



# Bee Good

**Sustainable Living for the Good of All Bees**

## BEE-HOLD, OUR PLATFORM

*Bee Good* is the only informational and interactive platform that connects farmers of clean bee products and produce with young consumers (18-24) who want to use planet- and pollinator-friendly products. The massive use of harmful pesticides is killing the world's bees and we want to support smaller farmers who do not use chemicals for mass production, and who farm in eco-friendly ways.

## WHAT'S THE BUZZ?

In a survey of over 200 people (165 respondents were age 18-24), 97 percent believed it was important to buy environmentally sustainable products, but over 40 percent agreed it was difficult to locate such products. Currently, there is *no other online platform* on the market that promotes bee-friendly living and farming through direct producer-consumer interactions. *Bee Good* is the solution to give small farmers a voice, and give conscious consumers a way to find clean products.

## HONEY MONEY

- Commission :5% from marketplace
- Farmers' promotion of products on our site and social media
- Donations: 95% to bee research, 5% to *Bee Good*

## SWEET FEATURES

**Marketplace:** We host a variety of products whose producers meet the standards of *Bee Good*. From produce, to crafts, to coffee, consumers can find local curators and support their business.

**Membership:** *Bee Good* has a point system that allows consumers to earn "bees" based on their activity status. The more they use our platform, the more points they earn, and therefore gain access to exclusive benefits.

**Quizzes:** New quizzes are published once a month for members to test their bee knowledge and earn bees to upgrade to the next membership level.

**Information:** Updated and relevant information on beekeeping insights, locations of nearby farmers, and small ways everyone can make a difference in the bee environment, all in one place!

## BEE-LINE TO A SUSTANABLE FUTURE

*Bee Good* is a platform that will transform the sustainability industry by providing a space for farmers and consumers to connect with each other. Investing in *Bee Good* not only investment in revenue, but also an investment in creating a cleaner tomorrow.