



## Executive Summary

### I. OPPORTUNITY: *Leveraging Social Values into the Marketplace with Financial Power*

An estimated 65 million socially-aware U.S. consumers - who are already spending an estimated \$240 billion annually – have indicated a desire to create more community-oriented, fair and sustainable economies. Meanwhile, their economic power has not been well leveraged to support more responsible local businesses and community organizations.

### II. SOLUTION: *The Interra Card*

Interra will provide universal electronic payment and loyalty cards that: 1) reward customers for purchasing from locally owned and sustainable businesses; 2) automatically donate to community organizations and 3) facilitate self-organizing networks with like-minded members. Since 10 billion credit card transactions occur each year (Visa alone processes \$2.7 trillion), Interra could potentially redirect over \$10 billion in purchasing power to generate **\$200 million in new nonprofit donations - each year** – within six years.



### III. NON-PROFIT & COMMUNITY BENEFITS: *Spend More Mindfully, Live Better Locally*

Interra's "philanthropic multiplier" means that for every 1 grant dollar committed to developing Interra's capacity, \$5 will in turn be donated to community nonprofits within three years of operations. We forecast that: 1) Merchant and cardholder donations will average **\$50k per selected nonprofit organization annually**; 2) Out of every 100 consumer dollars spent, \$45 will re-circulate in the community using a local merchant vs. only \$13 for a typical chain store; 3) The increased local jobs and the tax revenue base will enhance community unity and quality of life.

### IV. MERCHANT BENEFITS: *Driving Desirable Customers to Merchant Members*

Local businesses win because: 1) Qualified like-minded customers connect directly to their products & services; 2) Low cost loyalty program and database mgmt. services optimize sales and profits; 3) Cause-related dollars are donated to local nonprofits in their name; 4) Merchants will connect to Wiser Business—a site by Natural Capital Institute, Interra's partner and fiscal sponsor, that is devoted to promoting accountability, transparency, and sustainability best practices in business

### V. CARDHOLDER BENEFITS: *Building Community Voice with Your Values*

Members join for: 1) Cash rewards earned on each dollar spent; 2) Tax-deductible cash gifts to non-profit organizations of choice; 3) Special discounts, events and classes for members; 4) Access to global directory of value-based products, services, merchants and members.

## VI. SOCIAL ENTERPRISE MODEL: *Local Actions Generate Global Cash Flows*

Interra will be financially self-sustaining within three years due to multiple earned revenue streams:

- 1) For every \$100 dollars spent with a Interra merchant, an average of 7% of the transaction is re-circulated, of which:
  - 35% goes back to consumers as cash rewards,
  - 35% goes to consumer-designated nonprofits
  - 10% goes to the Community Change alliance program, and
  - 20% goes to Interra and its network processor as a transaction mgmt. fee
- 2) Community Change program startup fees.

## VII. LEADERSHIP: *Successful Serial Entrepreneurs Leading Social Enterprise*

- 1) Dee Hock, Principal Advisor, Chairman and Founder of Visa International (retired).
- 2) Greg Steltenpohl, CEO; Founder of Odwalla Juice Co. (sold to Coca-Cola)
- 3) Jon Ramer, Executive Director; Founder of ELF Technologies and SmartChannels
- 4) Visionary Advisors: Jed Emerson, Alisa Gravitz, Bernard Lietaer, Nina Utne, Richard Perl, Wayne Silby, Woody Tasch, Hazel Henderson, Mark Finser, Van Jones, Gifford Pinchot, and Derrick Ashong.

## VIII. HOW IT WORKS: *Establishing the Brand's Values*

Members join by registering their existing credit cards (avg. 6 per US house) or applying for an Interra-issued card. Members also sign on to a set of voluntary principles that honor and promote best practices, products & services. Members also publicly rate their service experiences. Merchants must either be; 1) Locally owned and pledge to increase environmental-sustainability, community giving and economic justice (living wages, benefits); 2) Non-local businesses with third-party verification of best practices.

## IX. LEVERAGED TECHNOLOGY: *On and Off-line Interactivity thru Social Networks*

Interra's technology platform is built with proven engineering in a uniquely integrated way. Imagine Visa's point-of-sale transactions joined with Amazon's "more like this" functionality evaluated by Friendster's online community, funneling Network For Good's donations and volunteers. Transparent SROI (social return on investment) metrics and long-term privacy protections make Interra's technology attractive to members. Each time Interra's self-organizing network directory doubles its size it will become four times as valuable.

## X. PILOT COMMUNITY CHANGE PROGRAM LAUNCHED: *November 2006 in Boston*

The Interra Project, in collaboration with Boston Main Streets, launched its first loyalty card program to encourage Boston residents to shop and dine locally. When citizens use their Boston Community Change Card, participating businesses pay a cash reward and donate a portion of the sale to a Boston non-profit.

Find out more:

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