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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) iPondr, SBC

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.

Kate Materson

Signature of Public Benefit Corporation's Chief Executive Officer

April 19, 2001

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:

Karina@ipondr.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:**

Karina Curbelo

612-540-7580

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



## Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation/Annual Benefit Report 2020

*Minnesota Statutes, Chapter 304A*

### Addendum

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

The ways the board has pursued the specific benefit. The extent to which it was pursued and created circumstances that hindered efforts and stamp of the board that it's been reviewed.

**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**

The purposes for which the corporation is organized are to (1) engage in any lawful activity and (2) pursue a specific social benefit of fostering a more inter-connected world; developing cultural and global competence.

### ARTICLE V

#### Specific benefit corporation.

"Specific benefit corporation" means a public benefit corporation that states in its articles a specific public benefit purpose it elects to pursue, but does not include a general benefit corporation that states in its articles a specific public benefit purpose it elects to pursue.

Subd. 9.

#### Specific public benefit.

"Specific public benefit" means one or more positive impacts, or reduction of a negative impact, on specified categories of natural persons, entities, communities, or interests, other than shareholders in their capacity as shareholders, as enumerated in the articles of a public benefit corporation.

Subd. 10.

#### Specific benefit corporation.

"Specific benefit corporation" means a public benefit corporation that states in its articles a specific public benefit purpose it elects to pursue, but does not include a general benefit corporation that states in its articles a specific public benefit purpose it elects to pursue.

Subd. 9.

#### **Narrative Report from the CEO**

iPondr SBC, founded in 2019, is a Media and Technology company committed to public purpose and positive social impact. As part of the Minnesota Public Benefits Corporation Act, Article 402A, signed into law in 2015, a corporation may elect to be categorized as a Specific Benefit Corporation, which means that the public serving benefit the company elects to pursue is named in specific, narrowing the focus and targeting the positive impact goal. In its beginnings, iPondr, SBC named



Overdose/Opioid Loss, Athletics and Society, Caregiving, Faith expression, Personal Identity. As people enjoy our thought-provoking stories, they can answer thought-starter questions, polls and surveys to examine their own Point of View as they engage in self-paced learning about people they may never meet, situations they may never experience. Ultimately, we ask them if they "Get It", "Live It", are "Still Working on It" or "Don't See It". This is important, because cultural competence doesn't suggest that we all have the same beliefs or practices--even the same manners or politics--we get to be who we are, and at the same time, soften towards each other. If we were to select one descriptor for what we are developing for our audience, it would be EMPATHY--the ability to understand and share the feelings of another.

Our product, iPondr.com launched January 11. In 13 weeks we have had visits from all 50 states, and 162 countries around the world. We have equal interest in program types and story types. Representation is proportionate for Urban and Rural Pondrers. The most intense Pondring is coming from Washington D.C.. We believe we are powerfully enacting our company's SBC goal of fostering a more interconnected world; developing traits such as curiosity, empathy, problem-solving and openness to difference.

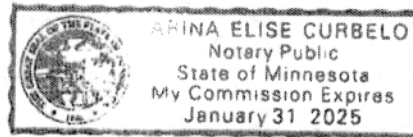
In this cultural environment, there is quite a bit of resignation to overcome--people who think that society is 'just this way' in terms of media distrust and the concessions we all make, with privacy and data, to engage in digital environments. There is a sense of shared heartbreak experienced by those who care, in response repeated racial violence and trauma. At iPondr, we believe we can do better and BE better. We are Building a Kinder America™ and shaping a better culture, using the power of Media and Technology for public good. We are in rebuke to those who say diverse talent isn't available and especially to those in media who perpetuate the hurtful norms of decades of reporting without dimension, context or deep understanding from the perspective of those who 'Live It'. It's a loss that iPondr is working to reverse.

Sincerely, as Founder, CEO and Sole Director of iPondr SBC

*Kate Mortenson*

Kate Mortenson

Date: 4/19/21



*Arina Elise CurbeLO*  
4/19/2021



**Work Item 1231756800035**  
**Original File Number 1127397600024**

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OFFICE OF THE SECRETARY OF STATE  
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*Steve Simon*

Steve Simon  
Secretary of State