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Smart social impact software
for businesses and non-profits

BRIGHTEST.IO

There are over 1.5 million U.S. organizations working on positive social outcomes and struggling to measure their results.

Non-Profits

Report impact and financial results to donors, stakeholders, and IRS

Benefit Corps (B Corps)

Certify as a B Corp every 3 years, report impact annually, and measure daily operations

Large Enterprises
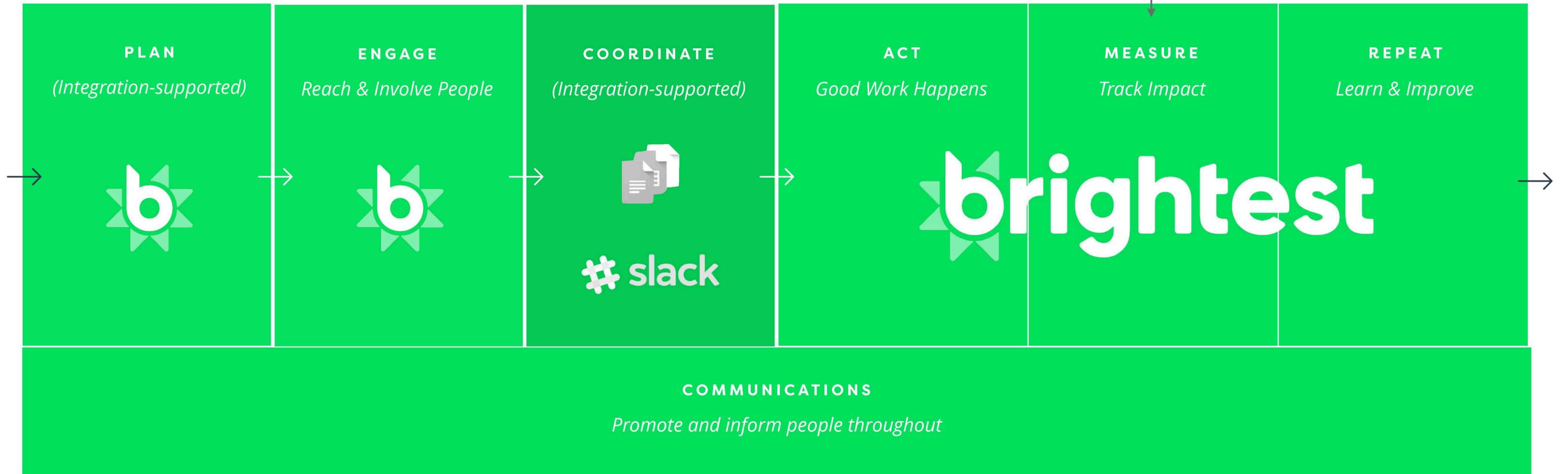
Annual impact reporting and operational measurement

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This is complex, costly work for many teams and organizations who aren't operations, data, or measurement experts.

PLAN	ENGAGE	COORDINATE	ACT	MEASURE	REPEAT
Set Strategy	*Reach & Involve People*	*Collaborate & Operate*	*Good Work Happens*	*Track Impact*	*Learn & Improve*

COMMUNICATIONS (?)

Promote and inform people throughout

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Brightest makes it better.

Critical step for reporting, ROI, and compliance

PLAN	ENGAGE	COORDINATE	ACT	MEASURE	REPEAT
(Integration-supported)	*Reach & Involve People*	*(Integration-supported)*	*Good Work Happens*	*Track Impact*	*Learn & Improve*

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COMMUNICATIONS

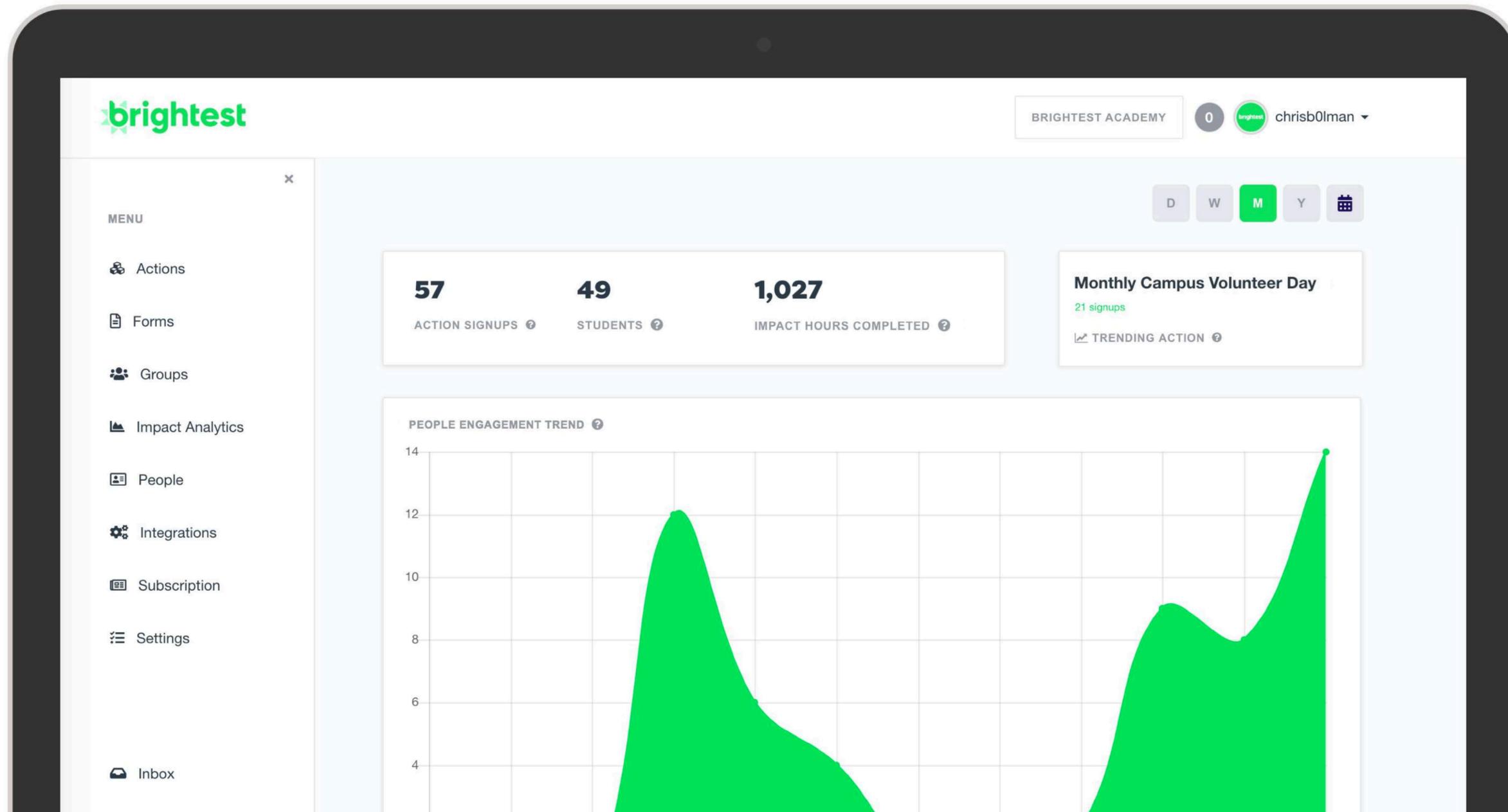*Promote and inform people throughout*
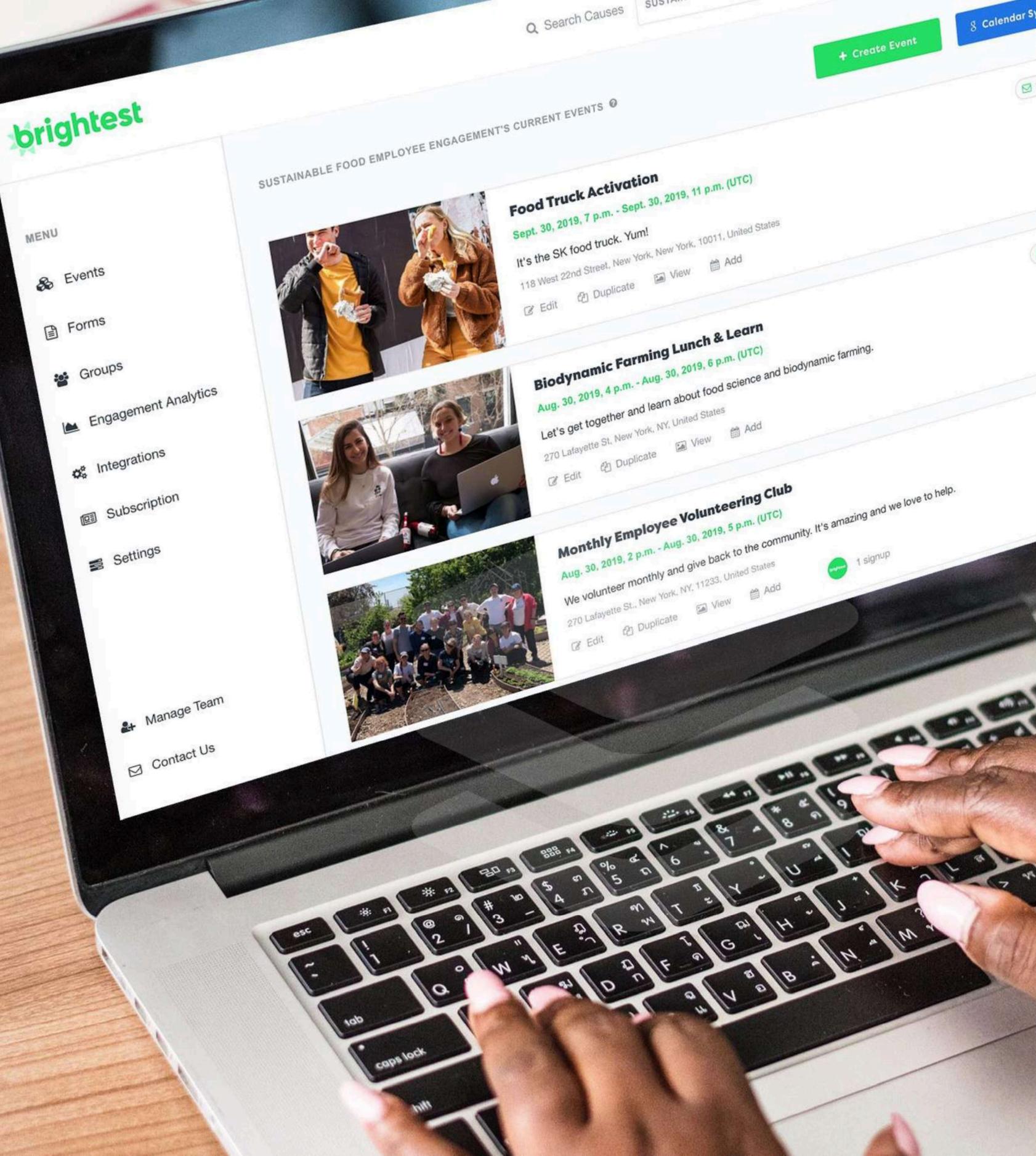
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All-in-one software for social impact and sustainability.

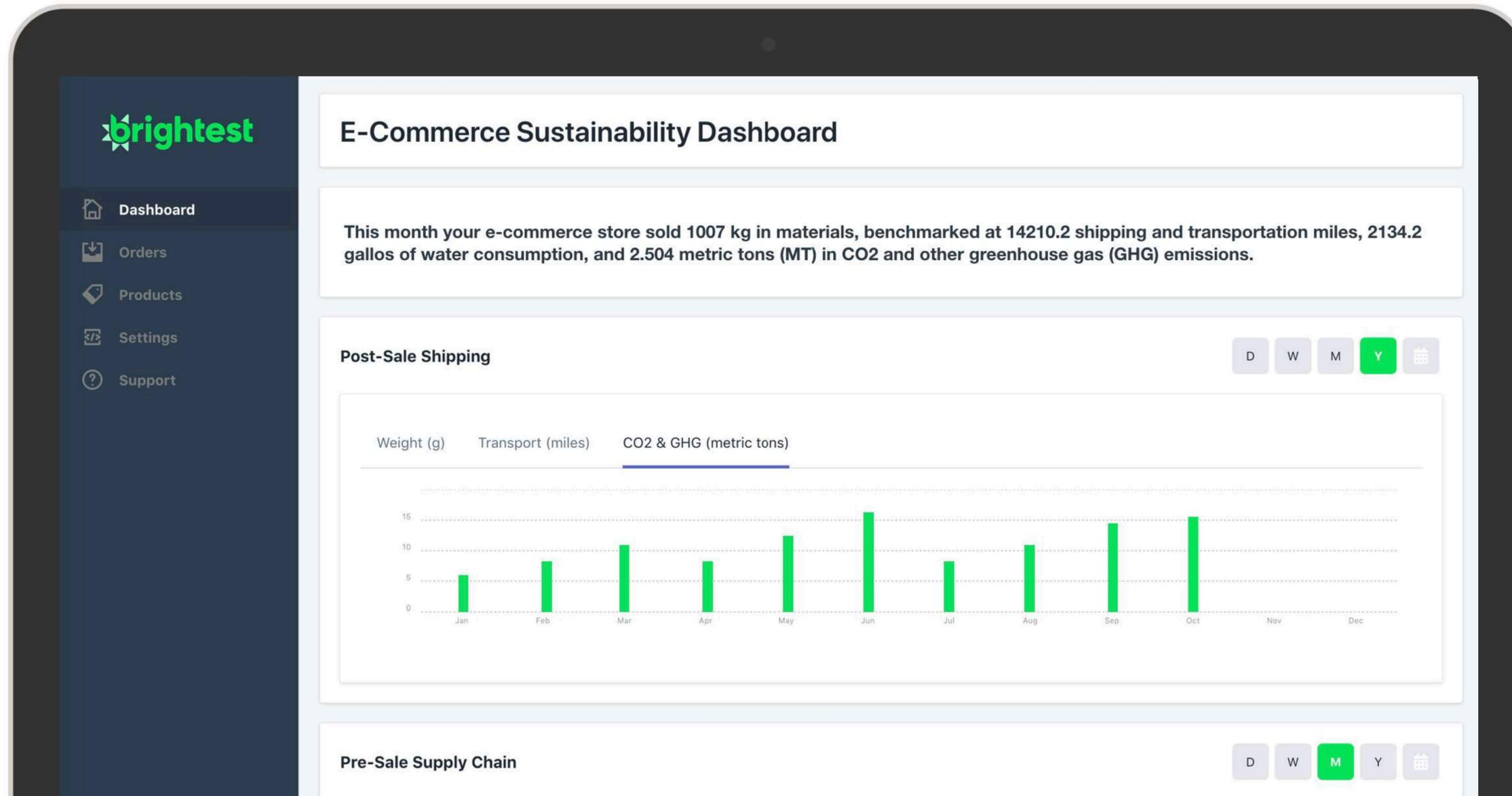## SIMPLE - MODERN - EFFECTIVE - HUMAN

Brightest creates intuitive, easy-to-use, and powerful software to help teams and organizations lead, coordinate, and measure operational performance and positive change.

Download on the App Store   GET IT ON Google Play   slack

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Brightest makes measurement (way) easier. Think "Turbotax for social impact or ESG."

From people to environmental outcomes and everything that matters in between.

E-Commerce Sustainability Dashboard

- Dashboard
- Orders
- Products
- Settings
- Support

This month your e-commerce store sold 1007 kg in materials, benchmarked at 14210.2 shipping and transportation miles, 2134.2 gallos of water consumption, and 2.504 metric tons (MT) in CO2 and other greenhouse gas (GHG) emissions.

Post-Sale Shipping

D W M **Y**

Weight (g)   Transport (miles)   CO2 & GHG (metric tons)

15
10
5
0
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Pre-Sale Supply Chain

D W **M** Y

# Brightest sells subscription software with integrated platform revenue potential.

SAAS

Organizations subscribe to Brightest for $50 - $300 per month based on size and needs during our beta period. We will raise pricing as our product matures and improves and we launch or next major release iteration later this year.

SERVICES (FUTURE)

Implementation, on-boarding, and premium technical config

PLATFORM APPS & PAYMENT PROCESSING (FUTURE)

We see "app store" platform potential for integrations and data connectors, as well as the potential to collect payment processing revenue streams on environmental offsets, virtual PPAs, and other enterprise marketplace offers
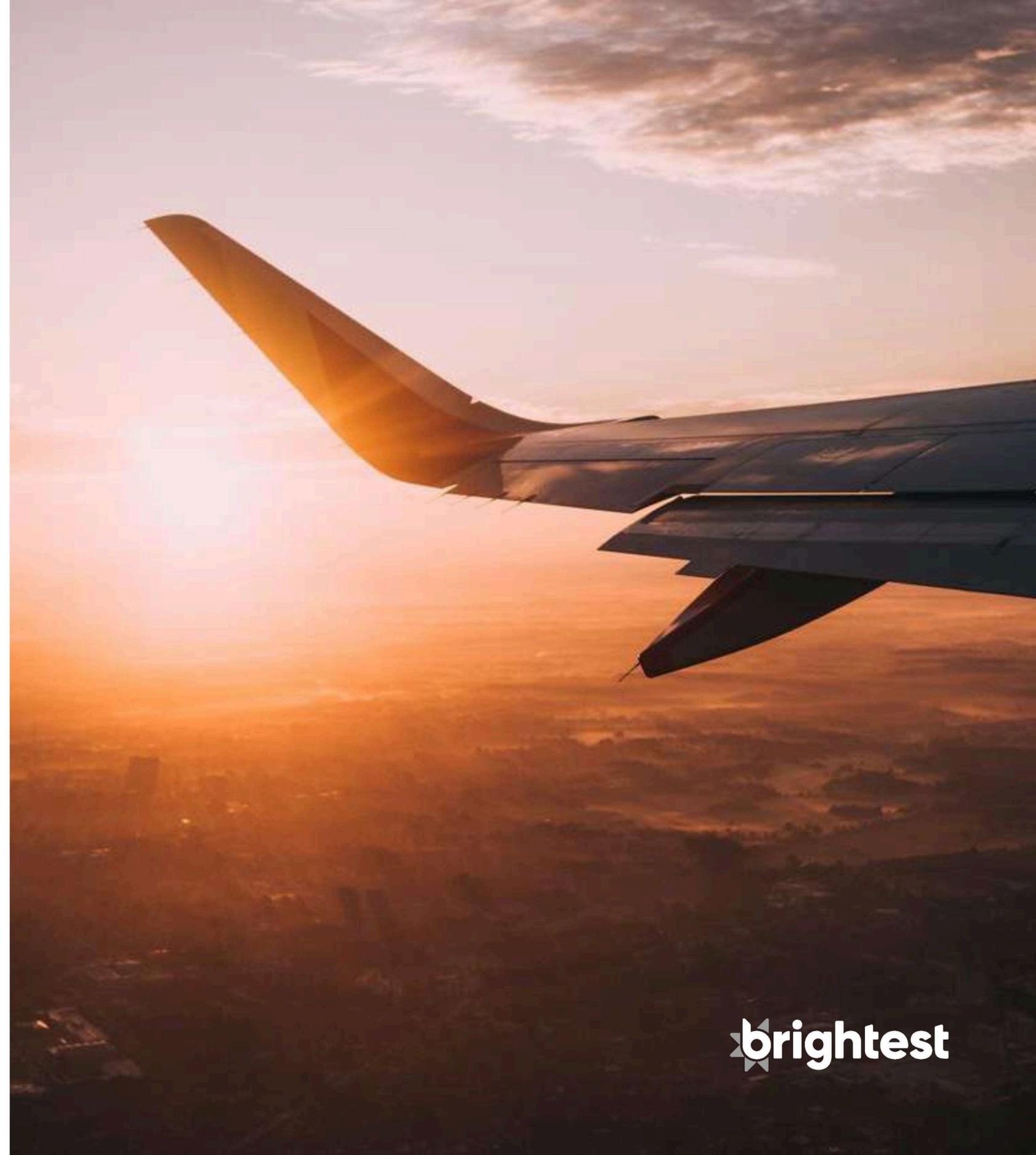
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Young people love us.

2 days ago

Hi Chris,

I am so excited by Brightest's mission of using technology as a tool to spread opportunities to advance social good. Throughout college, I have searched for ways to get involved in the Los Angeles community. I have been frustrated by the lack of a cohesive platform to find opportunities and then stay connected with the causes I believe in, so I really believe Brightest is a necessary product.

4 hours ago

I love Brightest's mission of making a larger societal impact through a diversified group of organizations. As a freshman involved in I'm very committed to making a larger impact in my community, and I'd love to incorporate Brightest's programming to help my campus better understand its impact on others.

about 15 hours ago

Hi Chris,

I am a Junior at MIT studying computer science. I am looking for a month-long (January 2019) internship in software development in New York with a company whose purpose really resonates with me. I absolutely adore Brightest's mission, as I believe there is so much raw talent (especially amongst college-going developers) that is massively underused. Besides, what better way is here for students to gain experience as young developers than by working for a cause that they truly believe in? I would love to help connect these individuals, and if you are interested, please reach out to me at

about 9 hours ago

I actually created an account solely because I was really excited about Brightest. It really seems like a company that revolves around the greater good of the community and creating cleaner and more effective ways to organize and come together as a community.

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And so do organizations rethinking the right balance of profit and purpose.

EARLY PARTNERS & PILOTS INCLUDE

In our first year we become one of the largest digital platforms for climate and environmental action, inspiring 100,000+ people to act for our planet's future.

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Why Brightest.

#1 - EASIER TO ADOPT, FASTER TIME-TO-VALUE

Fully self-serve, modern, and purpose-built SaaS. We're easier-to-use, can be adopted bottom-up (departments, teams), and deliver faster time-to-value

#2 - DESIGNED FOR MODERN COMPANIES

The number one reason software deployments fail is lack of adoption. Brightest personalizes itself to different personas, integrates directly into existing workflows, tools, and data sources, and supports "channel" and "team" environments to make accessibility and data aggregation easier

#3 - ADVANCED DATA INGESTION CAPABILITIES

Already using machine learning (NLP, text classification, RMSE, Bayesian predictions) across the product, allowing us to deliver deeper, more actionable insights and recommendations in less time and a lower cost of ownership

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PENDING HIRE!

Chris Bolman

CO-FOUNDER & CEO

Led Growth at Percolate ($30M+ ARR, acquired by Seismic), full-stack engineer, UN Sustainable Energy Practitioner

Daniel Hernández

SOFTWARE ENGINEER

Led engineering for Proyecto Salvavidas ("cryptocurrency TransferWise for good"), Co-Founded Sunny Side Web Development

Google AI Engineer

MACHINE LEARNING ENGINEER

Software engineer and computational mathematician with experience in data analysis and neural networks. We're raising this funding to complete the hire.

Our path to growth and market leadership

#1 BUILD TEAM

• Hire 1 engineer (data science + machine learning) + 1 sales and partnerships lead

#2 EXECUTE PRODUCT ROADMAP

• Best-in-class on usability, personalization, user experience, and functional integrations (already closing in on it)
• Market-leading operational analytics, reporting, and governance platform for social impact, environmental sustainability, and ESG (future)
• Train and test machine learning models; develop data pipelines and APIs; and continuously improve data science maturity and capacity

#3 ACQUIRE NEXT 100+ CUSTOMERS ($1M+ ARR)

• Scale direct sales model and demand generation
• Continue building partnerships with CSR, sustainability, and ESG consultants and benchmarking associations (2 already in place)
• Platform distribution partnerships

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Let's grow a better future together.

1. Visionary, experienced early team

2. Big, under-addressed market

3. Uniquely mission and data-driven

4. Fast-mover on important macro trends

Chris Bolman
FOUNDER & CEO
chris@brightest.io

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