



G2 Products & Services Suite
Motor City Match Recipients

GINGRAS GLOBAL INC.

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Gingras Global Inc. is located in Auburn Hills, Michigan. The company was formed in 2011 by founder and current Managing Partner, Romy Kochan.

Gingras Global is a social enterprise reporting and standards development firm. All products and services are directed to sustainability and best practices.

Additionally, Gingras Global Groups, L3C was formed in 2014 to serve the Impact Investing Communities. For a detailed brochure on Gingras Global Groups, L3C, please request a G3 Brochure g3@gingrasglobal.com.

Our Mission

Our mission is to glorify God by bringing unity and social impact through business

Our Philosophy

We, at Gingras Global, believe global social enterprises can be the Olympic athletes of business.

We are firmly committed to reducing the high failure rate of small business and social enterprise.

We believe in setting high but achievable standards for the enterprise.

We believe by providing standardizing tools that we can have a part in improving the industry of social enterprise.

We believe a community can come around social enterprise by pooling resources.

Our Historical Locations of Work

We have enjoyed working relationships around the globe with focus areas in Michigan, Illinois and global focus areas in India and the Holy Land.

Our Initiatives

Our long-term strategic initiatives are to duplicate our model in urban cities throughout the United States where social enterprise and impact investing are engaged. It is our plan to create employment and support this type of entrepreneurship globally. It is our focused goal to establish an abundantly resourced headquarters in Michigan for the purpose of expansion support and continued learning.

Our Products & Services

Please use this brochure to explore our:

Assessments

Quarterly Reporting Tools

Publications

Podcast

Please note that our Investor services are offered through [Gingras Global Groups, L3C](http://www.gingrasglobalgroups.com) (<http://www.gingrasglobalgroups.com>)

Assessments

The **Assessment** is a report on a social enterprise. The **Assessment** report summarizes a comprehensive process of interviewing, fact gathering, verifying information, and scoring against other small and medium businesses in similar stages of business.

The report is delivered in an online format similar to this brochure and a downloadable PDF.

The full name of the report is the ***Initial Assessment & Point Valuation***. It is a valuable tool for identifying strengths, resource gaps, strategies, and capacity. Additionally, social enterprise standards are set as criteria for quality sustainability standards.

We have taken the time to identify which stage of the business life cycle the social enterprise is currently in. But, we are careful not to penalize or reward for life cycle stages. This can be misleading. The intention of this *Initial Assessment & Point Valuation* is to identify elements of development that are promoting a likelihood of success in each stage.

The *Initial Assessment & Point Valuation* gives valuable information to the social enterprise as a standard of achievement and a path to that standard. This is intended to be used both internally by the social enterprise but also externally to help the social enterprise identify their organization as a high-quality organization.

For those who support social enterprises with all types of resources, the *Initial Assessment & Point Valuation* serves as a valuable resource outlining the best methods for support delivery and readiness.

Monetary supporters will find all of the traditional financial reporting along with verification of other important decision-making criteria.

The **Assessment** was originated as a roadmap for the social enterprise for driving high-level sustainability and best practices.

The Assessment is designed to perform a focused discovery on the main "pain points" or "common failure points" of social enterprise; to highlight the areas of strength and potential failure ahead of time.

The Assessment also establishes a baseline score for future measurement metrics.

The secret sauce of the **Assessment** is the dynamic and data driven scoring. The scoring is truly the unique element of the Gingras Global Assessment that sets it apart from anything else in the marketplace today.

The collected elements are weighted into a scoring out of 100.

The most interesting aspect of the scoring methodology is the weighting formulas. The formulas are established by observing and tracking other small businesses best practices.

Data has been collected for more than 20 years to bench against for scoring. The robust database held by Gingras Global is dynamic and rich with information.

Trends and outcomes have been identified for the business owner and the supporters. This has, in many cases, prevented large strategic planning mistakes and lost efficiency.

Uniquely, the scoring formulas are reset annually. A confidential set of persons is selected by Gingras Global to review the past year's collected data and compare it to previous data. Trends and best practices are identified, and the scoring formulas are reset. Effectively, the top performing entities that have been assessed set the bar for the rest. So, yes, the top 25% is a moving target. Let it be set by the best!

So, while we can't give away our secret sauce, we can tell you that teams must be aligned to vision, goals, and gaps. Financial accuracy is critical. Operations must demonstrate a knowledge of both the business of delivering products and services but, also, intertwined social impact procedures. We are looking for Olympic excellence.

The primary user and client of the **Assessment** is the Impact Investor including:

Social Enterprise investors - individuals and funds

Family Offices/Financial Advisors/Wealth Management Offices

Foundations

Sponsors of Social Enterprise

Accountants & Legal Professionals

Business Consultants

Lenders, Bankers

Academics; Learning Institutions

Social Enterprise teams use it as an important and critical roadmap to building a sustainable operation. The report helps teach and coach to best practices.

Providing a social enterprise with an Assessment is an incredible capacity building gift.

The Social Enterprise Sustainability & Standards Award

Awards are available for business excellence if the assessed social enterprise scores a weighted average score of 75 or more out of 100.

The enterprise must be open for at least 6 months to be eligible.



Look for this logo to identify the social entrepreneurs who are really set up for sustainability!

The social enterprises that go through the process but do not score high enough to win an award will be allowed to display a Participant Badge. This display shows others that the enterprise is taking steps toward high standards and sustainability.

Frequently Asked Questions on the **Assessment**

Is the Assessment only for social enterprise?

Yes, this Assessment specializes in assessing the sustainability and best practices for successful social enterprises. These organizations require a specialized set of practices and procedures to sustain meaningful impact and profitability.

What is the Assessment process?

- *The social entrepreneur receives a notice which outlines the process of Assessment and sets expectations. The social entrepreneur signs an authorization for Gingras Global to begin the assessment process.*
- *Gingras Global sends out an online collection form to be completed by the social entrepreneur owner(s) and management.*
- *Once online information is received Gingras Global sets up interviews with a minimum sampling of staff, customers/clients, social mission beneficiaries, governance board, and potentially vendors and suppliers, community if applicable. Interviews are required with any owner or management role within the organization. It is at this time that any questions about the submitted materials are clarified. At least one of the interviews must take place at the primary place of business.*
- *All of the information is submitted by the certified Gingras Global consultants into the automated program, and the Assessment is scored. There is microscopic room for bias in the scoring.*
- *The social entrepreneur is presented with the Assessment and additional notes for fast-tracking success in their organization. We may also provide them with resources at this time if we have been asked to do so by either the sponsor or owner.*
- *If the enterprise is eligible for an Award, then Gingras Global orders the Award and presents to the organization. The Award winner is then invited to the larger annual Award presentation event.*

Is the Assessment like a typical due diligence report?

Yes and No.

We respond "Yes" because many are using the document as due diligence. The feedback from our clients and the repeat business lets us know that this has become an important tool of discovery. Additionally, we perform a deep verification of most statements and documents presented to us from the enterprise.

We respond "No" because it does not contain some of the very traditional elements of due diligence such as competitive analysis and background checks of individuals within the firm. We found that the missing information was easily found on the internet or other service provider.

Who has distribution rights to the Assessment?

The social enterprise owners and the sponsor of the Assessment have sole distribution rights. Gingras Global does not distribute or make public any of the Assessments unless given prior permissions. We do, however, provide a seamless and efficient manner for you to distribute your assessment via email and printed versions.

Can the Assessment information be used to help with valuation?

Yes. The Assessment offers a numerical scoring. This scoring can then be applied to some of the traditional formulas such as multiple of earnings, asset value, etc.

Gingras Global solely focuses on social enterprises. The Assessment does offer a Gingras Global valuation. This valuation compares the data collected with other like social entrepreneurs in location, social mission style, and stage of business. The Gingras Global valuation is solely offered as an additional resource to be used in coordination with other valuations.

We found a gap in valuation resources for the social enterprise marketplace as many of the social enterprises do not yet have much to value. It is hard to justify a \$10,000 traditional valuation in the early stages of the enterprise. Many feel that the Gingras Global recommended valuation is a useful alternative in the early stages.

Is the Assessment a business plan or sales document?

No. While many entrepreneurs are using the Assessment as a roadmap and development document, it is not a business plan. The Assessment is designed to accompany a business plan and sales material. The Assessment does not offer recommendations.

It does, however, offer an objective third party verification of data and information which can add credibility to the social enterprise.

For what stage of business is the Assessment?

The Assessment is ideally suited for social enterprises in the early development, growth, or mature stage of business. We define early development as at least six months old up to four years.

We also offer a version for the stage of business we label 'Catalyst stage.' We define this stage as past New Concept but not yet open and fully functioning. Usually, a business in the catalyst stage needs capital or another type of resources to become fully functioning.

*The Catalyst version of the assessment **does not receive a numerical** scoring but a score on the level of preparation for sustainability. The Catalyst assessment is not eligible for the Award program.*

The Assessment is not for the business in the New Concept or Incubation stage of business.

How is the Assessment scored?

The Assessment is heavily weighted on the operational model and procedures along with an emphasis on the revenue model. There is no advantage for having scale over depth. There is no advantage for different stages of the business lifecycle. Each business is scored according to their business lifecycle stage.

We do not reveal the exact scoring matrix as this is proprietary information belonging only to Gingras Global.

How long does it take to see the results?

Results are available within five business days of receiving all of the required information.

How often can a social enterprise be re-assessed?

The social enterprise is eligible for re-assessment every 12 months. If the social enterprise engages Gingras Global for the re-assessment before 18 months, the price is only \$2200.

One exception: Social enterprises in the Catalyst stage can be re-assessed for \$500 as many times as needed up until they are open for at least six months. We understand that during a capital raise time that many of the gaps are filled as resources arrive. We understand that many funders want a more current analysis of the gaps for next phases of funding

Can the Assessment be sponsored?

Yes, Absolutely. We have sponsor packages available that include print, social media, and video exposure for the sponsor.

Background checks and credit checks?

We do not include traditional background checks and credit checks as part of the regular Assessment. We provide recommended third party sources for this part of your due diligence. This decision to outsource is both an effort to keep costs reduced and remain in our area of focus.

The pricing for the **Assessments** is very simple.

The first time around the **Assessment** **must be purchased as a package** which is the Initial for \$4500 and the **Re-Assessment** which is \$4500. This totals \$9000 for the Initial Package.

Invoicing or Online Purchase options are available.

Quarterly Report



The **Quarterly Report** has been a great addition to the set of tools available for the entrepreneur.

The purpose of this great online tool is to provide the entrepreneur with a standardized easy to use method of reporting to be used with their internal team and key stakeholders.

The report offers a disciplined process to document goals, initiatives, measurements, key activities, and milestones. Financial statements include year-to-date profit and loss, double bottom line, and balance sheet (if required).

Sections include: Overview, Business, Social Impact, Financial Sustainability, Operations, and Marketing, Contact Us

The format is a tabbed online delivery format with a downloadable PDF option for the entire report or one page at a time.

[Sample Quarterly Report \(http://gingrasglobal.com/view-report/?report=VK72NPXY\)](http://gingrasglobal.com/view-report/?report=VK72NPXY)

Users of the **Quarterly Reports** include:

Social Entrepreneurs

Students & Teachers

Impact Investors and Funders

Business Consultants

Researchers

The intended audience of the **Quarterly Report** is:

Impact investors

Impact funds

Banks

Foundations

Other non-profit entities

Academics

Business Consultants

Research teams

Accountants and Other Service Professionals

Various Lenders

Corporate Sponsors

Boards and Advisory

One report serving several audiences!

Help the entrepreneur meet reporting requirements with one streamlined report.

The **Quarterly Reports** are \$100 per quarter.

A one time set-up fee is charged of \$500.

The reports can be purchased one at time, four at a time, or via subscription service which is everyone's preferred method. This reduces everyone's headaches!

[View Subscription Site Here \(http://gingrasglobal.contentshelf.com/product?product=S15051400000249\)](http://gingrasglobal.contentshelf.com/product?product=S15051400000249)

Customized Reporting

Need **Customized Reporting**?

We would be happy to discuss your needs for output.

Contact us here at develop@gingrasglobal.com
(<mailto:develop@gingrasglobal.com>) and we will schedule a time to create with you.

Podcast



If you haven't heard our social enterprise interviews yet you are missing out! It is currently in more than 80 countries and 300 regions!! It can be found on all podcast platforms including iTunes and Stitcher along with internet channels such as Tuneln.

The podcast is in an interview format with one main guest which is usually a social entrepreneur but sometimes we interview impact investors or like supporters.

Each one is unique and different.

We are thrilled to be able to tell the stories of those barrier breaking entrepreneurs on the street.

Check it out here [Bonfires Website \(http://www.bonfiresofsocialenterprise.com\)](http://www.bonfiresofsocialenterprise.com) Be sure to start with the Story by Romy Kochan on how the podcast received this name.

Spread the news for us. We want to keep this going!

Publications

Gingras Global shares different types of **publications** based on observations from the Field of work in social enterprise and impact investing.

E-Books

E-Books are a collection of topics in a series called "Notes from the Field." The content may be collected around a particular topic or for a particular audience. It is our process to produce an E-Book if we determine that we need to create awareness around a repeating best practice or malpractice.

E-Books can be found on Amazon, Smashwords, and other online retailers. The books can also be found in our own [online store \(http://gingrasglobal.contentshelf.com\)](http://gingrasglobal.contentshelf.com).

Field Notes

Field Notes are smaller 1-4 page publications centered around one topic or issue. Field Notes are typically used in training and development.

Field Notes can be found in our [online store \(http://gingrasglobal.contentshelf.com\)](http://gingrasglobal.contentshelf.com).

Blogs - Client and Family News

The blog is our newest addition to the family of publications. This is a set of observations, trends, and notes from the field of social enterprise. This growing collection of short articles are created to both document and prompt. It is our intention to document what we observe but also prompt others to consider issues, situations, trends, and provide thoughtful feedback.

We feel strongly that the field of social enterprise is collaborative and we want to do our part to share what we encounter on a weekly basis.

The blog can be found at [www.gingrasglobal.com \(http://www.gingrasglobal.com\)](http://www.gingrasglobal.com)

Webinars

Our live or replayable webinars are generally used in workshops and other various live training platforms. The webinars are generally filled with content, practical and easy to use methodologies, and case studies. If we have made a webinar available to the public outside of a workshop, it will be placed in our [online store \(http://gingrasglobal.contentshelf.com\)](http://gingrasglobal.contentshelf.com).

Online Store

We love our online store!

Our clients and customers can update subscriptions, purchase development sessions, download digital content such as PDFs, E-Books, and video content.

Visit the store here [Gingras Global Online Store](http://gingrasglobal.contentshelf.com)
(<http://gingrasglobal.contentshelf.com>)

The screenshot displays the online store interface for Gingras Global Social Enterprise. At the top, there is a navigation bar with the company logo and tagline "Sustainability & Standards" on the left, and a "View Cart" button on the right. Below the navigation bar is a progress indicator with four steps: "Shop", "Cart", "Checkout", and "Receipt", with "Shop" currently selected. The main content area features a search bar on the left with a "Go" button. To the right of the search bar are dropdown menus for "Sort By: Alphabetical Order" and "Per Page: 25 Items", along with a shopping cart icon showing "0 Items". The product grid contains three items: a "Coffee Mug" with the company logo, a "Development - Private 1 Hour" session, and a "Development - Private Half Hour" session. Each item has a corresponding image and a brief description.

Gingras Global Social Enterprise
Sustainability & Standards

View Cart

Shop Cart Checkout Receipt

Search Products
[Input Field] Go

Sort By: Alphabetical Order Per Page: 25 Items [Shopping Cart Icon] 0 Items

Shop By Category

- All Categories
- Social Enterprise
- Development
- Field Notes
- E Books
- Quarterly Reports
- Merchandise

Coffee Mug
Gingras Global ceramic coffee mug

Development - Private 1 Hour
Enjoy a private one hour social enterprise development via phone or video virtual meeting. See the long description for a list of available

Development - Private Half Hour
Private half hour social enterprise development via phone or virtual video meeting. See long description for a list of available development

We would love to hear from you!

Email us at develop@gingrasglobal.com (<mailto:develop@gingrasglobal.com>)

Visit us at [Gingras Global Website \(http://www.gingrasglobal.com\)](http://www.gingrasglobal.com)

Find us on [Facebook \(http://www.facebook.com/gingrasglobal\)](http://www.facebook.com/gingrasglobal)

Follow us on Twitter @gingrasglobal

Listen in to the Great Podcasts on the [The Bonfires Podcast Website \(http://www.bonfiresofsocialenterprise.com\)](http://www.bonfiresofsocialenterprise.com)

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