



SmallSteps offers an unparalleled opportunity for businesses to leverage the value of the SmallSteps brand and increase revenue. Through this arrangement, companies pay a licensing fee for the right to place the SmallSteps logo on their product, and use the SmallSteps point value system when applicable.

### About SmallSteps

SmallSteps™ was founded in 2009 by graduates of the CCA MBA in Design Strategy program in San Francisco. These students were seeking a way to help educate people about sustainability and their environmental impact by helping them sort through the mountains of available information.

SmallSteps is a community-based organization that provides members with comprehensive information in an easy and accessible format. It also provides caring experts to help member lead a balanced and sustainable lifestyle. We achieve this by providing accurate, reliable and customized information, educating about existing alternatives and providing specific actionable steps.

### Licensing Overview

The placement of the SmallSteps logo and points value on licensed products has been shown to increase sales by approximately 10%. Additionally, SmallSteps has undertaken an aggressive marketing campaign with a target growth rate of 4X annually. With the growth of SmallSteps and the increased value of our brand name, your sales will likely increase accordingly.

### Product Categories

During the first phase of the SmallSteps licensing program, we are focusing on a subset of products. We are currently considering applications in the following categories:

- » Automobile Maintenance Products
- » Food Storage Systems
- » Personal Care Products
- » Home Care Products
- » Household Linens
- » Bicycle Products
- » Gardening Supplies

As the SmallSteps licensing program matures, we plan on significantly expanding into more product categories for licensing opportunities. As a pioneering member of the SmallSteps licensing community, you can take advantage of our introductory rates which will be locked in for a one year period.

### How to Get Started

If you would like more information, please contact our Licensing Program Manager at 1-800-One-Step.



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