winwin

**The tri-sector approach for innovation and financing
the UN Global Goals**

Private
+
Social
+
Public
=
winwin

WinWin focusses on tri-sector innovation.   Our 501c3's mission is to inspire and enable companies, non-profits and government agencies to bring the best resources from each sector together to create innovative solutions to important problems on a local and global scale. WinWin is a high leverage systems solution for long term systemic change that can make companies stronger, non-profits more effective, and governments more efficient.

The Problem

The world is full of massive problems that are long-standing and multi-faceted. To solve these complex problems and create compelling, sustainable solutions at scale, we need access to the full arsenal of the best resources from all sectors. Companies, nonprofits and governments each play a role in driving social, economic, and environmental progress but are collectively sub-optimizing their capabilities and resources. In addition, we have not been able to grow, donate or tax ourselves to adequately fund needed solutions on a regional or global level. The UN estimates a $2-3T annual funding gap to address the SDG funding needs of every city and country in the world. Part of this challenge is that businesses often try to avoid government, non-profits can struggle to reach effective scale, and governments can be inefficient and perpetuate the status quo. To combat this, we need a systems solution that drives value for each sector and enables a far more pragmatic, effective, outcome-based, non-partisan approach that serve all people well on a region by region basis.

WinWin's Solution Framework

WinWin's solution is to inspire and enable organizations to 1) repurpose the resources that already exist in each sector, 2) find innovative ways to align them for better outcomes, 3) harness the sustaining power of self-interest, and 4) create common benefits through market shifting strategies. This framework results in companies that work with nonprofits and governments to improve the profit and growth of their core businesses and address important societal problems. Nonprofits and governments can adopt the same approach. Collectively, there is a global abundance of existing assets/resources in all three sectors relative to the UN SDG funding gap. Estimates range from $300-$500 trillion globally.   This is a massive opportunity to benefit people throughout the world by adopting a new mindset that re-imagines how goods and services are delivered and, in doing so, capture inefficiencies, enhance effectiveness and drive positive returns. WinWin is of the scale needed to tackle financing the SDGs.

How the WinWin system works

WinWin operates in City/Regions. In each locale, we create a data-rich toolkit to identify tri-sector resources and reveal innovation opportunities. We develop a pipeline of people, new business models and capital. Organizations can develop new strategies for each sector that enhance reach, extend resources and strengthen impact. Each component of WinWin is purpose-driven to create a system where assets can be innovatively aligned to overcome weaknesses in any single sector, create common benefit and drive value.

identify

winwin toolkit

Rants & Raves   Expert Spotlighting   WinWinWin

inspire

- Story-telling to share, celebrate & inspire WinWin organizations
- Foster WinWin mindset through stakeholder engagement

invest

- Foster funding of WinWin companies
- Engage big markets & opportunities

igniting IMPACT

innovate

- Create tri-sector business models
- Reimagine government goods & services
- Activate global network of WinWin innovators

Case studies of a WinWin business model
Propel, a NYC company, utilizes private, social, and public sector resources to build a stronger business model that also generates a positive societal outcome and improves the efficiency of government spending.   It was recently funded by Andreesen Horowitz and the Omidyar Network.
- Private Sector: Propel helps the 14% of Americans on food stamps (SNAP) increase their spending power and provides a touch point to a group with $70 billion in annual spending via the *Fresh EBT* app.
- Social Sector: Propel enhances the ability of non-profits to reach their target group with services and aid. Simultaneously, Propel receives free distribution, enabling it to rapidly scale to reach 45 million unique users.
- Public Sector: Propel leverages Department of Agriculture assets and simultaneously improves the efficiency of the SNAP program. Potential government savings of billions of dollars annually

Coinstar: Coinstar is the *de facto* national coin recycler of the $150B U.S. coin market. Coinstar's tri-sector collaboration created a stronger, mutually beneficial business model:
- Private Sector: $1.6B valuable consumer service
- Social Sector: raised ~$100M for non-profits such as the Red Cross and UNICEF via joint marketing efforts
- Public Sector: worked closely with the Fed and U.S. Mint to save over $2 billion by reducing manufacturing and distribution costs.

Example Tool - WinWinWiki: Identifying tri-sector opportunities
A central component of WinWin is the WinWinWiki: an online database that summarizes the goods and services of companies, non-profits, and government. The Wiki groups these organizations by the SDGs and reveals assets, invested dollars, and datasets that can be repurposed and aligned in innovative ways. The goal of the Wiki is to provide innovators and organizations in the private, social, and public sectors with information to enable powerful new business models that generate higher profits, improved effectiveness of government spending, and positive social benefit.

Over 40,000 for-profit, NGO, and government programs have already been "mapped" in Seattle, the Bay Area, Boston, Detroit, Chicago, Newark and Costa Rica by teams at the University of Washington, Harvard, Stanford, UMich, Northwestern, U Chicago, Rutgers and INCAE. WinWin is in discussions with prominent organizations to turn the Wiki into an open global database that catalogues existing assets and resources, tracks outcomes, and increases transparency in order to drive social, economic and environmental progress globally.

WinWin at scale:
- In 5 years, 300 regions globally will have thriving WinWin ecosystems driving innovation
- 100s of new WinWin companies reimagining government services and 1000s of existing organizations investing in WinWin initiatives
- The benefits of a tri-sector innovation mindset the norm in boardrooms, universities and government meetings.
- 1000s of leaders and managers embracing WinWin mindset, using the UN Global Goals, the Social Progress Index, and other frameworks as a lens on the world
- Financing mechanism to help address the $2-3T annual funding gap for the Global Goals
- Channeling massive global resources for economic and social progress.
- Millions of lives transformed

WinWin Believes
- Tremendous assets exist unleveraged in all three sectors
- Inefficiencies in government can be a source of opportunity
- Private sector value creation and good for society can be synergistic
- There is a supply/demand mis-match between the pool of organizations that combine profit & purpose and impact focused investment/grant capital available.
- When people see the value creation of engaging all three sectors, their lens on the world shifts

- Nothing changes unless there is an investment of time, people or dollars

<u>Team</u>

WinWin was founded and is led by Jens Molbak and Debra Somberg.

- Jens is the founder and former CEO of Outerwall (formerly Coinstar), which was recently taken private by Apollo for $1.6bn. He is currently on the board of multiple organizations including the Evans School of Public Policy and Governance at the University of Washington. He is a graduate of Yale University and the Stanford Graduate School of Business and began his career as a financial analyst at Morgan Stanley.
- Debra was a managing partner at Maveron, a venture capital firm with assets in excess of $500mm under management. She is currently on the board of the Haas Center for Public Service at Stanford, KIPP LA Public Charter Schools, the BECU financial cooperative, The Port Blakely Companies and The Seattle Foundation. She is a graduate of Stanford University and Harvard Business School and began her career at Goldman Sachs and McKinsey & Co.