



MAKE GIVING THE NORM

EPIC SHARING PLEDGE

ENTREPRENEURS

## Entrepreneurs embed social good into their success



### Your Call

The Epic Sharing Pledge is designed for those who want to bind their success to their commitment to give back and support high-impact social organizations. As an individual equity owner, you elect before any exit to donate a percentage of the proceeds from your equity sale to the Epic Portfolio.



### Your Pledge

As taking the Epic Sharing Pledge does not involve any transfer of assets, it does not create any liability nor does it require any board approval, legal diligence or administrative processing. Importantly, the Pledge does reduce the taxable income from the proceeds of your exit.



### Your Shared Success

Taking the Epic Sharing Pledge allows you to focus on your success while ensuring it will be shared with the social organizations of the Epic portfolio. By truly embedding social good into your business, that small step today can yield tremendous support for social organizations tomorrow.

### OUR MODEL



Epic partners on a pro bono basis with pledgers so 100% of the donations raised goes to the Epic portfolio organizations of their choice. Donations are eligible for tax relief in the EU and the US.

painless

systematic

optional

## WHY PLEDGE

**89%** OF MILLENNIALS WANT TO CONSUME BRANDS THAT SUPPORT SOCIAL ISSUES  
CONE COMMUNICATIONS SOCIAL IMPACT STUDY

### For your clients

- ▶ Customers no longer just consume brands; they also associate with them in a social way. As a result, **brands are under sharper scrutiny** to demonstrate reputable behavior and social impact.
- ▶ Pledging provides **credible evidence** that the search for social good is deeply embedded in the operational model of your company.

**63%** OF MILLENNIALS WANT THEIR EMPLOYER TO CONTRIBUTE TO SOCIAL OR ETHICAL CAUSES  
LIFECOURSE RESEARCH ON THE WORKFORCE

### For your employees

- ▶ The 18–35 year-old workers will soon represent over 50% of the workforce. They nurture **a value-based set of expectations** from their prospective employers and seek purpose and social impact more than a career.
- ▶ Recruiting and retaining talent is a necessary part of growing your business. In the long term, it will **make the difference** between success and decline.

**42%** OF PEOPLE'S PERCEPTION OF A FIRM IS DRIVEN BY ITS SOCIAL RESPONSIBILITY  
REPUTATION INSTITUTE

### For your investors

- ▶ Shareholders and stakeholders are increasingly aware of the sensitivity of **investment reputation** and seek to fund and support ventures which positively reflect on their profile.
- ▶ Aligning the interests of **company and investors** on achieving social good improves the conditions for growth of your investment by lowering the risk of staff and client attrition.

## THEY ARE EPIC



ALL TURTLES

### CONTEXT

Phil Libin was the iconic CEO of the unicorn startup Evernote. In 2017, he founded All Turtles, an artificial intelligence startup studio with offices in San Francisco, Tokyo and Paris.

### OBJECTIVE

Phil was determined to embed social good into his startup studio and to rally All Turtles' entrepreneurs around his vision.

### RECOMMENDATION

All Turtles signed the Epic Sharing Pledge and furthers its commitment by encouraging entrepreneurs in the studio to pledge shares of their own start-up to the high-impact social organizations of Epic.

### OUTCOME

All Turtles and their participating startups now know that their success will be shared with high-impact social organizations by pledging equity to Epic.

### Phil Libin

Co-founder and CEO, All Turtles



“ The most brilliant young people today want to work in a place where they feel they are making an impact. And working with Epic is a good way to attract and retain these talents. ”

### HOW TO START

More info on the Epic Sharing Pledge at [epic.foundation/entrepreneurs](https://epic.foundation/entrepreneurs)

