



Share Knowledge.
Scale Impact.
Shape the World.



Value Creation

TKP leverages both the network effect (connecting 1,000s of people) and the multiplier effect (exponentially turning volunteer time of experts into extraordinary value for TKP's beneficiary social projects).

For every \$100 TKP receives in working capital, we provide an estimated \$6,700 of consulting time to recipients.

Value Proposition

- Ability to accelerate and scale social impact solutions for the world's most pressing issues (U.N. Sustainable Development Goals).
- Facilitates engagement of leaders who desire to make a difference but are unclear how to optimize their impact.
- Ability to easily connect leaders who want to make a difference with projects aligned with their interests and expertise.
- Access to unparalleled networks with accumulated knowledge across numerous business sectors and practice areas.
- Ability to leverage TKP data, systems and external technologies (AI, Blockchain).

Revenue Sources

- Grants, Donations, Signatory Contributions.
- TKP Newswire sponsorships through advertising and subscriptions from impact investors and companies aligned with the SDGs.
- Fees from Impact Funds for Curated Deal Flow.
- AI Matching Platform Licenses Fees from other organizations that wish to adopt TKP Matching Software.

To sustain its operations, we anticipate TKP will launch media, investment and technology businesses.

The world is at an inflection point ... and The Knowledge Pledge's basic proposition -- *that there is expert knowledge that should be leveraged and shared on a pro-bono basis* -- needs to permeate the world. TKP creates a new way to amplify collective action by matching knowledge with social projects where it can be best applied.

THE KNOWLEDGE PLEDGE

The goal of The Knowledge Pledge is to share applied knowledge, accelerating progress on the world's most pressing issues by connecting global experts with social entrepreneurs to co-create solutions and scale their impact.

What We Do

We partner with leading social enterprises around the world poised for growth and high impact. We assemble and curate teams of global experts (TKP Pledgers) through our custom matching model to advise these vital social projects and scale their impact. This leverages excess capacity and injects knowledge in the shared economy.

TKP provides knowledge from experts who have made a commitment to make a difference to the world. Projects are initiated by TKP Pledgers as well as those received through partners.

Purpose

The purpose of matching Knowledge Pledgers with social enterprises is to **CREATE VALUE** at an amplified velocity and scale. TKP facilitates a mindshare shift from "me to we," contributing to a global transfer from a "competitive" mindset to a "collaborative" one. TKP creates a zero-friction "Easy Button" for Pledgers with expert applied knowledge who want to share it, but are not sure how to find and team up with the right projects. Through TKP, Pledgers may also pursue their own passion projects.

Initial Project Partners

United Nations World Food Programme, the 2020 winner of the **Nobel Peace Prize**. Through the **WFP's Innovation Accelerator** and its zero hunger App that just won best in class awards from both Apple and Google. **'ShareTheMeal'** allows smartphone users to donate meals with a simple tap on their phones. The Accelerator wants TKP to assist it in finding partnership guidance on how to convince brands to work with ShareTheMeal to reach the next ten million users and to create a compelling subscription product. "Our innovations have the potential to disrupt global hunger, but we need more support to help them scale," says Bernhard Kowatsch, head of the Accelerator. "The Knowledge Pledge's ability to bring in high-level mentors is a amazing resource solving a critical gap for a lot of social impact startups and innovative non-profits." TKP will also assist **'H2Grow'**, WFP's hydroponics project that helps vulnerable communities build their own hydroponic systems so that they can grow food in impossible places.

TIE Global Artisans, through its parent organization **PYXERA Global**, is a social enterprise founded by African, Indian, and US partners, to elevate indigenous artisans who weave luxury textiles but earn a fraction of their value in the marketplace, resulting in a profound loss of culture. TIE sees traditional textile artisans, their families, and their communities as agents of change in alleviating poverty and is asking TKP to help bring TIE's vision and social impact to a higher level," including improving the status of women in the textile sector.

Dignity Moves is attacking homelessness by building movable ship container-sized houses placed on temporarily vacant land for about \$25,000 each, a fraction of what governments spend for transitional housing. What "Dignity Moves" needs the most, Elizabeth Funk says, "is warm introductions to governments within California and people with experience working with governments." Funk sees working with TKP as a way to help transplant the idea all over by applying business knowledge to a non-profit problem.

What TKP Needs

The Knowledge Pledge needs grants and donations of approximately \$2.5 million to cover its projected first year annual operating costs. To date, TKP has been operating with skilled, experienced volunteers who have dedicated their time to make TKP a reality. At this point TKP needs to hire a full-time team to support its growth. We have realized our MVP (Minimum Viable Product) and now TKP needs to be funded beyond what the founders contributed to get it launched. We envision a professional staff as well as the software and systems that are needed to support TKP. (We anticipate our revenue sources kicking in to sustain TKP operations within the first 2-5 years.) In-kind donations for services similar to the pro-bono legal assistance TKP is receiving from Seyfarth Shaw such as HR support, CRM and CMS systems. We accept donations of all sizes, and will create positions on our boards for large donors.

Initial Focus Areas

TKP embraces all the 17 UN Sustainable Development Goals. Initially, it will focus on four primary sectors: Climate Action, Good Health and Well-Being, Quality Education and Zero Hunger.



TKP Ambassador Network

TKP intends to expand from a centralized global team to a distributed network of TKP Ambassadors with TKP hubs on every continent, and in every country (TKP Africa, TKP Nepal, TKP Morocco). Every TKP hub operates under the same governance structure, practices and outreach. Local TKP hubs source high octane signatories and social entrepreneurs with high impact projects. This distributed framework greatly amplifies TKP's reach and multiplies its impact.

TKP Communications

TKP Communications will transmit the stories of TKP's project partners throughout the world by creating bridges with hundreds of communications networks. Its prime objective will be to make sure the needs of TKP's project partners are well-known so that they are more apt to be filled.

TKP Communications will build a new wire service that carries the one-pager deal sheets of the world's most innovative projects for good -- summarized for use by the world's press -- as one way to sustain TKP.

Driving Principles

TRUST - Determination to scale trust through aligned core values.
EQUITY - Belief in equitable access to prosperity for all.
PARTNERSHIP - Commitment to global partnerships to create a better world.

The Knowledge Pledge - Global Advisors



TKP Back Story

It was when Chetrit was in the front of the auditorium at the 2012 Global Leadership Conference of the Young Presidents Organization in Singapore when he turned around, looked back at the roughly 2,000 company leaders, and realized there was no mechanism in YPO to identify and honor the best of their social impact work. YPO is comprised of nearly 30,000 company presidents and CEOs in 130 countries who were under 45 when they joined the organization and whose companies had reached certain revenue threshold levels. Then on YPO's Global Board, Chetrit, who lives in the Washington, D.C. area, along with several colleagues, launched the YPO Global Impact

initiative with the idea of highlighting extraordinary members and their efforts. Abhijit Pawar was chosen for its first award for the transformational work of his 'Tanishka' initiative which took YPO's working group forum concept and empowered thousands of women in his home state in India. Early this year, Chetrit, Pawar and another YPOer, Pierce Dunn — contemplating the ramifications of the pandemic — decided they should take the concept further and create a new organization that would match experts in specific fields with scalable projects that could benefit from the experts' volunteered time.

TKP Founders



"TKP will help encourage focused, responsible, sustainable and scalable actions making the world a better place by transferring and activating knowledge and skills across borders."

Alain Chetrit alainchetrit1@gmail.com



"We need more people to collaborate to bring their talents and capital to solving the world's challenges."

Pierce Dunn pdunn@talentwellpartners.com



"The goal is to amplify impact, raise awareness of the great work being done, and inspire commitment to solving global challenges."

Abhijit Pawar sap@apglobalale.com

The founders all worked together as members of the YPO Global Board and helped create the YPO Global Impact Initiative.

Initial Strategic Partners



Atlantic Council



World Food Programme



PYXERA Global



Contact

TKP website: www.theknowledgepledge.world

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TKP is a Virginia nonprofit Corporation applying for 501 (c) (3) designation