



Profit with Purpose:

5P's of ITAD – Get Paid. Do Good!



VISA



Plan IT ROI



digitaldreams
PROJECT

Our Story:

After serving in the war effort w/Panasonic Toughbook's from 2001 to 2011

In 2011 PlanITROI became a Social Enterprise.

Definition of a Social Enterprise:
“Make Money to do Good”

In 2024 PlanITROI became a wholly owned subsidiary of NEXTRA TECH
The ITAD industries first collective of independent ITAD companies



Profit with Purpose: 5P's of ITAD – Get Paid. Do Good!

In this session, we'll provide The 5 "P"s of ITAD

- Passion – Purpose – Planet – People – Profit
- Learn how to harness the power of IT Asset Disposition as a force for bridging the digital divide with quality hardware
- Learn how Visa uses their ITAD profits to fuel donation programs for under privileged and low-income people in the United States
- Learn how to merge profit with purpose from your retired and end-of-life devices, without extra investment
- See how ITAD can make a significant impact on your organizational ESG goals and be like Visa

GET PAID. TO DO GOOD!



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Plan IT ROI

PlanITROI's ESG business models creates profitable Secure Purpose Driven ITAD Program

PlanITROI's 100% data secure approach helps organizations achieve critical Environmental Social Governance (ESG) goals while recovering the highest possible value for their retired IT assets, paying for their ITAD program with Recertified and Refurbished sales.



Secure ITAD



People



Planet



Profit

No data will end up in the wrong hands
100% Guaranteed
Data Sanitization certified to
NAID AAA, ISO 27001 using
NIST & DoD standards.

Refurbished and Recertified
computing devices create an
affordable option to help
close the digital divide gap.

Reuse of devices as intended
use provides a significant
reduction in
E-Waste, effectively taking
the "waste" out of E-
Waste.

Turn the expense of IT
asset disposition into a
profit by reselling your
retired used devices as
affordable refurbished
recertified devices.

Harness the power of IT Asset Disposition as a force for bridging the digital divide

VISA

 Plan IT ROI



How we got started

- Reduce Complexity / Simplification, multiple vendors to one strategic partnership
- Global single point of contact with dedicated team and full accountability
- Streamlined Processes and Reporting
- Strategic alliance with PlanITROI

VISA

 PlanITROI



Visa forged a strategic alliance with PlanITROI

Visa uses their ITAD **profits** to fuel donation programs for under privileged and low-income people.

Merging profit with purpose with their retired and end-of-life devices, without extra investment



Passion

“Empowering communities through technology, we provide laptops to low-income individuals, fostering innovation and inclusivity for a connected, thriving future”.



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Plan IT ROI

At the heart of Visa's mission was the desire to make a social impact

- Visa's mission was the desire to make a social impact
 - Together, we crafted a **profitable** ITAD program designed to generate funds that could be reinvested into donating technology to underserved communities.
- The fusion of **Profit & Purpose** exemplified the essence of the 5 "P"s of ITAD:
 - ✓ Passion
 - ✓ Purpose
 - ✓ Planet
 - ✓ People
 - ✓ Profit





Purpose

Start with Secure Purpose Driven ITAD

No data will end up in the wrong hands - 100% Guaranteed & Insured –
All Data Sanitization is certified NAID AAA & ISO 27001 using NIST & DoD standards.



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Plan IT ROI

Change Lives with YOUR Retired Technology

We have an ambitious goal
1,000,000
devices in the hands of Lower Income Students, Families and Businesses in need to “Learn & Earn” before the end of 2026.



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Planet

Reuse of Visa's retired devices for intended use provides the best way to reduce E-waste, effectively taking the "Waste" out of E-waste



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Example 2023



Taking the Waste out of e-waste

Total Weight Collected:
142,570
pounds



Recycled



Total Devices Collected:
22,611



Reused

Category	Weight (lb.)	Units
All in one	0	0
Chromebooks	0	0
Monitors	20,349	2,578
Notebooks	13,835	3,556
PC	7,637	773
Smart/Mobile Phones	171	171
Tablet	7	3
Workstation	0	0
Others	40,456	1,351
Grand Total	82,454	8,433

Category	Weight (lb.)	Units
All in one	71	3
Chromebooks	0	0
Monitors	971	108
Notebooks	50,365	13,196
PC	8,443	605
Smart/Mobile Phones	0	0
Tablet	0	0
Workstation	0	0
Others	266	266
Grand Total	60,116	14,178



EPA's Electronics Environmental benefits Calculator (EEBC)

Purpose

The EEBC estimates the environmental benefits of improving the management of electronic products, focusing on areas such as computer desktops, monitors, notebooks/laptops, mobile phone reuse and recycling, and recycling mixed loads of electronic equipment.

Estimation of Benefits

The calculator computes the benefits of purchasing and using products covered by the EPEAT ecolabel, using a lifecycle approach to estimate the advantages over non-EPEAT products.

Impact Analysis

The EEBC captures the environmental impacts associated with raw material extraction, manufacturing, and energy



EPA Environmental Impact Calculations














<https://www.epa.gov/smm-electronics/assessment-tools-electronics-stewardship>

Data and assumptions for equivalencies:

		Equivalency Factor	Reference
Annual Household Energy Use	10,715	kWh/household/year	EPA Greenhouse Gas Equivalencies Calculator (https://www.epa.gov/tools/faqs/faq.php?id=97&t=3#:~:text=How%20much%20electricity%20does%20an,about%20893%20kWh%20per%20month.). Updated May 5, 2022.
Annual Passenger Car Emissions	4.60	metric tons CO ₂ equivalents/passenger car/year	EPA Greenhouse Gas Equivalencies Calculator (https://www.epa.gov/greenvehicles/greenhouse-gas-emissions-typical-passenger-vehicle#:~:text=typical%20passenger%20vehicle%3F-A%20typical%20passenger%20vehicle%20emits%20about%204.6%20metric%20tons%20of,8%2C887%20grams%20of%20CO2.). Updated May 11, 2022.
	1,255	kg CE/passenger car/yr	
Annual Municipal Solid Waste (MSW) Generation per US Household	1,870	kg MSW/household/year Assumes 4.9 lbs MSW/person/day; 2.6 average people/household	National Overview: Facts and Figures on Materials, Wastes and Recycling, May 2022 (https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/national-overview-facts-and-figures-materials)
Weight of Empire State Building	331,065,759	kg (365,000 tons)	Empire State Building Company, LLC (http://www.esbnyc.com/explore_esb_about_esb.asp), referenced April 3, 2012.
Weight (maximum) of 18-wheeler (tractor-trailer)	36,281	kg (80,000 pounds)	TCS Fuel. (2022, April 15). A guide to truck weight, classification, and uses. TCS Fuel. Retrieved May 11, 2022, from https://www.tcsfuel.com/blog/truck-weight-classification/#:~:text=The%20weight%20maximum%20for%20a,pounds%2C%20depending%20on%20the%20size.
Weight of Eiffel Tower	10,100,000	kg (10,100 tonnes)	Société d'Exploitation de la Tour Eiffel (http://www.eiffel-tower.com/everything-about-the-tower/the-eiffel-tower-at-a-glance.html), referenced April 3, 2012.
Weight of Refrigerator	97	kg (214 lbs)/ full-size refrigerator	Average of 58 of the most popular refrigerators on the market right now (https://prudentreviews.com/refrigerator-weight/#:~:text=How%20much%20does%20a%20refrigerator,average%20weight%20of%20250%20pounds.) in Feb 15, 2022.
Weight of elephant	5,200	kg; Average of weight of male African elephant and female African elephant	San Diego Zoo (http://www.sandiegozoo.org/animalbytes/t-elephant.html), referenced April 3, 2021.
Weight of brick	2	kg (4.5 lbs)	Manufacturer technical data. Standard brick defined as 3 5/8" X 2 1/4" X 8".
Amount of Mercury in a Fever Thermometer	0.61	g Hg/thermometer Assumes 95 percent of clinical thermometers are oral/rectal/baby thermometers, which contain approximately 0.61 grams of mercury.	Environmental Protection Agency. (n.d.). EPA. May 11, 2022, from https://www.epa.gov/mercury/mercury-thermometers

Example Environmental Impact Report

The most effective way to reduce waste is to not create it in the first place. Making a new product emits greenhouse gases that contribute to climate change and requires a lot of materials and energy, reduction and reuse are the most effective ways you can save natural resources.

	IF All Equipment was Recycled (equivalent to) 	Environmental Benefit done the PlanITROI way   	 PlanITROI Difference
Energy Savings	 Electricity to power of 71 U.S. households	 Electricity to power of 1,361 U.S. households	Electricity to power of +1,290 U.S. households
Greenhouse Gas Reduction	 Removing 174 cars from the road	 Removing 2,431 cars from the road	Removing +2,257 cars from the road
Air Emissions	 Prevent 676 metric tons of air emissions	 Prevent 12,914 metric tons of air emissions	Prevent +12,238 metric tons of air emissions
Water Emissions	 Prevent 1,240 liters of water emissions	 Prevent 21,000 liters of water emissions	Prevent +19,760 liters of water emissions
**Cost Savings	\$92,800	\$1,771,225	+\$1,678,425



Example Environmental Impact Report

The most effective way to reduce waste is to not create it in the first place. Making a new product emits greenhouse gases that contribute to climate change and requires a lot of materials and energy, reduction and reuse are the most effective ways you can save natural resources.



Energy savings



Primary material savings



Greenhouse gas emission savings



Air emission savings



Water emission savings



Toxic material savings



Municipal solid waste savings



Hazardous waste savings

IF All Equipment was Recycled (equivalent to)



910,618 (kWh)

93,221 (kg)

241,536 (kg of CE)

676,433 (kg)

1,238 (kg)

0 (kg)

93,243 (kg)

12,242 (kg)

**Cost Savings: \$92,800

Environmental Benefit done the PlanITROI way



17,380,522 (kWh)

93,221 (kg)

3,381,335 (kg of CE)

12,913,543 (kg)

20,692 (kg)

147 (kg)

93,243 (kg)

12,242 (kg)

**Cost Savings: \$1,771,225

PlanITROI Difference

+16,469,904 (kWh)

0 (kg)

+3,139,799 (kg of CE)

+12,237,110 (kg)

+19,454 (kg)

+147 (kg)

0 (kg)

0 (kg)

**Cost Savings: +\$1,678,425



Environmental, Social & Governance

PlanITROI empowered Visa to leverage their ITAD profits for executive ESG reporting, showcasing their commitment to environmental, social, and governance goals which can be used in their annual 10K reports.

This holistic approach to sustainability and social responsibility enabled Visa to "get paid to do good," turning the expense of IT asset disposition into a profitable endeavor that benefited both their bottom line and society at large.



Why Executives care about the “S” in ESG. **SOCIAL**



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This is a golden opportunity for Managers



ESG's Beginning

In 2006, the United Nations published **Principles for Responsible Investment (PRI)**, which included the first ESG criteria. Today, there are **3,750** Signatories, and **\$110 Trillion** Assets Under Management (AUM\$)



ESG reporting is now a **requirement for investors** searching for a reputable company to invest in

ESG reporting represents a company's policies on each focus area and **provides stakeholders with information** such as supply chain issues, risk management, and employee health and safety data that was not previously accessible



PRI signatory growth in 2006-2023

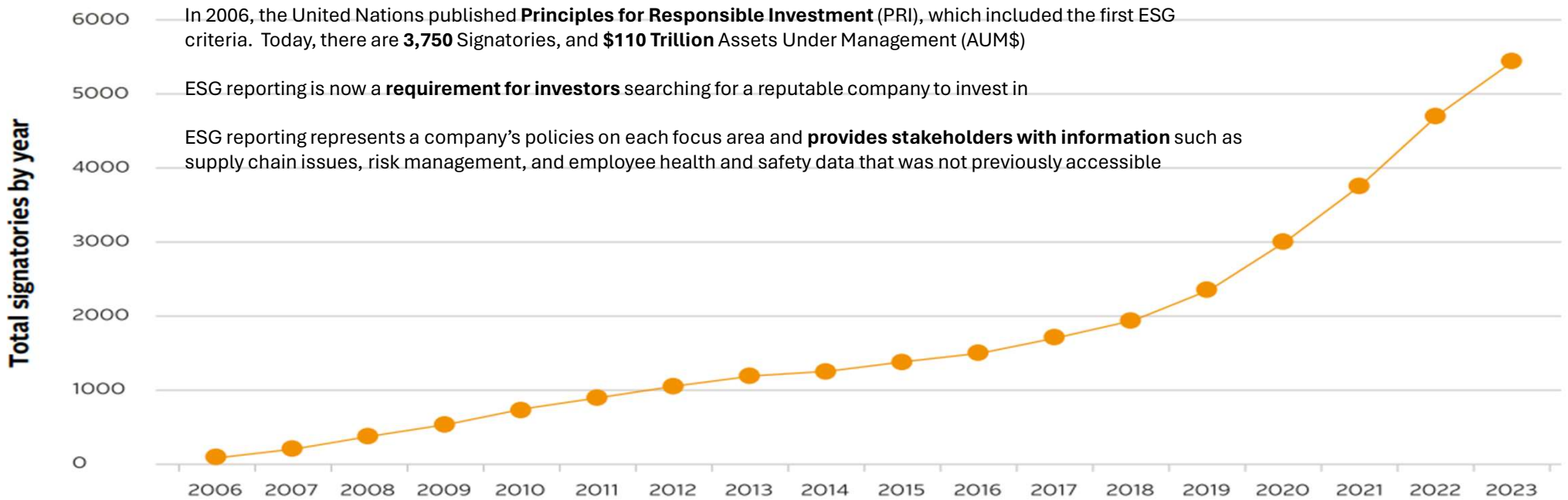
AUM, total number of signatories and number of asset owner signatories all increased



CONTINUED GLOBAL GROWTH

Building the responsible investment community

Signatory numbers have increased 10% year-on-year, reaching 5,391 signatories (4,841 investors and 550 service providers) by 31 March 2023¹.



Organizational Competitiveness Improves with ESG

- **Risk management:** ESG factors can have a significant impact on a company's risk profile.
- **Reputation and stakeholder trust:** ESG factors are increasingly important to stakeholders, including investors, customers, employees, and regulators.
- **Long-term value creation:** Companies that prioritize ESG factors may be better positioned to create long-term value for shareholders.
- **Regulatory compliance:** ESG factors are increasingly being incorporated into regulatory frameworks and reporting requirements.
- **Competitive advantage:** Companies that prioritize ESG factors may be better positioned to compete in the marketplace.



Companies Linking Executive Pay to ESG Performance

Global, National and Local companies and institutions are increasingly linking executive compensation to some form of ESG performance, with the share growing from **66 percent in 2020 to 73 percent in 2023**.

Review Business And Society | Linking Executive Pay to Sustainability Goals

Linking Executive Pay to Sustainability Goals

by Martha Cook, Katherine Savage, and Frederic Barge

March 14, 2022, 6:00 AM

Executive Pay Tied to ESG Goals Grows as Investors Demand Action

FORTUNE RANKINGS MAGAZINE NEWSLETTERS PODCASTS MORE SEARCH SIGN IN [Subscribe Now](#)

NEWSLETTERS - CEO DAILY

Executive compensation at 73% of S&P 500 companies is now tied to ESG performance, survey finds

BY ALAN MURRAY AND DAVID MEYER
October 31, 2022 at 6:49 AM EDT
Updated October 31, 2022 at 6:01 AM EDT

[f](#) [t](#) [in](#) [✉](#)

Harvard Law School Forum on Corporate Governance

HOME ABOUT ARCHIVE CATEGORIES CONTRIBUTORS HIRING BLOGROLL

Linking Executive Compensation to ESG Performance

Posted by Merel Spierings, The Conference Board, Inc., on Sunday, November 27, 2022

[Comment](#) [Print](#) [E-Mail](#) [Tweet](#)

Tags: annual plans, ESG, ESG Performance, Executive Compensation, In



ESG performance will become increasingly important to attracting and retaining talent as Millennials and Gen Z come to make up most of the global workforce.

By 2029, the Millennial and Gen Z generations will make up 72 percent of the world's workforce, compared to 52 percent in 2019. These generations place [greater importance on environmental and social concerns](#) than their predecessors do – and will expect more from employers on these issues.



MEMBERSHIP CERTIFICATION HR TODAY

Survey: ESG Strategies Rank High with Gen Z, Millennials


75% of U.S. executives say ESGs have positive impact on employee engagement

Forbes

FORBES > LEADERSHIP

Millennials And Gen Z: Now Is The Time To Reshape Businesses To Harness Their Power

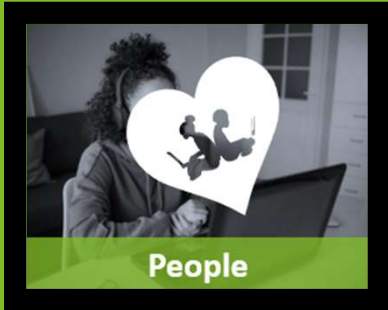
4 Things Gen Z and Millennials Expect From Their Workplace



Market Activity News + Insights Solutions About

How Millennials and Gen Z Are Driving Growth Behind ESG





People

Lower income people should never have to sacrifice, PlanITROI provides Fully Refurbished Laptops with 18 months of support to close the digital divide and help people “Learn and Earn”.



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PlanITROI

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.

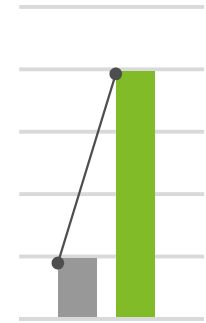
40%



of students lack digital
skills or distrust providers

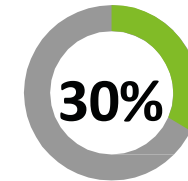
230,000

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



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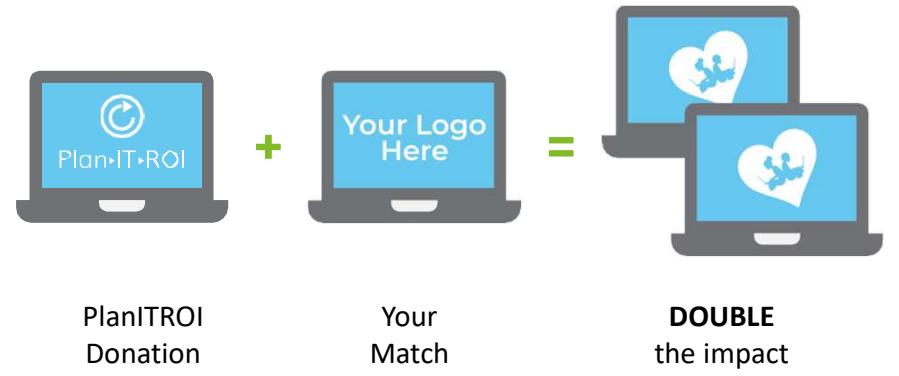


Plan IT ROI

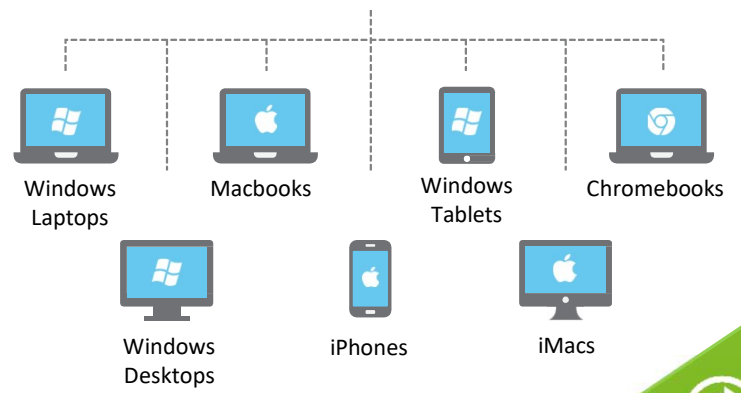
The Solution is in Your Office

10x

our 10,000 device donation to Maximize the Impact



Devices Needed



How many of you
went to college?



**Who remembers
writing a college essay
and filling out
applications?**



600 Word Essay

Essay on Sustainable Development

Sustainable Development as a concept gained popularity in the year 1987 by the World Commission on Environment and Development. It spoke about the urgency and the need for people to meet the needs of the present without compromising on the needs of the future. It emphasized that we not should strip the Earth of its natural resources.

The idea behind development is to always meet the requirement of the present without paying heed to what its impact may be on the future and the generations to come. The selfish idea of thinking only about 'ourselves' will lead to severe crises in the near future. We must think about our planet Earth and the generations to come. The drastic effects of unsustainable development can already be seen. Some of the notable problems are climate change, which is due to the depletion of the ozone layer due to incessant pollution of the air and the land. Our fossil fuel resources are also non-renewable and are slowly depleting due to increased demand and wastage. The longer we take to address the problem of unsustainable development and the effects it is causing and going to cause in the future, the more drastic its consequences are going to be.

To practice the concept of sustainable development, it is very important to understand what sustainable development is. The main idea behind sustainable development is that any kind of progress, be it economic, environmental and social, everything can be achieved without depleting Earth's resources and using only what we need. The concept of taking more than we need should be aborted and removed from all procedures we follow. Our ecosystem does not have a limitless capacity so we should keep our growth in check and sustained so that we can leave a sufficient amount of resources for the later generations.

The sudden explosion in the human population is one of the major caused for the unsustainable tendency of development. In countries that are still on the way of development such as India, Africa, it is essential to keep the population in check. Unfortunately, the population count in these countries is on the rise and will be the same in the coming years unless it is checked to immediate effect. With more people, there is an increase in poverty. The number of people living below the poverty line and managing to get two meals so that they survive is also on the rise. The more the people the lesser there is for everyone.

The main objective of sustainable development is to bring stability to our social, economic and environmental requirements, it will further lead to welfare and availability of resources for the coming generations.

Sustainable development is a wonderful way to conserve the natural resources we have by changing our approach towards the use and development of technologies. We should not stop using these resources rather we should use it in a sustained manner so that it does not become extinct and lead to the extinction of species.

Red Pen & Edits

Head: Why the Star needs its own editors
 Deck: No one else has experience, knowledge and investment in Star's excellence to maintain the "brand," say journalists.

TORONTO STAR
 thestar.com
 Office of the Publisher

Date: November 3, 2009
 To: All Staff
 From: John Cruickshank

As I mentioned at town hall meetings earlier this fall, the Star's strategic plan calls for a fundamental transformation from a newspaper company into a multi-platform news and content organization. This will involve structuring the organization around the core capabilities that drive the business, and leveraging these core capabilities across new and emerging platforms. Beyond these core areas, we must find the best way to operate our business at the lowest possible cost, including contracting out non-core functions where there is a sound business case to do so. This will involve what is likely to be the biggest restructuring of the Star's workforce in its history. It won't be easy. Changes will affect every job in every corner of the organization.

In light of the magnitude of the changes ahead, we are today launching a Voluntary Separation Program, to provide staff with additional choices. Details of the VSP are provided in the attached letter from Human Resources. Over the past month, we have engaged the CEP in discussions on the provisions of the VSP, and we are very pleased to advise that the final program reflects a signed agreement between the Star and the CEP.

We have also advised the CEP that we are seriously considering contracting out segments of work associated with the production of our print product. This work is currently performed within the Star's Pre-Publishing and Editorial Divisions. Within Pre-Publishing, we are exploring the contracting out of ad building and the offset of this effort may expand to include some of the remaining work in the Division. Within Editorial, we are exploring the contracting out of some or all copy editing and pagination work, and the scope of these and related outsourcing initiatives may well extend to work groups in other divisions of the Star.

While contracting out in all of these areas is still under exploration, we wish to provide potentially affected employees and their union representatives with as much information as possible, as soon as possible. We will of course provide the CEP with the details of our business case for contracting out in these areas, once our investigations are concluded, and seriously consider all alternatives we are exploring. We are also exploring the possibility of contracting out some of our editorial production work.

When making changes to the structure of the Star, we will be providing you with as much information as possible, as soon as possible. We will of course provide the CEP with the details of our business case for contracting out in these areas, once our investigations are concluded, and seriously consider all alternatives we are exploring. We are also exploring the possibility of contracting out some of our editorial production work.

We encourage staff, both within and outside these specific areas, to consider the VSP and to take advantage of the decision support services that HR will be providing. The VSP will be open for the full month of November, to provide employees with sufficient time to carefully weigh their personal options. I have asked all members of the Star's management team to share information on possible workplace changes with staff during this time, so employees are as informed as possible when they make their decisions on the VSP.

Please review the attached material on the VSP and refer any questions to Human Resources staff. On behalf of the executive team, I thank all members of the Star's staff for their continued commitment and dedication in these challenging times.

John Cruickshank

Handwritten notes:
 - "What does this mean? This isn't explained anywhere. Try to pin down your stance on what this means quickly!"
 - "slowly get to the news faster"
 - "what Star style"
 - "what is this? spell out an alternative!"
 - "are they or not? is this even a star?"
 - "Newspaper - avoid biz & ephemerals"
 - "avoid biz jargon and redundant"
 - "understand formal notice"
 - "it is understood by the company and the union that this general notification is not the formal notification of layoffs required under the collective agreement, which must still be completed along with the appropriate for the union's biggest alternatives to contracting out. The company will provide such formal notification as soon as the business reviews in the affected areas are completed. Specific details on contracting out timelines will be provided as part of that formal notification."
 - "we need it's already too big just say what I know"
 - "active verbs pls!"
 - "note: Star style is lower case"
 - "avoid biz jargon and redundant"
 - "sketch to split initiatives"
 - "star style is ital"





BBC Sign in Home News Sport

NEWS

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Tech

Average typing speeds on mobiles are now 38 words per minute (wpm) compared to about 52 on a standard PC keyboard.

Phone speeds were helped by auto-correct systems but hindered by other aids that seek to predict what word a person had begun to type.

The time it took people to work out whether a predicted word was correct ended up slowing them down, it found.

By contrast, auto-correct systems that eliminated the need for a few thumb strokes helped people finish messages faster.

Average College Essay 600 words



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Digital Equity is
having the right
device with all
the right tools to...
“Learn & Earn”



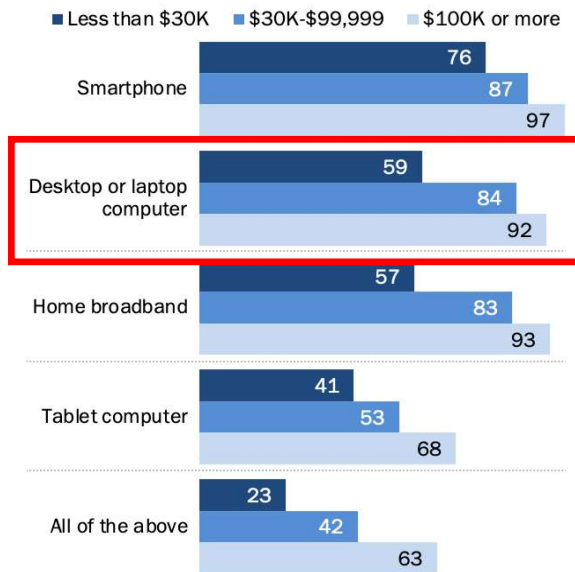
Lower income families rely on smartphones

You cannot Learn and Earn on only a smartphone

**OVER
40%**
Don't
Have a
Desktop
or
Laptop

Americans with lower incomes have lower levels of technology adoption

% of U.S. adults who say they have each of the following, by household income

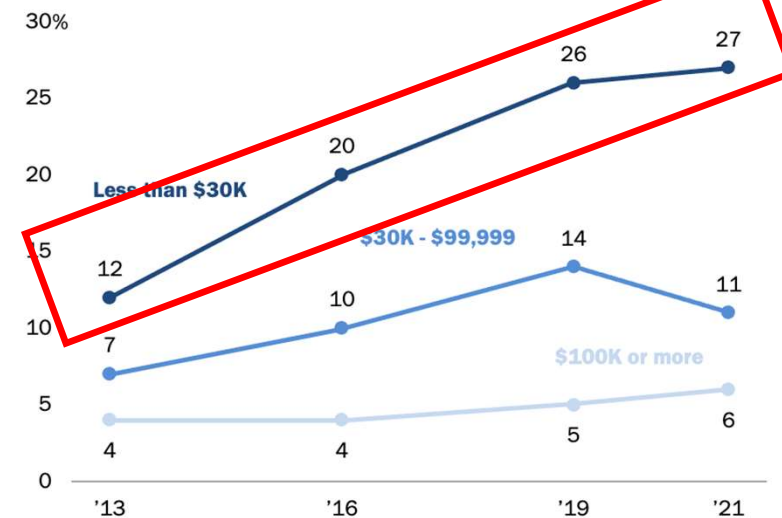


Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER

The share of Americans with lower incomes who rely on their smartphones for going online has roughly doubled since 2013

% of U.S. adults who say they have a smartphone but no broadband at home, by household income



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER

**OVER
27%**
Rely on
their
smartphone
to go
online

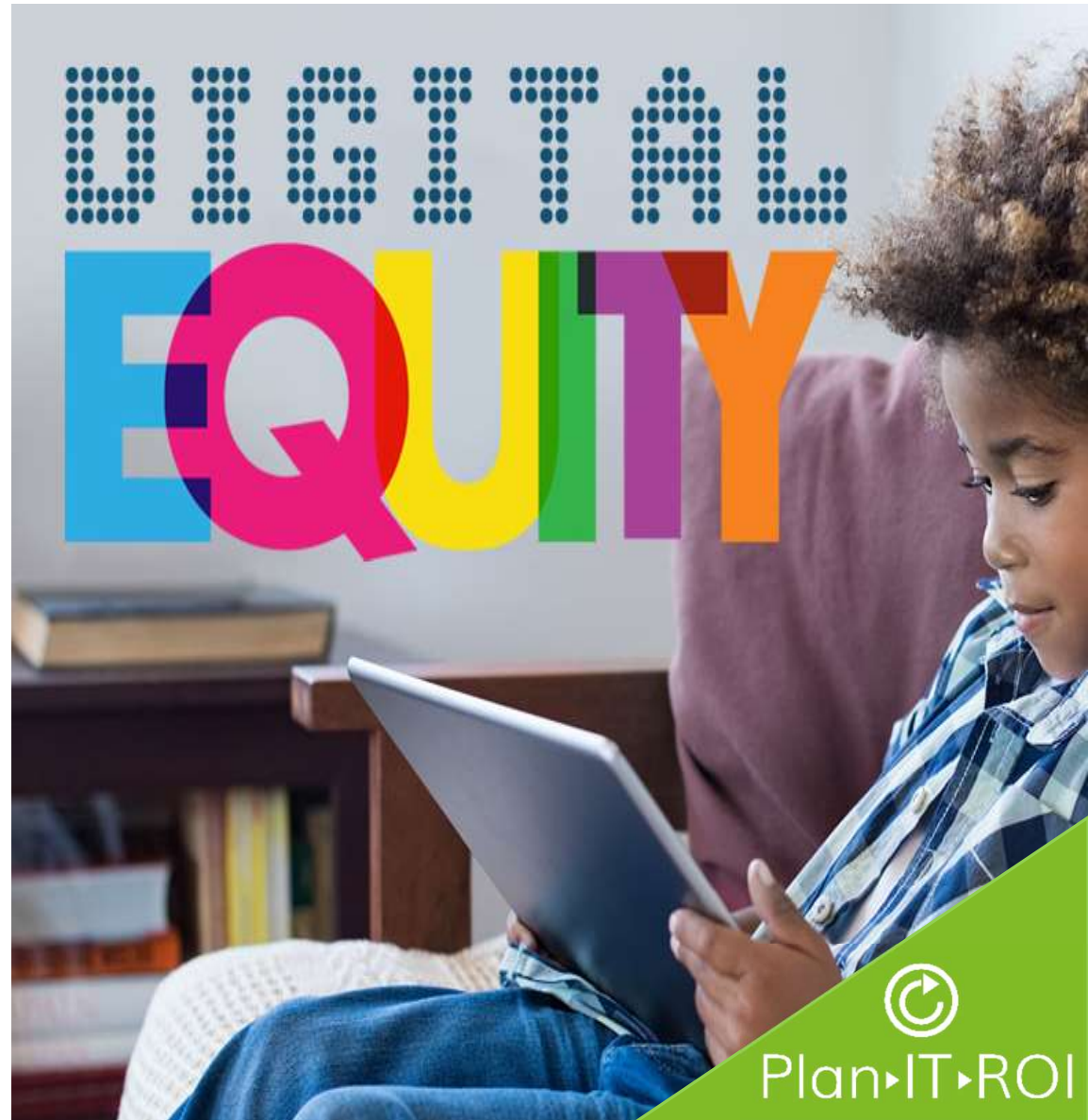


A digital divide stems from poverty and the economic barriers that limit resources and prevent people from obtaining or otherwise using modern technologies to learn and earn



Digital Equity is a condition in which all individuals and communities have the information technology capacity needed for full participation in our society, democracy and economy.

Digital Equity is necessary for civic and cultural participation, employment, lifelong learning and access to essential services.

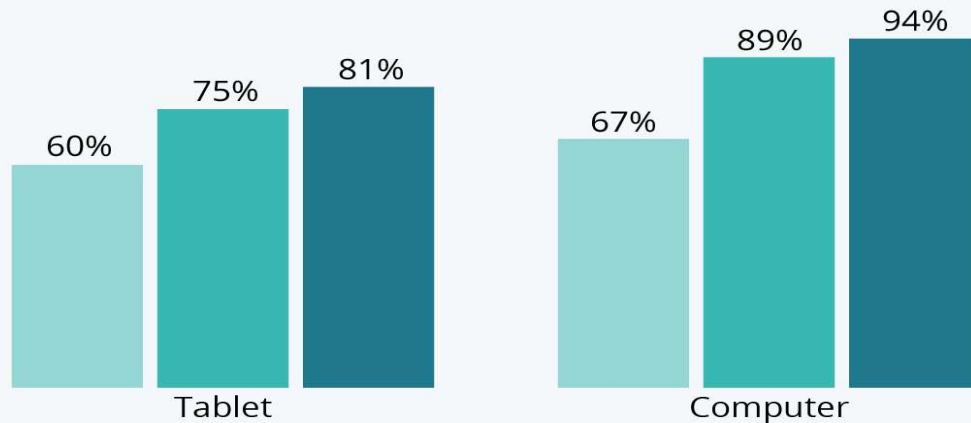


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The Digital Revolution is Leaving Poorer Kids Behind

Share of 8 to 18 year olds who have access to the following in their home in 2021, by household income*

Lower income Middle income Higher income



* "Lower income" < \$35,000; 'middle' \$35,000-99,999; and 'higher' \$100,000 or more.

Source: Common Sense Media



statista



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Plan IT ROI

Quality matters for everyone, not just some!

- **High-Quality Assurance:** Ensuring the refurbished laptop is of high quality is crucial.
- **Condition Matters:** The condition of the unit significantly impacts its performance and longevity.
- **Authorized Software:** It's important for the laptop to have a Microsoft Authorized License for educational and financial opportunities.
- **Economic Equality:** Low-income individuals should have access to high-quality laptops.
- **Empowerment Through Technology:** Access to good technology can be empowering and provide more opportunities.



How do I pick the right partner to make sure my retired devices are going to have a chance change the digital divide?



Digital Equity Components for a ITAD Partnership



100 %

**Functional
Devices**



Digital Literacy



**Internet
Access**



Advocacy



100% Functional & Complete to Compete

The computers and accessories necessary to **be productive, create content, and participate** (homework, job, applications, reading, etc.)



100%
Functional
Devices

- Fully functional Laptop
- Microsoft Operating System
- Microsoft Office
- Fully Kitted
- 18 Months of Support
- Free repairs & spares
- Free internet access
- Free training



100% Support needed to Compete

The knowledge and skills required to **use the equipment, internet, and applications effectively** with training and support to compete for knowledge working jobs.



Digital Literacy

Training and Support:

- Doing homework
- Applying for college
- Applying for a career
- How to search the web
- Navigating a digital world



The ACP funds are set to run out by the end by **May 2024**

Low-income users need Access to Free Internet to Compete!

Access to the internet from an **affordable and reliable** source is essential in order to compete in the digital world.

~~\$30 per household per month
One-time discount of \$100 per device~~



BEAD – Broadband Equity Access & Deployment

Transformative initiative designed to ensure that all Americans have access to high-speed internet.

- \$42.45 billion for expanded high-speed internet access
- Funds for all 50 states
- \$100 discount for eligible households to buy tech devices
- Targets low-income households for digital equity
- Aids in education, work, personal growth
- Supports long-term economic, educational empowerment





SUSTAINABLE
DEVELOPMENT
GOALS



“True meaning of Social Proof in ESG”
Education + Internet + Support + Device = Learning
with the potential to earn as a knowledge worker

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How are Premium Retailers helping to change the digital divide?



Premium Value-Add Recovery Starts with being MAR Authorized

If your ITAD Vendor is NOT a MAR and is NOT adding Windows OS legally to your valuable Laptops you are missing out on significant recovery. The upside difference averages \$100 per 6-year-old laptop.

Without being a MAR you CANNOT sell your PC's legally with an OS and you miss out selling through the Premium Retailers!



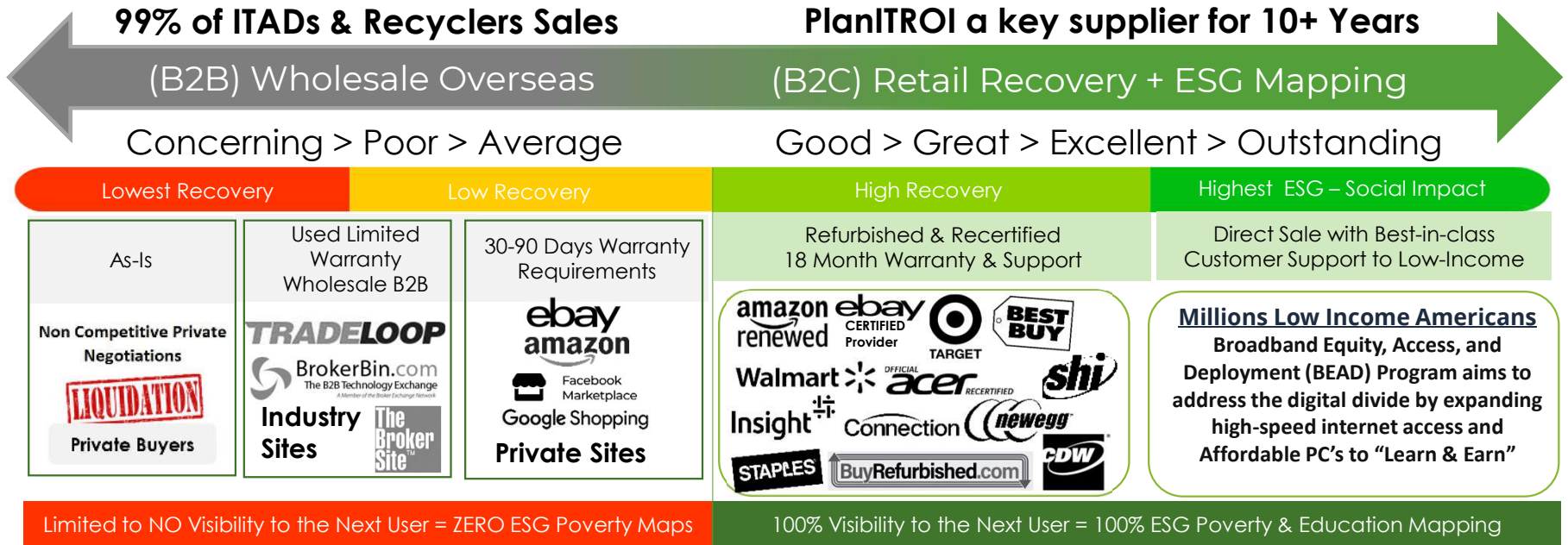
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Microsoft[®]
AUTHORIZED
Refurbisher



Plan▶IT▶ROI

Recovery Hierarchy and Markets for ITAD Computing Asset – Where do yours go?

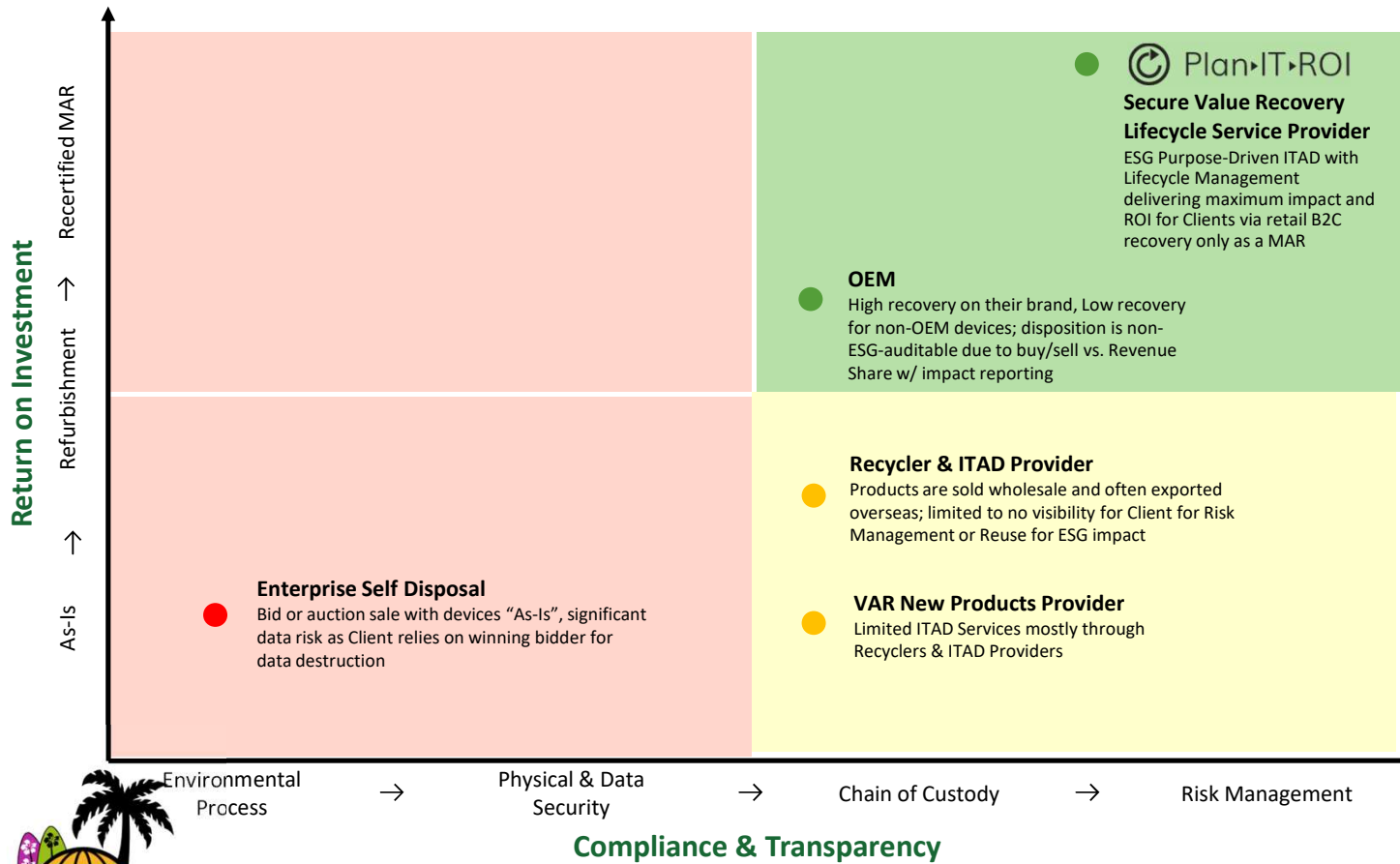


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ITAD Provider Landscape according to...



Key Highlights

- Highly fragmented market with a range of large, global and regional players, including a mix of ITAD specialists, electronics recyclers, value-added resellers and OEM's that self-perform their reverse logistics
- While many providers can offer the necessary data security and compliance qualifications to manage IT asset disposition, PlanITROI is uniquely capable of delivering regulatory compliance, complete transparency and the highest value recovery
 - Full service offering with a 100% secure chain of custody
 - Tracked in real-time with 100% transparency for the Client
 - Value-added "B2C Recertified" model
 - Mission-driven focus helps Clients hit measurable ESG and CSR targets that shareholders and consumers now expect



I know
what you are thinking...
how can you do your
part as an ITAD Manger?



99% of ITADs ship your IT Assets overseas without visibility to the next user and ZERO Social Impact with the lowest recoveries.
It does not need to, its needed in the USA!



**“Your nothing can be
somebody’s everything”**

- Dr. Barb



The Solution is in Your Office

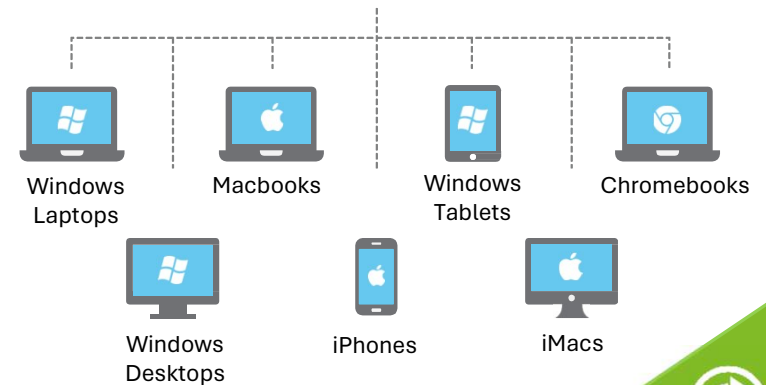
10x our 10,000 device donation to give **100,000**



PlanITROI is donating **10,000** computers but YOU can **MAXIMIZE THE IMPACT**



Devices Needed





Where The Dollars Go

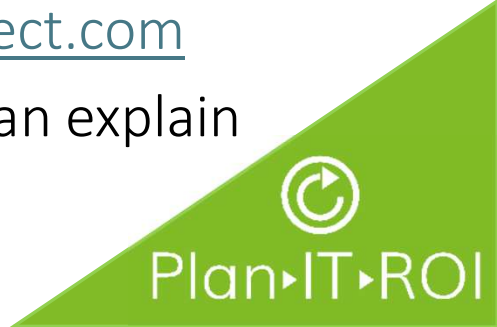
\$0 PROGRAM COST TO YOUR ORGANIZATION

100% PROCEEDS GO TO DONATION

How does it work?

www.DigitalDreamsProject.com

Stop by our booth so we can explain



Visa's journey

- In the end, Visa's journey with PlanITROI exemplifies the transformative power of partnership and purpose-driven business.
- By embracing the 5 "P"s of ITAD and aligning profit with purpose, Visa not only enhanced their organizational ESG goals but also bridged the digital divide, making a meaningful difference in the lives of underprivileged and low-income communities across the United States.



Conclusion: Profit with Purpose: 5P's of ITAD – Get Paid. Do Good!

No reason to compromise The 5 “P”s of ITAD -
Passion, Purpose, Planet, People, Profit

- You can harness the power of IT Asset Disposition as a force for bridging the digital divide.
- Visa is the gold standard for using their ITAD profits to fuel donation programs for under privileged and low-income individuals in the US.
- Let us know if you want to learn more on how to merge your profits with purpose from your retired and end-of-life devices, without extra investment.
- Your ITAD can make a significant impact on your organizational ESG goals and be like Visa:



GET PAID TO DO GOOD

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Profit with Purpose: 5P's of ITAD – Get Paid. Do Good!

IAITAM ACE, Las Vegas 2024
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thank you!



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