

**LIVE BETTER is a young start-up with an ambitious vision: support a sustainable evolution of humanity through the development of effective solutions to present products.  
We believe a better future is possible.  
The future will be shaped by the choices we make today.  
We provide effective solutions to make better choices.**

## **VISION**

Provide benevolent support for the sustainable evolution of humanity

## **MISSION**

Provide convenient, delicious and nutrient dense food to support the expression of humanity full potential

## **WHY**

Food responds to one of the most basic human needs: nutrition. We believe food plays a crucial role in the determination of our health and in our capacity to express our full potential.

## **WHAT**

Our first product has been Chokkino, the only cacao espresso on the market. Later we introduced: coconut milk powder (being in a powder form reduces packaging, waste and volumes, thus CO2 emissions), Crunchy Cao and Magic Powder.

## **HOW**

In order to delight and provide tangible benefits our products are and always will be:  
*Insanely delicious* - because we are biologically attracted to what tastes good  
*Nutrient dense* - because in order to be truly nourished our body needs micronutrients  
*Evidence based* - because real benefits are based on solid scientific evidence

## **WHY WE ARE A BENEFIT CORPORATION**

We are a benefit corporation because we believe business can be a pro-active force in the conscious evolution of the actual model of our civilization. We strive to do business with consciousness and responsibility, trying to have a positive impact on our civilization because at the moment there is no planet B.

*Here we report part of article 2.2 of Company's Statute.*

The Company's goal is to have a positive impact on the planet and every life form through a prosperous economic activity.

The Company intends to promote stakeholders' happiness by creating a fulfilling and inspiring working environment.

The Company pursues profit and considers it vital for its existence. Moreover, the highest the profit, the highest the impact generated by the Company. However, the Company firmly declares it will

never harm the planet nor any living beings, neither impoverishes nor waste natural resources in order to maximize its profits.

Conscious that everything is interdependent, and every choice implicates consequences on the whole, the Company's decisions will always strive to generate a net benefit for people and the biosphere.

The Company believes in the possibility to constantly improve its products, services and procedures through continuous iteration. To achieve this goal, the Company is committed to constant research, development and implementation of ever more effective and efficient solution.

## **OUR BENEFIT GOALS**

1. Allocate 5% of our profits to implement and support non-profit projects and initiatives
2. Launch nutrients-dense products based on scientific evidence
3. Select raw materials sustainably farmed, favoring organic or biodynamic cultivation if possible
4. Select recyclable, and whenever possible, recycled or environmentally friendly packaging
5. Favor sustainable, ethical and fair suppliers
6. Minimize the use of disposable products. If necessary, choose compostable
7. Minimize our environmental impact for example low emissions vehicles
8. Keep an honest and respectful behavior

## **RESULTS ACHIEVED IN 2019**

### **1. Allocate 5% of our profits to implement and support non-profit projects and initiatives**

2019 has been closed at a loss, so it has not been possible to allocate 5% of profits towards non-profit projects.

### **2. Launch nutrients-dense products based on scientific evidence**

The cacao powder used in our first product Chokkino, has been selected amongst more than 100 types of cocoa powder for its high antioxidant content through a research project with the University of Teramo. Coconut milk is high in MCT which provide instant energy to our body.

### **3. Select raw materials sustainably farmed, favoring organic or biodynamic cultivation whenever possible**

Our cocoa powder is organically grown in Dominican Republic and comes from fair trade commerce. Our coconut milk powder comes from the Philippines where grown using organic practices.

### **4. Select recyclable, and whenever possible, recycled or environmentally friendly packaging**

We strived to select a sustainable packaging for our cocoa powder. The only solution was a compostable packaging; however, the industry is still in its infancy and the shelf-life of almost all materials we found was only 6 months, which is unsuitable for cocoa powder which has a shelf-life of 24 months. We finally found a material with 18 months of shelf-life; its price was 100 times higher than normal packaging, however it was the right thing to do and we did it. However the supplier was not able to provide the material for our second production lot. This forced us to use a not recyclable material.

After our second production, we have found clumps in almost all the final bags. It would have been faster to throw away the bags and buy new ones. However, throw away more than 2.000 bags would have not been sustainable. Thus, we decided to proceed with a longer and more expensive process which would have enabled us to re-use the original bags. It was the right thing to do.

We have met with the Italian consortium for plastic and discovered that for what concern flexible packaging unless it has a dimension of an A3 paper, it is discarded and sent to incinerator. We are still looking for a compostable solution which can respect the shelf life of cocoa powder which has been extended to 3 years. In our opinion is more important to preserve food and not send it to waste than to have a compostable packaging.

#### **5. Favor sustainable, ethical and fair suppliers**

Our cacao supplier mainly operates through fair-trade agreements and only commercializes organic commodities.

#### **6. Minimize the use of disposable products. If necessary, choose compostable**

The use of disposable products in our office is forbidden. During fairs and exhibitions, we are forced, but choose to use either compostable or paper products. The problem lies in how the exhibition manages the waste. Usually they do not differentiate it. However, if waste is incinerated, paper releases fewer toxic compounds compared to plastic.

We have developed a reusable booth format that we called “Rolled Booth” can be adapted to different booth sizes. This approach eliminated the material used for the booth outfitting and wasted once the exhibition is over.

#### **7. Minimize our environmental impact for example low emissions vehicles**

Unfortunately, our economic condition prevented us the possibility to lease a vehicle, which would have been hybrid. Thus, we bought a car, but our limited financial resources imposed us to choose an old, gasoline but cheap one.

We changed our POP materials and created a fully recyclable one.

#### **8. Keep an honest and respectful behavior**

In every interaction with every stakeholder we maintained an honest and respectful behavior.

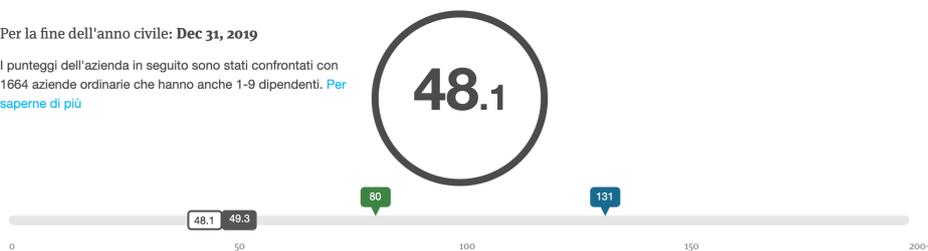
# B IMPACT ASSESSMENT

In 2018 our B Impact Assessment had a score of 41.8, in 2019 we improved it at 48.1. This tool, in its current setting, is suitable for structured and established companies, but is not able to photograph the efforts of young start-ups that despite being in the market for a short time, commit resources and efforts towards choices that are as sustainable as possible. It is frustrating to see that the efforts made seem irrelevant according to the approach of this assessment model.

## Punteggio complessivo: B Impact Score

Per la fine dell'anno civile: **Dec 31, 2019**

I punteggi dell'azienda in seguito sono stati confrontati con 1664 aziende ordinarie che hanno anche 1-9 dipendenti. [Per saperne di più](#)



## Punteggi per ogni area di impatto

 Governance	10.1	+
 Lavoratori	12.4	+
 Comunità	11.9	+
 Ambiente	12.4	+
 Clienti	1.1	+

# 2020 GOALS

1. Maintain the goals achieved in 2018
2. Try to find a compostable material with a shelf-life aligned with cocoa powder requirements, which is always available.
3. Earn more money and buy a hybrid car.
4. Strive to always make the right choices.