Woodbury Community Foundation 503(c) and City of Woodbury Mayor’s Office – Worked with the leadership team for the Woodbury Thrives community health initiative to do qualitative data analysis from hundreds of community surveys to help inform the team on priorities for program development in response to identified community needs. Worked with representatives from Health East Foundation to analyze the data through the lens of Social Determinants of Health.

Minneapolis College of Art and Design – Volunteered to work with a number of different instructors and the Director of the program in Entrepreneurship to provide students and classes with real-world examples of “sustainable business” projects.



Impact Hub MSP 503(c) – Worked with leadership team and Board to collect and analyze user data for this social impact – oriented co-working space.

(C) Any circumstances that hindered efforts to pursue or create general public benefit?

Ecotone Analytics are pioneers in the field of social and environmental impact measurement for social impact investment. Due to the relative newness of the industry, we struggle to find the sides of the market that are ready and willing to value and pay for our services to unlock social impact investment dollars. We will, however, continue to test this market in 2017.

(3) If the report is the first delivered for filing by the general benefit corporation, explain how and why the board chose the third-party.

The B-Labs Impact Assessment was chosen as it is probably the most well known of 3rd party evaluation frameworks for this type of business.

INSTRUCTIONS

File your business document online by visiting our website at www.sos.state.mn.us.

All Minnesota business corporations governed under *Minnesota Statutes*, Chapter 302A are required to file an annual renewal once every calendar year. Filing this Annual Renewal does not satisfy any other legal requirement. If Minnesota statutes or rules require a filing with another office, you must submit that filing separately.

If changes to the name or registered agent and office address are necessary, an amendment form along with the annual renewal form and a \$35.00 filing fee is required. Changes to the principal executive office address and chief executive officer's name and address can be made once a year by filing the annual renewal form with our office.

- 1. File Number:** Provide the file number issued by the Minnesota Secretary of State
- 2. Home Jurisdiction:** This form is to be filed only if the state of incorporation is Minnesota.
- 3. Corporate Name:** (Required) List the business name on file with the Secretary of State's office.
- 4. Registered Office Address and Agent, if any:** (Required) List the Registered Office Address and Agent, if any on file with the Secretary of State's office.
- 5. Principal Executive Office Address:** (Required) A full street address or rural route and rural route box number is required for filing the annual renewal. A post office box alone is not acceptable.
- 6. Name and Business Address of Chief Executive Officer:** (Required) Fill in the name and complete business address of the Chief Executive Officer or other person who carries out the functions as C.E.O. of the corporation.

Email Address for Official Notices. This email address may be used to send annual renewal reminders and other important notices that may require action or response. Check the box if you wish to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime telephone number of a person who can be contacted about this form.

Minnesota Business Snapshot. This information is a snapshot of data at the point of time this filing was made. This information is voluntary and may be shared with other agencies or the public for data analysis.

There is no fee for filing the annual renewal if the entity is active and in good standing. An entity that has been dissolved by our office for failure to file an annual renewal, may retroactively reinstate its existence by filing the current year's renewal and paying a \$25 fee if submitted by mail, \$45 for expedited service in-person and online filings.

Please submit all items together and mail to the address below:

FILE IN-PERSON OR MAIL TO:

Minnesota Secretary of State - Business Services
Retirement Systems of Minnesota Building
60 Empire Drive, Suite 100
St Paul, MN 55103

(Staffed 8 a.m. – 4 p.m., Monday - Friday, excluding holidays)

Phone Lines: (9 a.m. - 4 p.m., M-F) Metro Area 651-296-2803; Greater MN 1-877-551-6767

All of the information on this form is public. Minnesota law requires certain information to be provided for this type of filing. If that information is not included, your document may be returned unfiled. This document can be made available in alternative formats, such as large print, Braille or audio tape, by calling (651)296-2803/voice. For a TTY/TTD (deaf and hard of hearing) communication, contact the Minnesota Relay Service at 1-800-627-3529 and ask them to place a call to (651)296-2803. The Secretary of State's Office does not discriminate on the basis of race, creed, color, sex, sexual orientation, national origin, age, marital status, disability, religion, reliance on public assistance or political opinions or affiliations in employment or the provision of service.



Work Item 943677500040
Original File Number 825092900024

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/31/2017 11:59 PM

Steve Simon

Steve Simon
Secretary of State