

ANNUAL BENEFIT

REPORT

EXPLORINGNOTBORING, BLLC
MAY 3, 2022—MAY 3, 2023

20
23



INTRODUCTION

EXPLORINGNOTBORING is a Benefit company, differentiated from a traditional LLC in regards to our purpose, accountability & transparency. The purpose of a Benefit LLC like us is to create general public benefit, which is defined as a material positive impact on society and the environment. As a socially and environmentally committed company, the BLLC legal entity enables us to write our values into our articles of organization and drive home our specific benefit purpose. This Annual Benefit Report will describe our performance against our specific benefit purposes and summarize our Impact Assessment results to meet the requirements of the Benefit LLC statute, Utah Code 48-4-401.

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USING

BUSINESS

FOR GOOD

AS A
FORCE →

Dear Friends,

At the heart of a benefit company is the simple fact that business impacts and serves more than its shareholders, employees, or customers; business has an even greater responsibility to the community and planet in which we all live.

For EXPLORINGNOTBORING, a private company, becoming a Benefit-LLC ensured that we could codify the values we hold dear, including our ongoing support of Impact Experiences that help protect wild places, support local communities, and provide opportunities for individuals to help make a positive impact.

We made a choice to be transparent about our imperfect journey, to share through storytelling what we learn with our customers and business community at large, and to continue to share and evolve our vision of responsible business.

Thank you for being a part of our story!

Cheers,



Tosh Swain
Co-Founder



Kaysie Nielson
Co-Founder



GENERAL BENEFIT PURPOSE

EXPLORINGNOTBORING offers a double-sided community marketplace so that anyone can create and share rich, memorable experiences crafted by local experts in their community.

MISSION

EXPLORINGNOTBORING inspires action that nurtures the human spirit with newer and richer experiences for self-growth, well-being & life satisfaction.

VISION

EXPLORINGNOTBORING aspires to reinvent the way that people create and share rich, memorable experiences by connecting local communities across the globe. Our goal is to shape a happier world through shared, meaningful experiences that empower our collective happiness with an inevitable stretching of our individual skills, knowledge & achievements ✨

VALUES

EXPLORINGNOTBORING values Inclusion, Action, Transparency, Passion, People, and Planet. Our values influence who we partner with, how we communicate, and why we're innovating the way people create shared meaningful experiences within local communities across the globe.

SPECIFIC BENEFIT PURPOSE

We developed specific public benefit purposes to reflect our values & mission. These govern our company's actions at the most fundamental level. Our specific benefit purposes are as follows:

1. LOCAL COMMUNITY SUPPORT

EXPLORINGNOTBORING will use our marketing expertise and tools to support local grassroots organizations such as local experts, small businesses, and nonprofits who benefit the growth, well-being, and life satisfaction of others.

2. IMPACT EXPERIENCES

EXPLORINGNOTBORING shall contribute to nonprofit charitable organizations and other organized efforts that promote environmental conservation and sustainability or social impact by waiving our fees + amplifying awareness.

3. TRANSPARENCY

EXPLORINGNOTBORING will endeavor to provide information through our website that describes our environmental and social impact, and educate our customers about the impacts and benefits of Impact Experiences.

PERFORMANCE

1. LOCAL COMMUNITY SUPPORT

We built our online community marketplace with the tools and design to enhance the customer experience, improve operations, and expand the reach of local grassroots organizations and experts across communities.

PARTNERS

43 ↑

CHALLENGES

We don't yet have the level of visibility we need to educate local experts about our tools.



PERFORMANCE

2. IMPACT EXPERIENCES

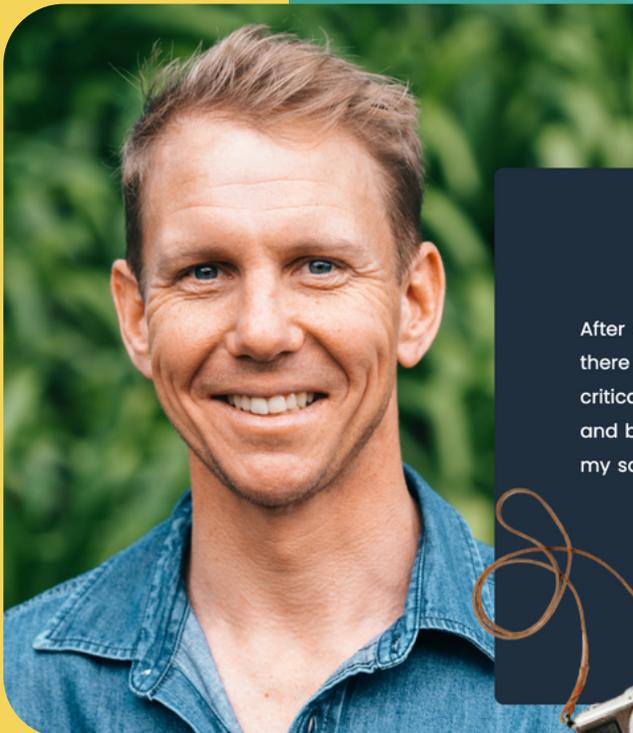
We contribute to organized efforts that promote environmental or social impact by waiving our fees and amplifying awareness through our website, blog, advertisements, partnerships, public relations, and monthly newsletter.

EXPERIENCES

2 

CHALLENGES

We don't yet have the level of visibility we need to educate experts about our program.



Hey, I'm Justin Blake!

After completing my Master's degree in marine biology, I realised that there was limited funding available to accelerate scientific research and critical conservation actions. I established the RockHopper fund NGO and began my journey as an entrepreneurial shark scientist. I combine my scientific, water and film skills on Blue Chip projects from Apple TV,

[VIEW PROFILE →](#)



PERFORMANCE

3. TRANSPARENCY

We share information about our environmental and social impact and opportunities to participate in Impact Experiences in many ways, including our website, blog, advertisements, partnerships, and monthly newsletter.

EMAILS

58 ↑

CHALLENGES

We don't yet have a way to accurately track the full scope of our community impact.



THIRD-PARTY STANDARD

EXPLORINGNOTBORING is a registered benefit company in accordance with Title 48, Chapter 3a, Utah Revised Uniform Limited Liability Company Act, which means that our company's overall environmental and social performance must be measured and assessed against a third-party standard.

We use B Lab, a nonprofit organization that certifies B corporations (our next milestone) to measure & assess our performance.

B Lab operates a third-party standard known as the B Impact Assessment, which scores companies' environmental and social performance on a 200-point scale.



RATIONALE

We chose the B Impact Assessment for quantifying our environmental and social performance because it is the leading tool for this purpose, used by over 50,000 businesses worldwide, including over 3,000 Certified B Corporations, helping companies assess their impact on various stakeholders, including their workers, community, customers, and the environment.

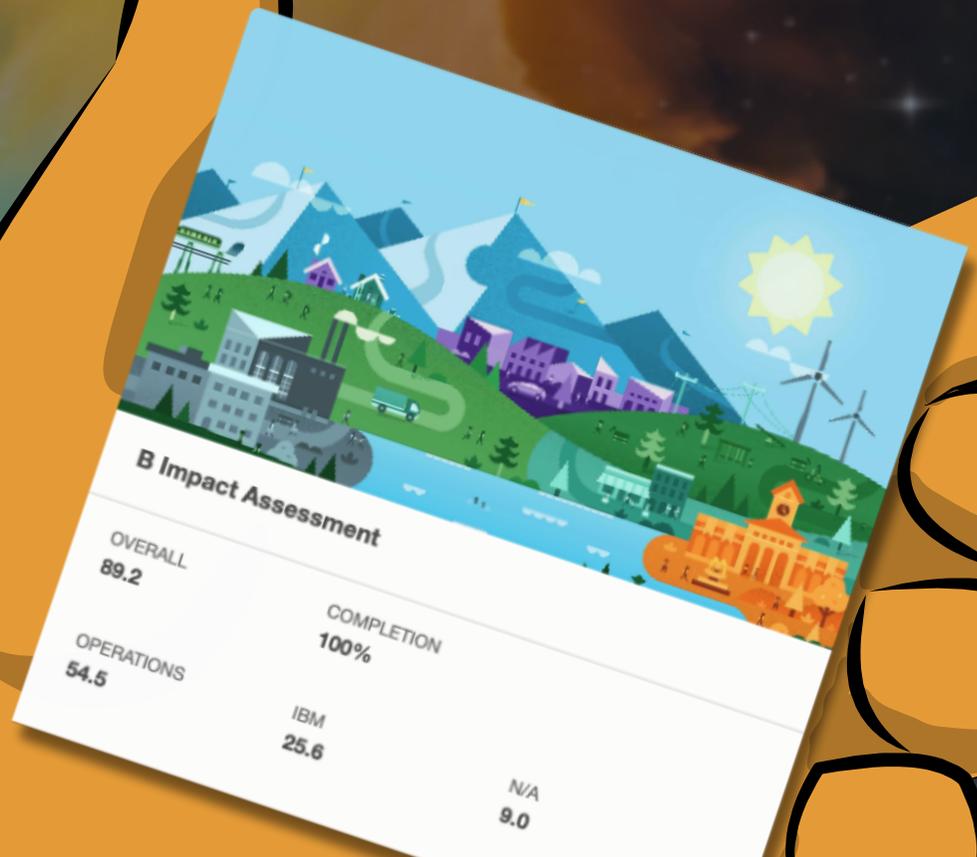
Moreover, the B Impact Assessment enables companies to learn by using credible best practices, benchmark against industry peers, and set goals to continually improve impact.

In addition, equally important, the B Impact Assessment satisfies all the performance characteristics and requirements established in Utah's benefit company law.



ASSESSMENT

Our overall score was 89.2, which is above the necessary score for B corporation certification qualification, above the average score in the United States, and above the average for our sector and size range. In fact, we scored above average for the governance, community, and environment categories; however, we were significantly below average in the customer category. Despite scoring above average for customer stewardship, we need to improve tracking for our Impact Business models to drastically improve our customer score.



PUBLIC BENEFIT EFFORTS

As part of our mission, we support grassroots organizations such as local experts, small businesses, and nonprofits who offer uniquely local Activities, Events, and Products that encourage personal growth, well-being, and life satisfaction. We directly impact local economies by helping local creators make money, while helping local family & friend groups make memories, shared, rich memories.



4-Week Breathwork Class by Dale Buy

CARTOON CLASS

by Noeline Cassettari



LEARN FROM A PRO!

- [Meet and Draw a Llama](#)
- [Meet and Draw a Koala](#)
- [Meet and Draw the World's Cleverest Sheep](#)



exploringnotboring.com/sheep
exploringnotboring.com/llama
exploringnotboring.com/koala

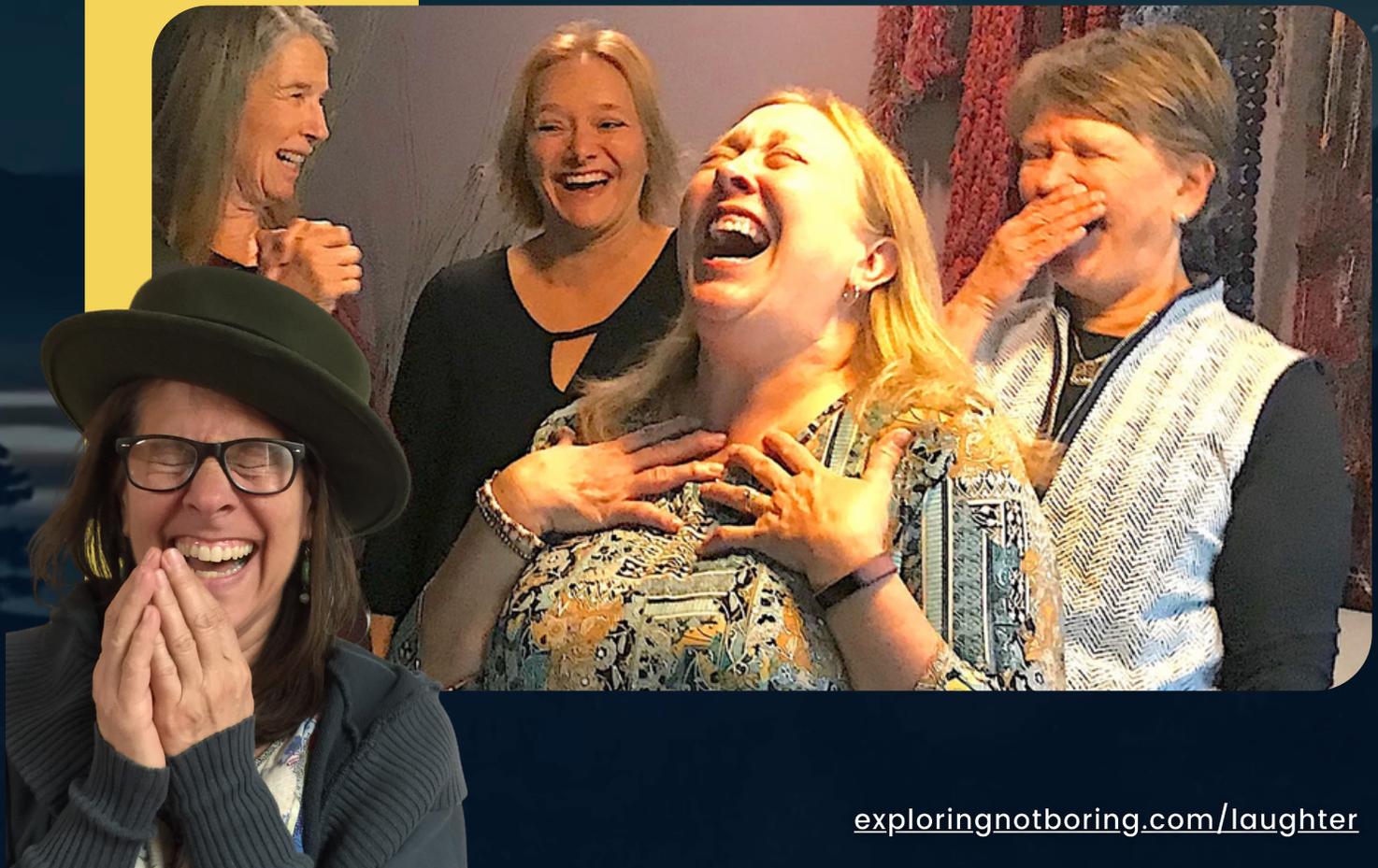
365 POETRY

by Abi Olufeko



LAUGHTER YOGA

by Sarah Routman



BAREHANDS

by Maria Esther Galban



DOPE CIRCUS

by Nikki Borodi



GOAT YOGA

by Emily Morgan

Emily's Miami Goat Yoga Experience

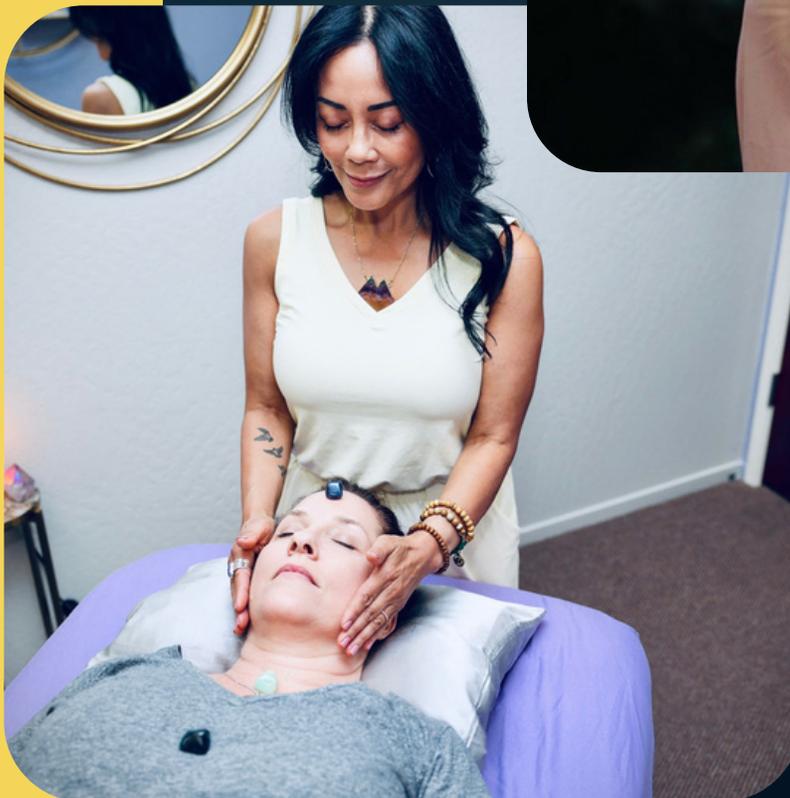
Learn about local agriculture, sustainable practices, and enjoy yoga with cute goats.

CHECK IT OUT



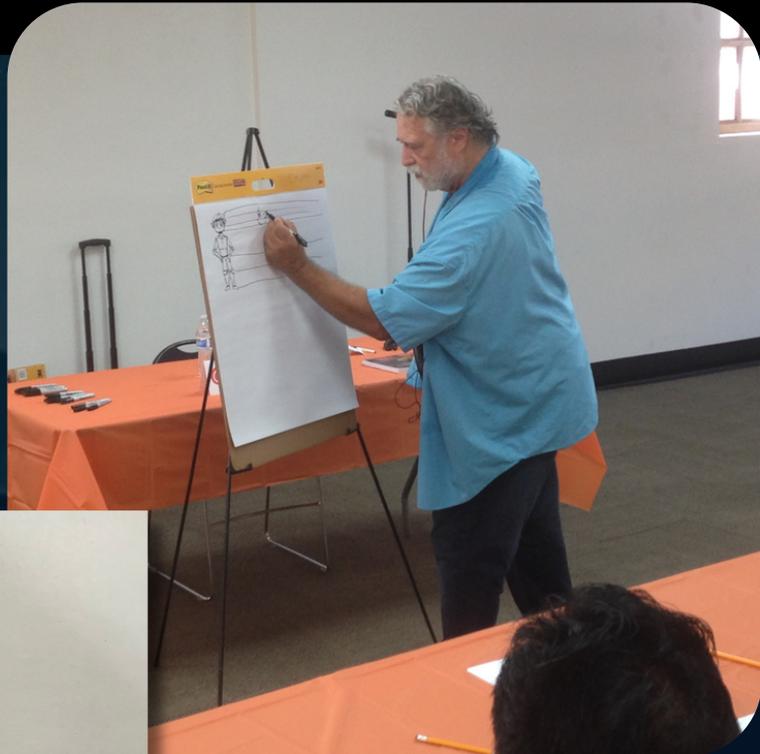
ENERGY WORK

by Deanna Jeromay



ANIME CLASS

by Gene Hamm

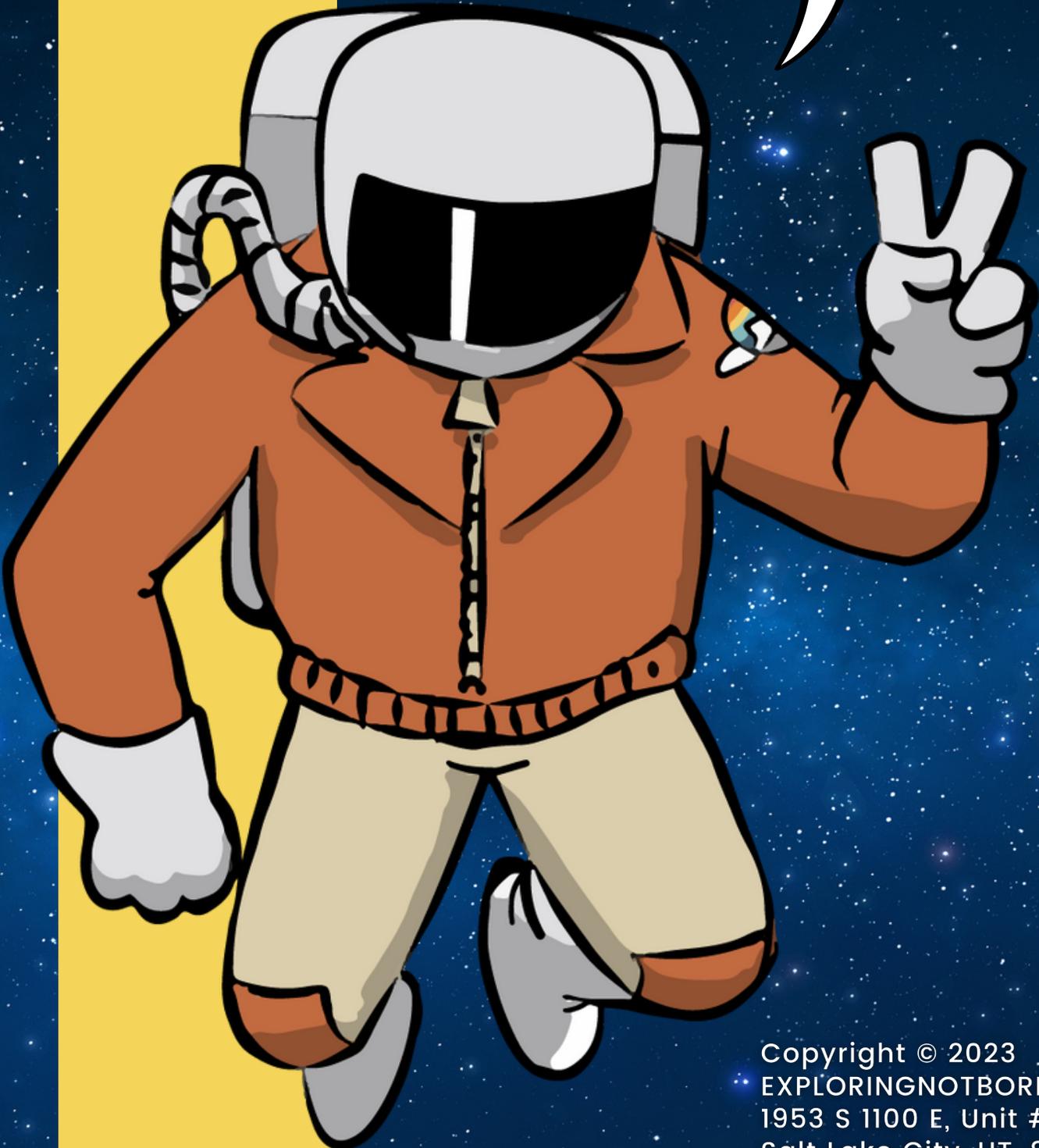


SPEED FRIENDING

by Want2BeFriends



THANK YOU!



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LIFE IS TOO SHORT FOR BORING!