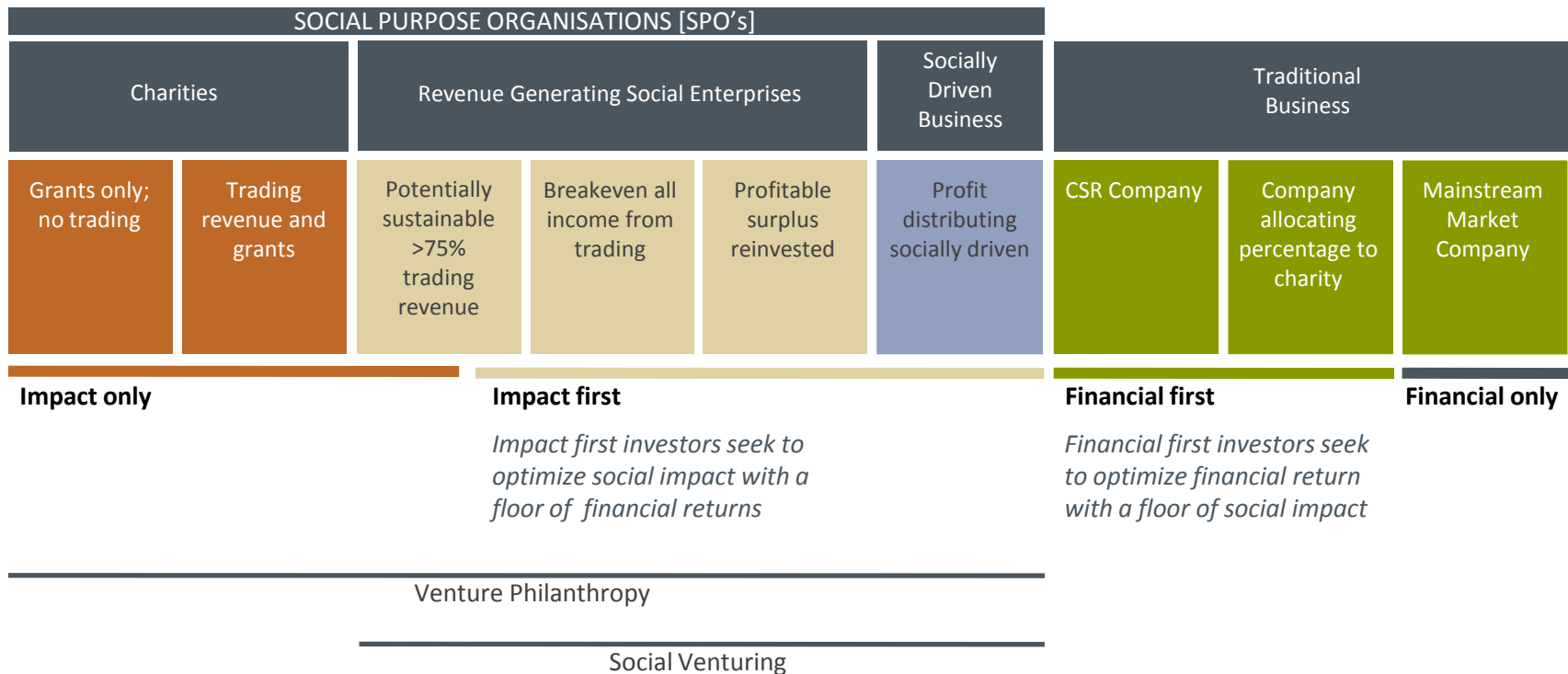


Spectrum

Primary driver is to create **social value**

Organizations can create 'blended' social and financial value

Primary driver is to create **financial value**



Based upon: John Kingston, Venturesome