

INVEST FOR IMPACT



TO'AK

*Experience Chocolate*



*From bean to bar,  
the most sustainable way*

Prepared by:



*To'ak has created a luxury chocolate brand that uses a rare variety of cacao grown in the mountains of Ecuador. We are on a mission to bring to the world not only the finest chocolate bar but also the most sustainable, both socially and environmentally.*

## *The What...*

*To'ak works with 14 Ecuadorian family farmers cultivating a rare variety of cacao in order to deliver some of the finest dark chocolate to the world.*

Through applying agroforestry and organic farming techniques, as well contributing to local biodiversity conservation efforts and by engaging in reforestation projects, To'ak is demonstrating its commitment to environmental sustainability. Likewise To'ak also takes its social responsibility commitments very seriously through paying the cacao growers the highest price per pound in Ecuador and by establishing close working relationships with them.

To'ak is now looking to scale up its operations. Without wanting to lose sight of our sustainability values as we do this and in an effort to maintain and enhance our current efforts so that we can become the finest AND the most sustainable chocolate company in the world, there are many steps we need to take to get there and which we can put some investor capital towards to ensure we reach this goal.

## *The Why...*

*In the private sector, from blue chip corporates to SMEs and start-ups, sustainability is becoming more and more imperative in terms of helping to shape business plans, operations and future company trajectories.*

Whilst acting on sustainability now can also help companies transform themselves into positive impact companies - one that contributes towards securing the world's natural resources whilst at the same time delivering real value to our global society - it also makes good business sense. Here are a few reasons why :

We can grow our business faster and demonstrate increased impact.

- We can manage our supply chain risks and disruptions more effectively – by understanding our business impacts and dependencies on the environment will help us identify regulatory, supply and brand risks, such as looming scarcities in our supply chain.
- We can do more with less (eco-efficiency), generate considerable cost savings and avoid unnecessary expenditures making us more competitive.

- We can strengthen our brand reputation – through standing out in crowded markets, have a story to tell to loyal customers, charge a premium for our product to increase our profits and gain access ethical consumer markets.

- Nurture Innovation – through driving sustainability, we can instill a creative culture of environmental problem solving and product development through innovation.

- Maintain certification standards -, maintaining a strong sustainability path will help us sustain our certification standards, which often are rigorous and hard to meet.

- Meet regulations: making our company more attractive to shareholders, but also retain the competitive edge in an evolving regulatory environment.

*Cacao beans gradually drying in the sun and fresh air.*



## *The How...*



*Whilst our current sustainability actions may be wide reaching, in order for us to gain that competitive edge, we need to start quantifying the impacts that our business has on the natural resources that we depend on. But how do we do this?*

Here are some major steps we need to follow:

### *1. Measure and value our Impact and dependencies on natural resources.*

By quantitatively measuring and valuing the sustainability impacts across our supply chain, To'ak would be able to comprehensively assess both its positive and negative impacts on the environment (e.g. its contributions to carbon sequestration on the farms, carbon emissions in the transport sector, contribution to depletion of healthy soils versus soil regeneration etc.).

Such an assessment would allow To'ak to understand where the bulk of its environmental impacts are and take measures to reduce those impacts that are most costly to the environment and the business. We can also measure our social impacts and performance.

### *2. Account for and mainstream these into our business operations*

The integration of the values of our natural resource

impacts and dependencies into our core business practices is fundamental in terms of:

- Improving our decision making on managing risk.
- Monitoring and reporting on our environmental performance
- Identifying opportunities for generating more income
- Earning a better return from such assets
- Gaining a competitive advantage

### *3. Telling the world*

Once we have undertaken the necessary impact assessments and enhanced our sustainability position, we need to tell the world. How? Through storytelling, blogging, tweeting, kick starter campaigns etc. This would not only get the word out there, it would increase our customer engagement, increase shareholder interest and increase our sales.

*Are you looking to make a positive impact with you investment?*

*More and more, socially and environmentally responsible investments are generating the best long term returns.*

## *The What Next...*

*To'ak Chocolate is looking to expand its operations; to boost volumes for its high end product lines and also to promote premium products to wider consumer markets in Europe, North America, China and Japan.*

For To'ak Chocolate to scale up - and do so sustainably - we are seeking a capital investment of \$500,000 to expand our product line and production capacity, widen our distribution channels, grow our global team and extend our geographic reach into emerging markets. These funds would also help us engage external experts to undertake a natural capital assessment and relevant mainstreaming into our business including strategic communications to build up our brand. We could also and separately undertake a social impact assessment.

For investors therefore, our commitment for and pursuit towards both social responsibility and environmental

sustainability, makes us an exciting company to invest in, particularly from an impact investors perspective, who are not only looking for a financial return but also a social and environmental return on their investment.

Should this investment opportunity be of interest to you, then please contact Jerry (jerry@toakchocolate.com) or Carl (carl@toakchocolate.com), the To'ak co-founders, and also take a look at our website to read more about our company: <https://toakchocolate.com/>

We look forward to hearing from you!



*In the middle of every To'ak bar is a single roasted & hand-selected cacao bean, to remind us chocolate is ultimately derived from the fruit of a tree!*