

Impact Report 2017

Starting a community of sweaty change makers



Altas Unlimited Inc.
100 Van Ness Avenue
San Francisco
CA 94102



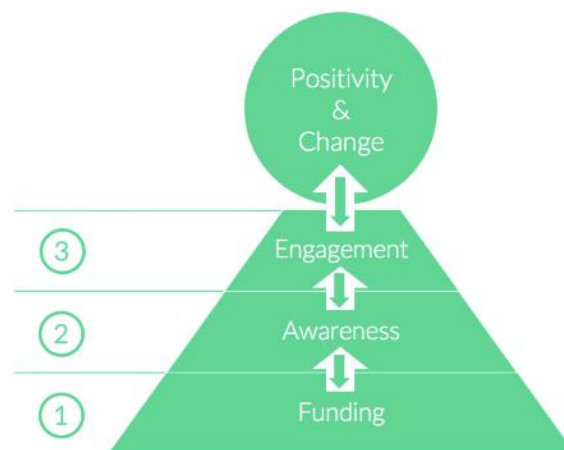
What we want to achieve together

Startup life is fast paced: things change on a weekly or even daily basis. This makes it critical that we all know exactly what we are working towards. Our mission is our guiding post. We can all relate to it in times we need to rethink or pivot our product to meet the needs of our runners, nonprofit- and corporate partners.

In early 2017, we defined the Atlas mission and our impact model together with our advisors and experts in the impact space. We defined our mission as follows:

"We develop a community where engaged runners, non-profits and corporations join forces to create positive awareness around social & environmental issues and to accelerate impactful change."

Our logic model is designed to measure impact through a set of KPIs and tangible short- and long-term outcomes. It is based on our aspiration to create Atlas Challenges that combine fundraising efforts, awareness- and engagement building measures for their nonprofits and their causes. Atlas Challenges are designed to drive positivity and change.



1

We want to increase the amount of funding available for a cause by incentivizing corporations and runners to give more.

This is the foundation for what we do at Atlas and what our main focus was in 2017. In total, we were able to raise more than USD 75,000 for worthy causes in the US, Belgium, Switzerland and Spain by offering Corporations a fun way to engage their employees and clients. We made their donations more visible through 4,048 sweaty selfies that were shared on Atlas, Facebook, Twitter and Instagram last year. Thanks to our client Stripe we were also able to get a first glimpse of what it means to integrate individual donations into our app, which we are hoping to make more readily accessible in 2018.

2

We want to build awareness and empathy about the social and environmental issues within communities by giving non-profits and their beneficiaries a channel and a voice.

We achieved this goal through the 4,048 selfies that not only featured the corporate sponsor but also raised awareness around the cause and nonprofit people were running for. This can be particularly impactful for a nonprofit like the Colon Cancer Coalition that wants to raise awareness about the importance of colonoscopies, a topic that doesn't typically get much screen-time. We will further improve our awareness and empathy building features as we will look into storytelling and educating content in the Atlas app.

3

We want to engage people to go beyond running by providing them with opportunities to become active, compassionate change makers.

The ultimate goal of Atlas is to get people to work towards a positive impact or adjust their behavior because they learn about an important issue through Atlas. However, measuring what happens outside of our scope is a challenge, but a challenge we're eager to take on for 2018 and 2019. We will intensify the collaboration with our nonprofit partners to figure out if Atlas runners are volunteering or participating in events around the causes they are sweating for as a first step to put a number behind this desired impact. We will continue to work with our network of impact professionals and experts to build an impactful global community of sweaty change makers.

How we run the talk

The business model we have developed for Atlas in 2017 is built around the premise that a company associated with making the world a better place has a competitive advantage in the hunt for customers and talent. As this is how we pitch Atlas to our customers, we decided that should not only walk but run the talk in building a sustainable and inclusive social business ourselves.

As of 2017, Atlas Unlimited Inc. is registered as a Delaware Benefit Corporation. We chose this legal form to create a solid foundation for long-term mission alignment and value creation. It protects our mission through capital raises and leadership changes. It creates more flexibility when evaluating potential sale and liquidity options, and prepares us to stay mission-driven during the entire life of the business.

We're also proud to be a Certified B Corporation® and a part of the leaders of the global movement of people using business as a force for good. Certified B Corporations meet higher standards of social and environmental performance, transparency, and accountability. It's like Fair Trade certification but for the whole business. It is a demanding process to get certified and we are proud that we scored 116 points – 61 points above the median score of 55 points - while being an early stage startup. If you want to read more about our 2017 learning curve of balancing impact with profit maximization and our approach towards building an impactful business read our Atlas Co-Founder's [Blog Article](#).

Our 2017 Atlas Challenges

After launching our iOS version on March 31 and our Android version on July 2017, we ran 18 Atlas Challenges supporting worthy causes in five different countries.

In the United States



Get Your Rear in Gear

Our running advocates of colon cancer education, awareness and prevention helped low-income uninsured high-risk patients in the Bay Area to get colonoscopies.

Corporate Partner	Nonprofit Partner	Funds raised
Fleet Feet Sports Santa Rosa	Colon Cancer Coalition San Francisco Chapter	USD 1,000



Mobility for Ability I & II

Every mile our runners ran helped amputees gain access to prosthetic care and prosthetic technology so they can find the freedom that comes with mobility.

Corporate Partner	Nonprofit Partner	Funds raised
LIM Innovations	Range of Motion Project	USD 1,500



The Spring 2017 Girls on the Run 5k

Atlas runners joined the healthy, confident girls from Girls On The Run of the Bay Area and their supporters for their 5K in Lake Merced.

Corporate Partner	Nonprofit Partner	Funds raised
Dropbox	Girls on the run	USD 500



Run to fight hunger in Westchester!

For every mile ran by Atlas runners, Swiss Re employees, and Food Bank supporters, \$1 was earned to help feed the nearly 200,000 food insecure Westchester County individuals.

Corporate Partner	Nonprofit Partner	Funds raised
Swiss Re Foundation	Food Bank for Westchester	USD 10,000



Run for the Amazon Rainforest's Sacred Headwaters!

New Resource Bank employees ran their hearts and lungs out to secure permanent protection of the Sacred Headwaters in the Amazon Rainforest.

Corporate Partner	Nonprofit Partner	Funds raised
New Resource Bank	Pachamama Alliance	USD 500



Outrun Homelessness with AT&T

Back on My Feet members transformed their lives one mile at a time by running with AT&T employees and raising funds towards housing and/or job training classes.

Corporate Partner	Nonprofit Partner	Funds raised
AT&T	Back on My Feet	USD 10,000



Big Run to Change Children's Lives

These miles ran by our friends in Michigan and around the US helped Big Brothers Big Sisters put caring, dedicated mentors into the lives of local kids.

Corporate Partner	Nonprofit Partner	Funds raised
Schupan & Sons	Big Brothers Big Sisters	USD 5,060



Stripe Convergence 2017: Outrun Homelessness

Stripe's leadership team donated \$10 for every mile Stripe employees ran to help Back on My Feet members with job training, employment and housing resources.

Corporate Partner	Nonprofit Partner	Funds raised
Stripe	Back on My Feet	USD 20,000

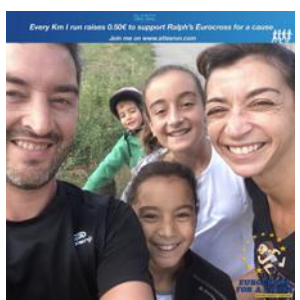
In Belgium



Petit Jules deviendra grand

This run supported little Jules and his family as Jules is battling a very rare disease. The financial support provided was entirely devoted to the care that Jules needs.

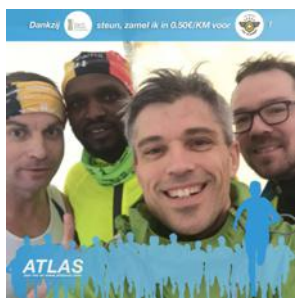
Corporate Partner	Nonprofit Partner	Funds raised
SOTRAPLANT	Petit Jules deviendra GRAND	EUR 1,000



Fighting childhood obesity with Ralph Mesquita

Over the span of 75 days, Ralph was running two marathons every day! Our runners virtually supported this world record feat while helping to raise awareness for childhood obesity.

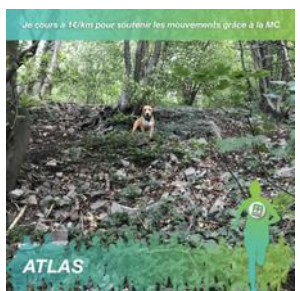
Corporate Partner	Nonprofit Partner	Funds raised
Skiten International	European Childhood Obesity Group	EUR 1,000



Help young people live their passion

Thanks to Let's Go Urban and their project Urban Dreamers, young people realize their passions and are encouraged to become young entrepreneurs.

Corporate Partner	Nonprofit Partner	Funds raised
Degroof Petercam Foundation	LGU Academy	EUR 2,000



Challenge of the friends of the Namur MC

Our runners supported three nonprofits that are close the heart of the people in Belgium, raising funds for the youth and the elderly.

Corporate Partner	Nonprofit Partner	Funds raised
Mutualité Chrétienne	Youth and Health Aneo, Altéo	EUR 250



Code your job!

Through running for this Challenge, more people got the chance to follow BeCode's free coding trainings for young disadvantaged people.

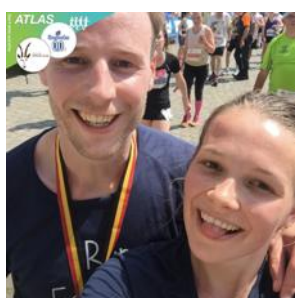
Corporate Partner	Nonprofit Partner	Funds raised
Degroof Petercam Foundation	BeCode	EUR 2,000



1st Challenge of MC

The first Atlas Challenge that MC supported in Belgium helped and actively supported disabled people to get access to sports like running.

Corporate Partner	Nonprofit Partner	Funds raised
Mutualité Chrétienne	Asbl Altéo	EUR 500



If we drive, we go for 0,0%.

This Atlas Challenge spread an important message: good friends don't let drunk friends drive! Every kilometer ran helped to raise awareness and support victims of drunk driving.

Corporate Partner	Nonprofit Partner	Funds raised
Hoegaarden 0.0%	Fonds Emilie Leus	EUR 3,605

In Spain



To create jobs, we have to create entrepreneurs

Our runners in Spain helped young entrepreneurs start their own businesses thanks to the support of Netmentora and a network of professional mentors.

Corporate Partner	Nonprofit Partner	Funds raised
Degroof Petercam Foundation	Réseau Entreprendre	EUR 2,000

In France



A job for everyone!

With running for Mozaïk RH our users helped people who get discriminated in their quest to find a job and make a living for themselves.

Corporate Partner	Nonprofit Partner	Funds raised
Degroof Petercam Foundation	Mozaïk RH	EUR 2,000

In Switzerland



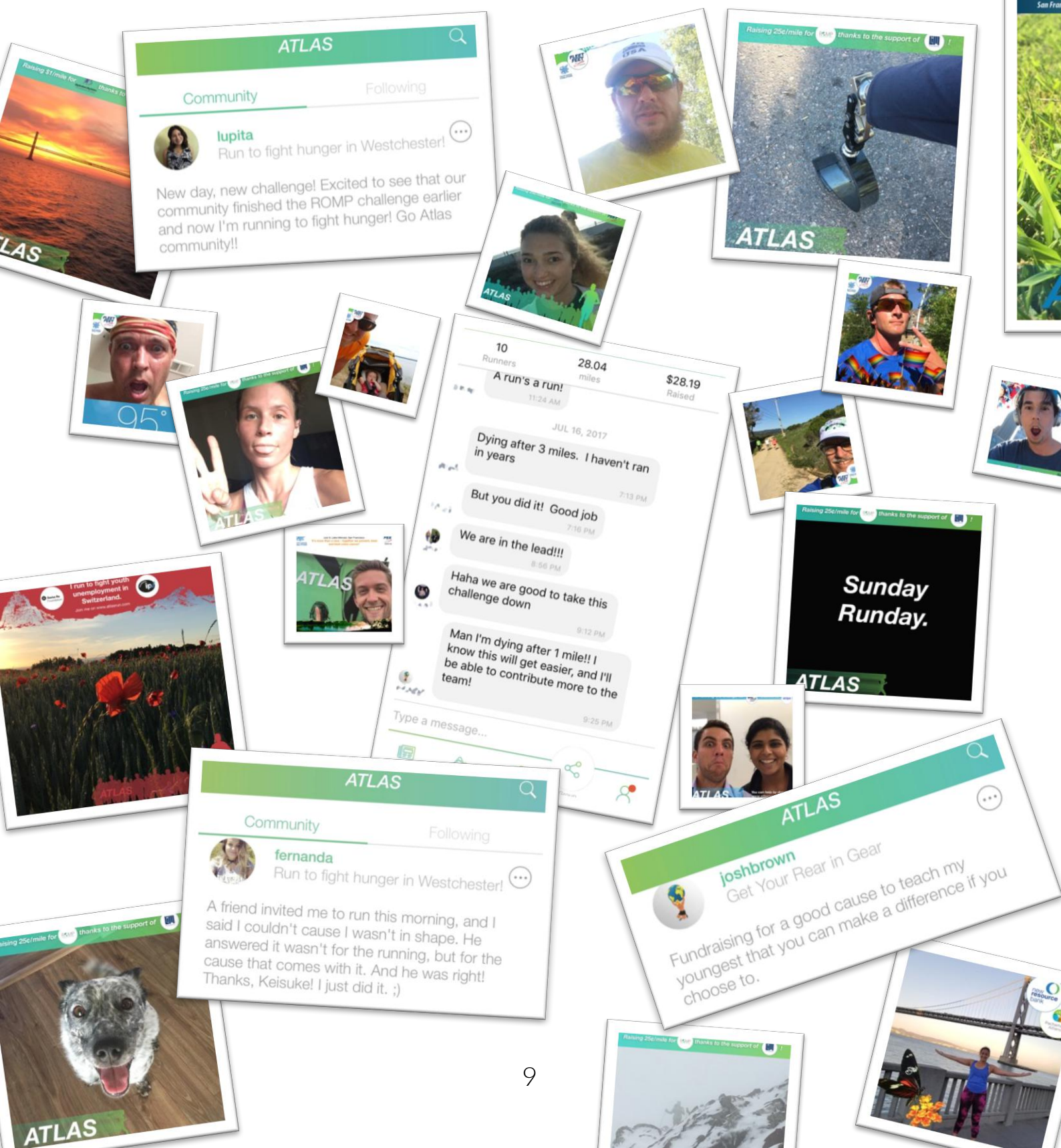
Run to fight youth unemployment

Every kilometer that was run within this Challenge empowered unemployed youngsters from disadvantaged backgrounds to get a professional job degree and become financially independent.

Corporate Partner	Nonprofit Partner	Funds raised
Swiss Re Foundation	Fondation IPT	CHF 10,000

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We are proud of the thousands of runners who have contributed their miles to important causes through Atlas in 2017. 4,048 engaging, empathetic, funny, motivating, artsy pictures and posts populated the Atlas feed that represents our growing global community. Here is a small selection of the many post that made us smile and convinced us we are going in the right direction with Atlas.



Our Partners

Our corporate partners



Our nonprofit partners



www.atlasrun.com



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