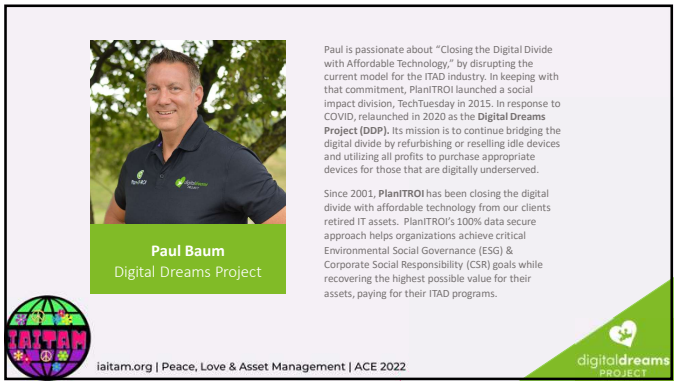
10x Your Impact with ITAD
Paul Baum
digitaldreams PROJECT

1


Paul Baum
Digital Dreams Project
Paul is passionate about "Closing the Digital Divide with Affordable Technology," by disrupting the current model for the ITAD industry. In keeping with that commitment, PlanITROI launched a social impact division, TechTuesday in 2015. In response to COVID, relaunched in 2020 as the Digital Dreams Project (DDP). Its mission is to continue bridging the digital divide by refurbishing or reselling idle devices and utilizing all profits to purchase appropriate devices for those that are digitally underserved.
Since 2001, PlanITROI has been closing the digital divide with affordable technology from our clients retired IT assets. PlanITROI's 100% data secure approach helps organizations achieve critical Environmental Social Governance (ESG) & Corporate Social Responsibility (CSR) goals while recovering the highest possible value for their assets, paying for their ITAD programs.
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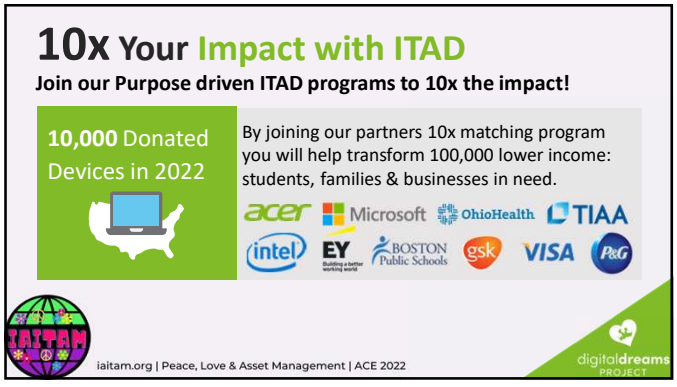
2


10x Your Impact with ITAD
Join our Purpose driven ITAD programs to 10x the impact!
10,000 Donated Devices in 2022
By joining our partners 10x matching program you will help transform 100,000 lower income: students, families & businesses in need.
acer Microsoft OhioHealth TIAA
intel EY BOSTON Public Schools gsk VISA P&G
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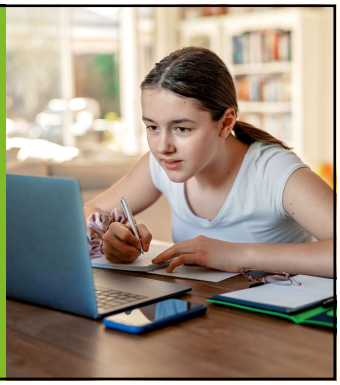
3

How many of you went to college?

4

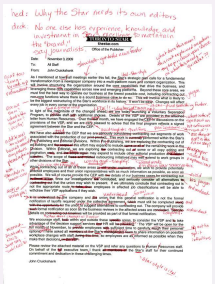
Who remembers writing a college essay and filling out applications?



5

600 Word Essay

Red Pen & Edits



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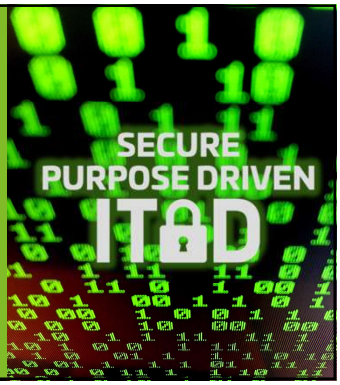
6

What does this have to do with ITAD?

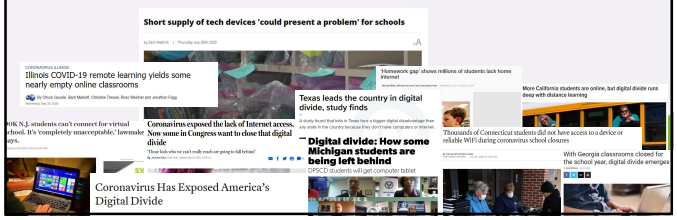


7

COVID-19'S Impact

COVID-19 exposed the massive digital divide globally and, in our backyards.

Millions of students lack devices/access to allow them to succeed in a remote learning environment.



8

The Digital Divide A Global Crisis

The digital divide is the gap that exists between individuals who have access to modern information and communication technology and those who lack access.

Digital Divide Council

9

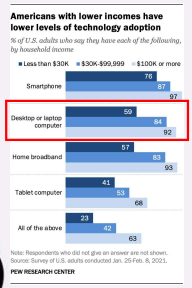
The Challenge

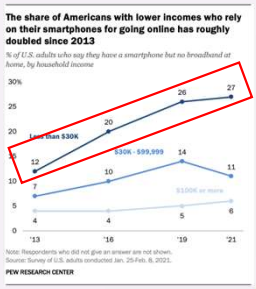
One machine is shared by many students, limiting their access to succeed in a distance learning environment

10

Lower income families rely on smartphones

OVER 40% Don't Have a Desktop or Laptop





OVER 27% Rely on their smartphone to go online

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11

Average College Essay

450 – 600 words

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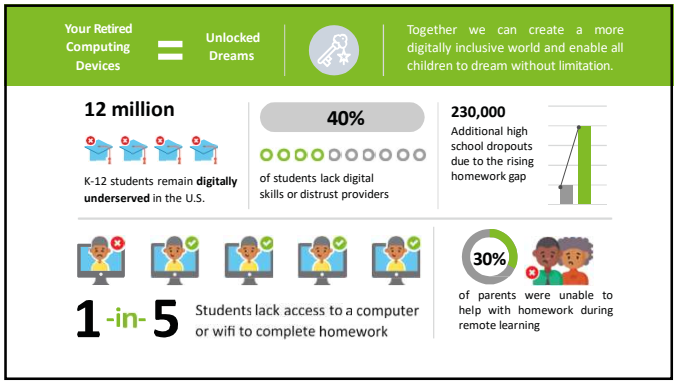
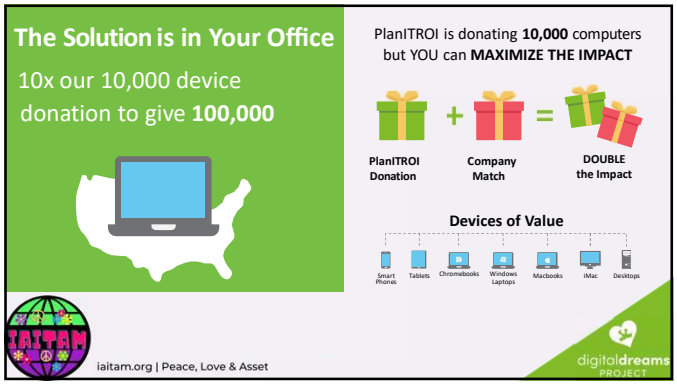
12


Your Retired Computing Devices
=
Unlocked Dreams
Together we can create a more digitally inclusive world and enable all children to dream without limitation.
12 million
K-12 students remain digitally underserved in the U.S.
40%
of students lack digital skills or distrust providers
230,000
Additional high school dropouts due to the rising homework gap
1-in-5
Students lack access to a computer or wifi to complete homework
30%
of parents were unable to help with homework during remote learning

13


The Solution is in Your Office
10x our 10,000 device donation to give 100,000
PlanITROI is donating 10,000 computers but YOU can MAXIMIZE THE IMPACT
PlanITROI Donation
Company Match
DOUBLE the Impact
Devices of Value
Smart Phones
Tablets
Chromebooks
Windows Laptops
Macbooks
iMac
Desktops
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14

I know what you are thinking…
$$$
digitaldreams PROJECT

15

Where The Dollars Go
$0
PROGRAM COST TO YOUR ORGANIZATION
100%
PROCEEDS GO TO DONATION
How does it work?
www.DigitalDreamsProject.com
Stop by our booth so we can explain
digitaldreams PROJECT

16

But my devices are too old…
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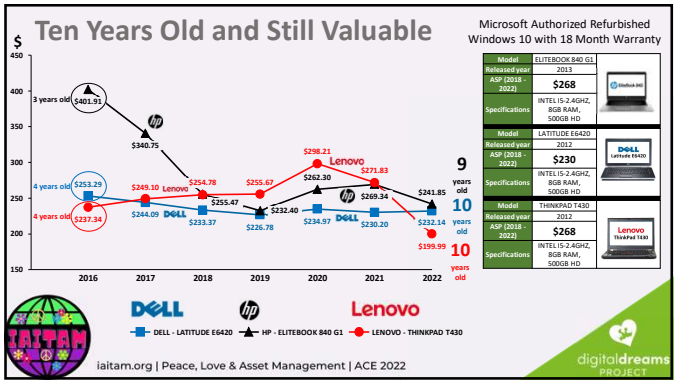
17


Ten Years Old and Still Valuable
Microsoft Authorized Refurbished Windows 10 with 18 Month Warranty
$
3 years old $401.91
$340.75
4 years old $253.29
4 years old $237.34
$249.10 Lenovo
$244.09 DELL
$254.78
$233.37
$255.47
$226.78
$232.40
$298.21 Lenovo
$262.30
$234.97 DELL
$271.83
$269.34
$230.20
$241.85
$232.14
$199.99
9 years old
10 years old
10 years old
2016 2017 2018 2019 2020 2021 2022
Model ELITEBOOK 840 G1
Released year 2013
ASP (2018 - 2022) $268
Specifications INTEL I5-2.4GHZ, 8GB RAM, 500GB HD
Model LATITUDE E6420
Released year 2012
ASP (2018 - 2022) $230
Specifications INTEL I5-2.4GHZ, 8GB RAM, 500GB HD
Model THINKPAD T430
Released year 2012
ASP (2018 - 2022) $268
Specifications INTEL I5-2.4GHZ, 8GB RAM, 500GB HD
DELL - LATITUDE E6420
HP - ELITEBOOK 840 G1
LENOVO - THINKPAD T430
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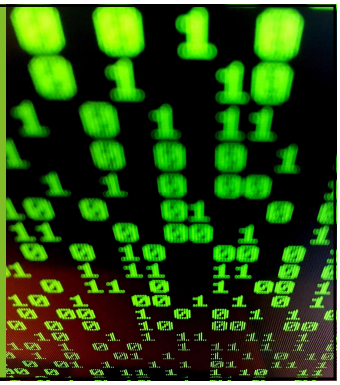
18

Selling Devices to the next user isn't secure



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19

Too many Data Breaches due to carelessness

1 out of 7
World Population's Data Breached

40%
Used Devices Resold Contained Personally Identifiable Information

Breaches Caused By ITAD Providers

- Morgan Stanley Fined $60m Over Data Disposal
- Insurer Anthem Will Pay Record $16M for Massive Data Breach
- Neiman Marcus Reaches $1.5 Million Data Breach Settlement
- British Airways is facing £183 million fine for 2018 data breach
- Marriott Says New Data Breach Affects 5.2 Million Guests
- Capital One Fined $80 Million Over 2019 Data Breach
- Sabre Reaches $2.4M Deal with State Attorneys General Over Data Breach
- T-Mobile Discloses Its Fourth Data Breach In 3 Years

"If there ever was a part of life where the saying "what you don't know can't hurt you" is dead wrong, it would be with information technology asset management (ITAM)."

– Dr. Barbara Rembiesa, Founder & President IAITAM

"We know by the ongoing audits we conduct of NAID Certified service providers that when overwriting is properly done, it is a trustworthy and effect process. The problem lies with service providers who are not qualified."

– Robert Johnson, NAID CEO

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20

1. Physical Data Security – Policies and Standards?

ITAD

What is your organizations current physical data security retention, destruction policies and standards for office and/or remote workers when they are turning in their device for: upgrade, repair or exiting organization?

For example, if your policy is all data must be destroyed prior to upgrade, repair or exit of employee of your organization, is your policy also on-site Data Erasure or Destruction by an authorized employee and/or outsourced contractor or are you authorized to send it off-site to your ITAD partner for their Data Destruction?

Its important to have a policy that covers both remote and office employees. Your policy drives your options.

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Data Sanitization & Destruction Options

Hard Drive Erasure
Hard Drive erasure 1, 3 & 7 pass wipe

Remote erasure
Remote erasure at employee's homes or office

Hard Drive Destruction
Hard Drive destruction degaussing & shredding

Loose Media Lockable Bins
Loose media Lockable bins for on-site at offices

22

Traditional ITAD
No Social Impact

"Your nothing can be somebody's everything"
- Dr. Barb

Traditional ITAD providers recycle and ship your assets overseas for the **lowest recovery** and you get no visibility to the entire disposition process.

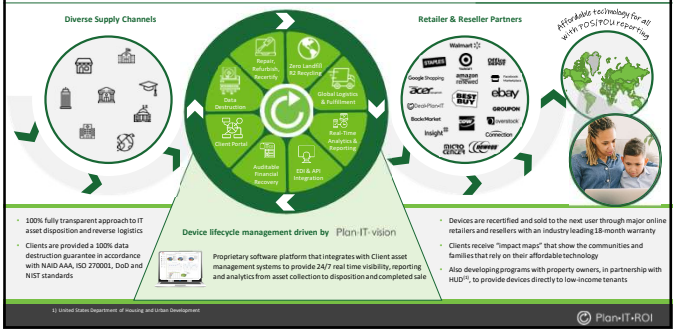
No Next User of Devices

?

23

Tech-Enabled End-to-End Asset Disposition & Reverse Logistics Service Offering

"Green glove" service offering provides Clients full transparency, so they see precisely how their devices make an impact



- 100% fully transparent approach to IT asset disposition and reverse logistics
- Clients are provided a 100% data destruction guarantee in accordance with NAID AAA, ISO 27001, DoD and NIST standards

Device lifecycle management driven by Plan·IT·vision

Proprietary software platform that integrates with Client asset management systems to provide 24/7 real time visibility, reporting and analytics from asset collection to disposition and completed sale

- Devices are recertified and sold to the next user through major online retailers and resellers with an industry leading 18-month warranty
- Clients receive "impact maps" that show the communities and families that rely on their affordable technology
- Also developing programs with property owners, in partnership with HUD[1], to provide devices directly to low-income tenants

1) United States Department of Housing and Urban Development

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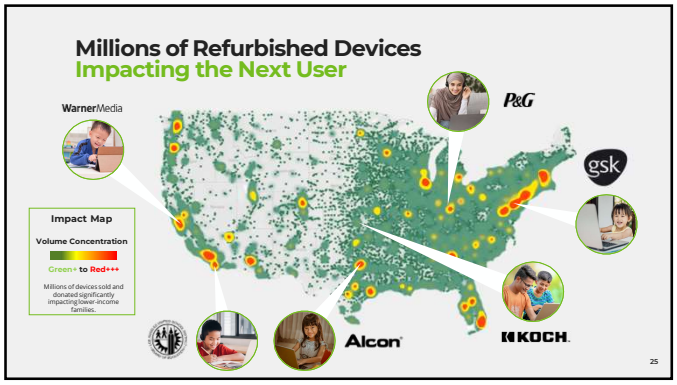
Millions of Refurbished Devices
Impacting the Next User
WarnerMedia
P&G
gsk
Impact Map
Volume Concentration
Green+ to Red+++
Millions of devices sold and donated significantly impacting lower-income families.
Alcon
KOCH
25

25

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everyoneon
PlanITROI's Digital Dreams Project is making a big impact in EveryoneOn's program by **donating 800 computers** to each participant.
By the Numbers
•800 computers donated
•800 adults will receive training
•Across multiple cities and states:
o Atlanta, GA
o Bay Area, CA
o El Paso, TX
o Los Angeles, CA
o Jersey City, NJ
Impact
•Our sponsorship means EveryoneOn can provide additional 50+ trainings.
EveryoneOn is launching pop-up computer labs.
Overall impact:
•1,490 adults trained
•1,490 computers donated
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Partnership
Announcement
Microsoft
PlanITROI, through its social enterprise division **Digital Dreams Project** (DDP), announced today an agreement with Microsoft, as part of its Airband Initiative to provide free and low-cost devices to communities of color in El Paso, Texas and Memphis, Tennessee.

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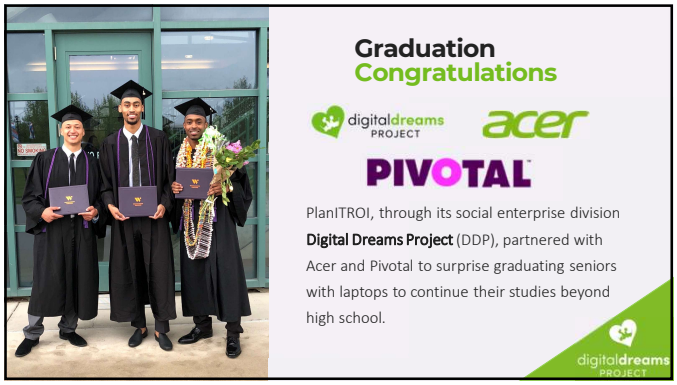
Graduation
Congratulations
digitaldreams PROJECT
acer
PIVOTAL
PlanITROI, through its social enterprise division **Digital Dreams Project** (DDP), partnered with Acer and Pivotal to surprise graduating seniors with laptops to continue their studies beyond high school.
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Impactful Partnerships
Help Meet Our Goals
Take on Race has raised $25 million for One Million Connected Devices Now and partnered with leading corporations and community organizations to put one million devices with reliable internet connectivity and tech support in the hands of students.
P&G
TAKE ON RACE
IAITAM

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Get an early private access to collaboration between Google, Intel and Workspot on cutting edge use of PWA technology!
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Google Cloud
Workspot.
intel.
#ChromebookMiracle
Sign Up to Receive Yours!
https://bit.ly/3yeXjTc
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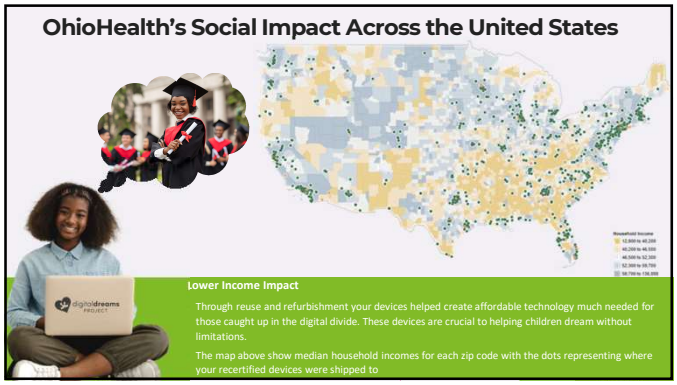
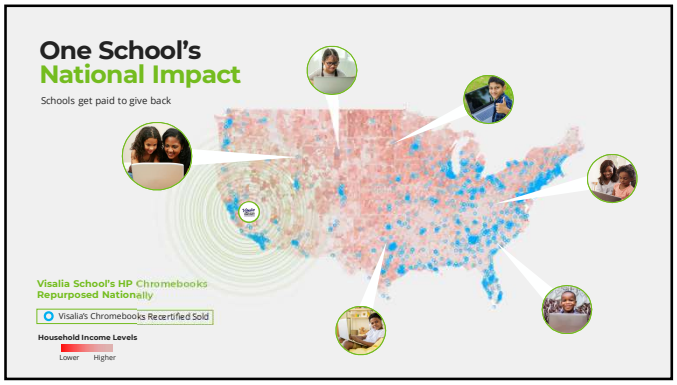
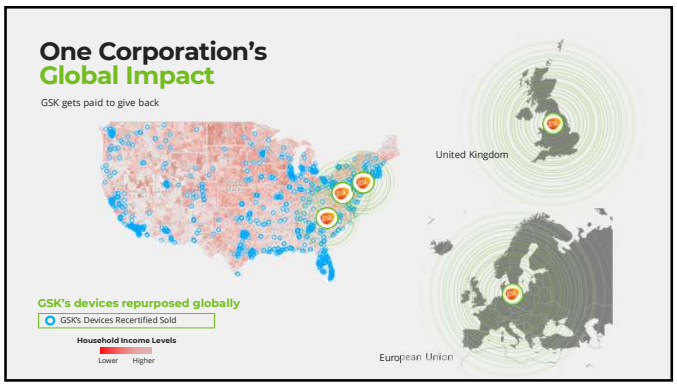
30


OhioHealth's Social Impact Across the United States
Lower Income Impact
Through reuse and refurbishment your devices helped create affordable technology much needed for those caught up in the digital divide. These devices are crucial to helping children dream without limitations.
The map above show median household incomes for each zip code with the dots representing where your recertified devices were shipped to

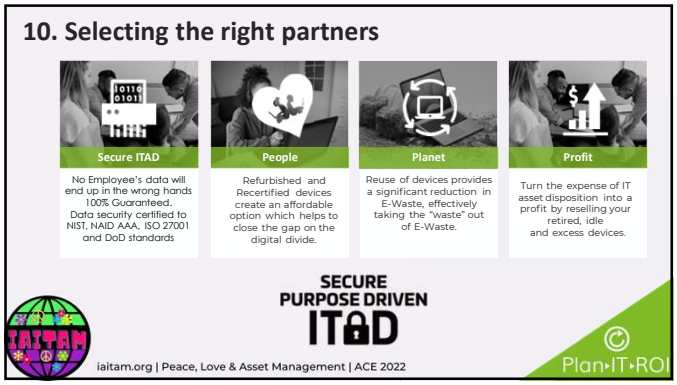
31


One School's
National Impact
Schools get paid to give back
Visalia School's HP Chromebooks Repurposed Nationally
Visalia's Chromebooks Recertified Sold
Household Income Levels
Lower
Higher

32


One Corporation's
Global Impact
GSK gets paid to give back
United Kingdom
GSK's devices repurposed globally
GSK's Devices Recertified Sold
Household Income Levels
Lower
Higher
European Union

33


10. Selecting the right partners
Secure ITAD
No Employee's data will end up in the wrong hands 100% Guaranteed. Data security certified to NIST, NAID AAA, ISO 27001 and DoD standards
People
Refurbished and Recertified devices create an affordable option which helps to close the gap on the digital divide.
Planet
Reuse of devices provides a significant reduction in E-Waste, effectively taking the "waste" out of E-Waste.
Profit
Turn the expense of IT asset disposition into a profit by reselling your retired, idle and excess devices.
SECURE
PURPOSE DRIVEN
ITAD
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10x Your Impact with ITAD
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LinkedIn.com/in/pbaum
Pbaum@PlanITROI.com

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