



B2B PARTNERSHIPS PROPOSAL

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INDUSTRY INSIGHTS

81% OF CONSUMERS BELONG TO ONE OF TWO SEGMENTS: VALUE DRIVEN OR PURPOSE DRIVEN



57% OF CONSUMERS WILLING TO CHANGE PURCHASING HABITS TO HELP REDUCE NEGATIVE ENVIRONMENTAL IMPACT



71% CONSUMERS SAID TRACEABILITY IS IMPORTANT



71% CONSUMERS SHOP IN "MICRO-MOMENTS"



PUBLIC GOODS VALUE PROPOSITION

AS CUSTOMERS ARE LEANING TOWARDS MORE SUSTAINABLE SHOPPING HABITS, PUBLIC GOODS PROVIDES VALUE, ACCESSABILITY, AND SIMPLICITY IN ALL ITS CLEAN PRODUCTS WITH AESTHETICALLY PLEASING PACKAGING.

TOP PROSPECTS: HOTELS

- NATIONAL HOTEL GROUPS
 - HYATT
 - KIMPTON
 - FAIRMONT
- BOUTIQUE HOTEL GROUPS
 - 1 HOTELS
 - DENIHAN
 - BHG BACKAL GROUP

TOP PROSPECTS: RESTAURANT GROUPS

- UNION SQUARE HOSPITALITY
 - BLUE SMOKE
 - CAFES AT MOMA
 - GRAMERCY TAVERN
 - MAIALINO
 - MANHATTA
 - PORCHLIGHT
- NOHO HOSPITALITY
 - LOCANDA VERDE
 - THE DUTCH
 - LAFAYETTE
 - BAR PRIMI
 - LITTLE PARK
- DANIEL BOULUD GROUP
 - DANIEL
 - BAR BOULUD
 - BOULUD SUD
 - CAFÉ BOULUD
 - DB BISTRO MODERNE

TOP PROSPECTS: RETAILERS

- NATIONAL RETAILERS
 - CVS
 - TARGET
- BOUTIQUE NYC RETAILERS
 - THE CONSERVATORY AT HUDSON YARDS
 - SHOWFIELDS
 - CREDO BEAUTY



SPOTLIGHT ON: 1 HOTELS



A PLATFORM FOR CHANGE

SUSTAINABILITY KEYSTONES

- ENVIRONMENTAL IMPACT
- HUMAN HEALTH & WELLBEING
- RESILIANCY & ONGOING PERFORMANCE IMPROVEMENT
- FOOD AND BEVERAGE RESPONSIBILITY
- ADVOCACY, EDUCATION, ENGAGEMENT

1 HOTELS: LOCATIONS

- CURRENT LOCATIONS:
 - NEW YORK: CENTRAL PARK
 - BROOKLYN: BROOKLYN BRIDGE
 - MIAMI BEACH: SOUTH BEACH
 - WEST HOLLYWOOD
- COMING SOON:
 - NASHVILLE
 - SAN FRANCISCO
 - SUNNYVALE

1 HOTELS: CURRENT PARTNERS

- E2 ENVIRONMENTAL ENTREPRENEURS
- OCEANIC GLOBAL
- HEARST
- CONDE NAST
- SOUL CYCLE
- MAHA ROSE
- BAMFORD
- KASSATEX



PARTNERSHIP
IDEAS

PARTNERSHIP IDEAS: 1 HOTELS

- PERSONAL CARE PRODUCTS AMENITIES
 - 1 HOTELS currently use custom cleanser, shampoo, and conditioner
 - Discuss becoming wholesale provider
 - Add additional Public Goods inventory
 - Toothbrush + Paste, Razors, etc.
- GOODTHINGS PARTNERSHIP
 - Selection of clean products on Goodthings marketplace
 - Become featured on the site
- 1 HOMES CLIENT CARE PACKAGES
 - Offer Public Goods product sets for new 1 Homes clients
 - Stock 1 Homes with Public Goods products

THANK YOU
