

TOGETHER IN
ACTION

POWERED BY **EARTH**
TECH



These are unprecedented times.

**We need youth led tech-enabled
social innovations that are
localised, impactful and supported
by a global crowd of experts.**

Together In Action, powered by EarthTech, is an online platform that identifies, supports and scales grassroots innovations that have a positive impact on the United Nations Sustainable Development Goals.

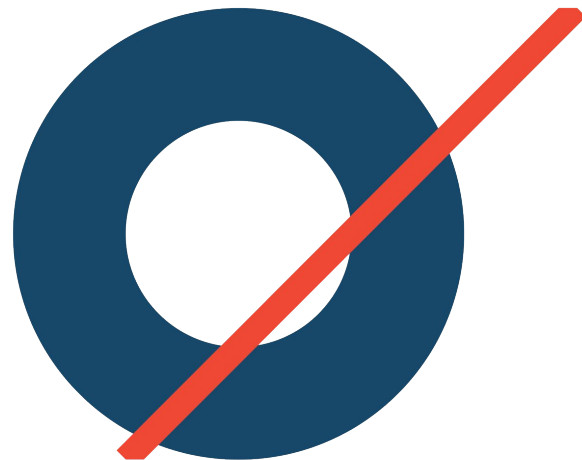


The Brand

The Together In Action visual branding was developed through a process of conceptual abstraction.

“Together” has been represented as a circle (unity), and “action” represented as an exponential growth line (progress). It is the interplay between these two shapes that create the brand mark and visual language which holds the visual communications together.

The geometry represents a balanced way forward. The width of the line is 1/17th the diameter of the outer circle, referencing the 17 Global Goals. The blue represents Goal 17 (Partnerships for the Goals) and the orange represents Goal 9 (Industry, Innovation and Infrastructure).



A vibrant, multi-colored diagonal stripe border runs across the top of the slide. The background image shows a diverse group of young adults, mostly of South Asian descent, gathered outdoors in a grassy area with trees. They are all looking upwards with expressions of excitement and anticipation, reaching their hands high into the air. Numerous cardboard boxes, each featuring a different color and a UN Sustainable Development Goal icon (such as the infinity symbol for Partnerships, a fish for Life Below Water, a book for Quality Education, and a sun for Affordable and Clean Energy), are floating in the air above them. The scene is bright and celebratory, suggesting a successful event or a moment of collective achievement.

EARTH TECH

Together In Action is built on the successes and learning from the first EarthTech Challenge & Summit and factors in the 'post COVID-19 world'.

Our Purpose

We help young entrepreneurs have an exponential impact on humanity and our planet.

Our Mission

To scale 1,000 youth-led social enterprises and positively impact 1 billion lives by 2030.



Why EarthTech

Together In Action is built on the successes and learning from the first EarthTech Challenge & Summit and factors in the 'post COVID world'.

We match the best young founders with global experts, attract and deploy capital then lead the go-to-market strategy for our ventures. We sit at the intersection between the impact sector, technology, youth entrepreneurship and venture / impact capital.

Teams in 1st EarthTech Challenge

855+

Active Changemakers

1500

Countries represented

73

Active members of our tribe

10,000+





Case Study

Innovation

Safewheel provides affordable Ambulance and on demand emergency medical services to rural people in Bangladesh and beyond.

Process

Safewheel entered the inaugural EarthTech Challenge. With their touching 5 minute video and detailed pitch deck they were assessed by 25 expert judges as one of the 10 finalist teams. Their participation at the EarthTech Summit impressed and they were deemed the overall winners of Cohort 1.

Support

Within 10 weeks of the Summit, EarthTech facilitated pro bono legal support from a global law firm, USD1.5mil of philanthropic opportunities and secured seed investment for SafeWheel. EarthTech has a small equity stake in the business and sits on their Board.

Impact

SafeWheel is on track to positively impact 4.8million people in the next 2 years.

Safewheel



**We need to get capital, knowledge
and networks into the hands of
young changemakers who have
the passion and skills to make a
significant difference in the world.**

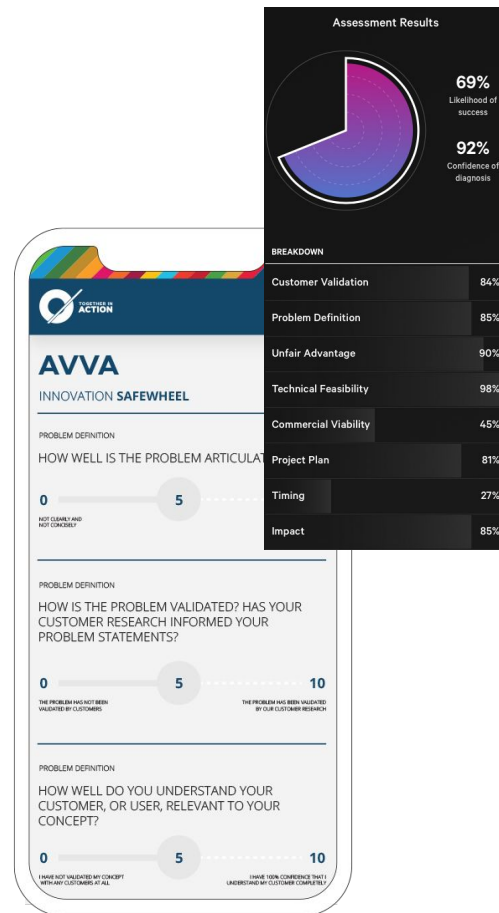
Particularly in APAC & Africa.

THE POWER OF THE CROWD

Together In Action draws on the power of the crowd - experts and the public - to identify and scale the best impact innovations in the world.

The expert judging panel, coupled with our 8 category, 24 question subjective logic voting tech, creates a rich data set, which forms the basis of due-diligence for our impact investment, corporate and NGO partners.

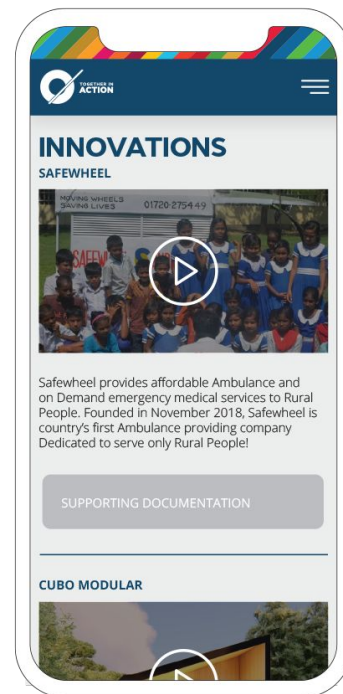
Our SWOT match-making methodology pairs innovations with pro-bono experts who want to do their bit to help our planet and species.



ACCESS TO GRASS ROOTS INNOVATION

Together In Action provides a central platform where NGO & corporate decision makers, philanthropists & impact investors can source relevant projects and initiatives.

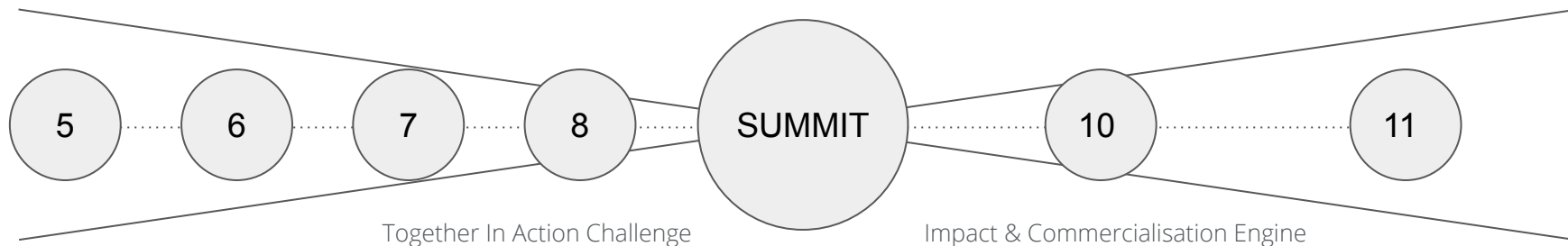
Innovations can be funded, and a private-sector-led 'Global Innovation Partnership' can take shape.



PROJECT PHASING

Together In Action progresses in the following phases for each cohort. Partners will have the opportunity to help shape and deliver relevant phases as they come on board.

- 1 Market Research and Stakeholder Needs Analysis (in progress)
- 2 Partnerships (funding and in-kind support)
- 3 Tech/UX Build (Design, Build, 3rd Party Integration)
- 4 Content and Collaboration thought leadership
- 5 Registration Process
- 6 Submission Process
- 7 Public & Expert Judging Process
- 8 Open and Facilitated Mentoring with support from University based project teams
- 9 Virtual Together In Action and Public Summit
- 10 'Due Diligence Room' / Deal Flow Room
- 11 Commercialisation and Funding Engine for identified Innovations **(This is core of the EarthTech business model)**





IMPACT MEASUREMENT

As a part of Together In Action, EarthTech is developing a customised tool which enables any sized venture, from hyper-local initiatives to large corporations, to measure their *positive, proactive impact*, mapped against the Global Goals.

This tool will be distinct to existing measurement frameworks, such as the Global Reporting Initiative, as it will focus on ventures and their proactive, impact-first actions.



EarthTech Impact Value Score

The EarthTech Impact Value Score is the most important metric in our selection process.

IVS is a ratio between the funding that our changemakers require and the positive impact that their innovation can have.

The best innovations are those that can prove that their impact to \$ ratio is the highest.

The aim is to get developed world resources focused on developing world innovations, where IVS scores will be the highest.

$$IVS = \$: Impact$$



#TOGETHERINACTION VIRTUAL SUMMIT

The Together In Action Virtual Summit will provide a culmination point for everyone involved in the process, bringing together innovators, partners, experts, mentors and the Together In Action community. The Virtual Summit will consist of two elements.

The first is an invite-only virtual summit, involving the best innovations identified through the process, working with and learning from experts, mentors, partners and NGOs. This will be inspired by the success of the inaugural EarthTech Summit at Richard Branson's private island in Noosa, Australia, but will be an entirely virtual event.

The second element will be a public celebration of innovation and solutions, providing an opportunity for innovators and partners to engage the public in their journey.



PARTNERSHIPS

Together In Action is an inclusive coalition that brings together corporate and NGO partners who believe the world needs innovation and action to respond to global crises, especially those deepened by COVID19.

We are seeking partners who can: help distribute the call to action to innovators, create thought leadership, provide experts to select the best innovations, support and fund the tech build and operations, and most importantly, provide in-kind, pro bono and financial support to the winning teams, so they can scale and have a global impact ASAP.



PARTNERSHIPS

Together In Action requires partner involvement and engagement in three broad areas.

MAJOR PARTNERS

Funding partners enabling the creation and operation of Together In Action. To build a minimum viable product, we are seeking the support of 1 to 4 major partners, which would enable a \$200,000 initial Together In Action process.

STRATEGIC PARTNERS

Technical and expertise support for innovations, impact measurement support and other specialised support for the Together In Action process.

PRO-BONO PARTNERS

Pro-Bono partners are primarily professional services providing an agreed amount of support to innovations identified through the Together In Action process.

INVESTMENT PARTNERS

Philanthropic, impact investment and social venture funds who want access to deal flow from next-gen social innovations from around the world.



TOGETHER IN **ACTION**

POWERED BY **EARTH**
TECH