



pier4all

Fundamentals of our business

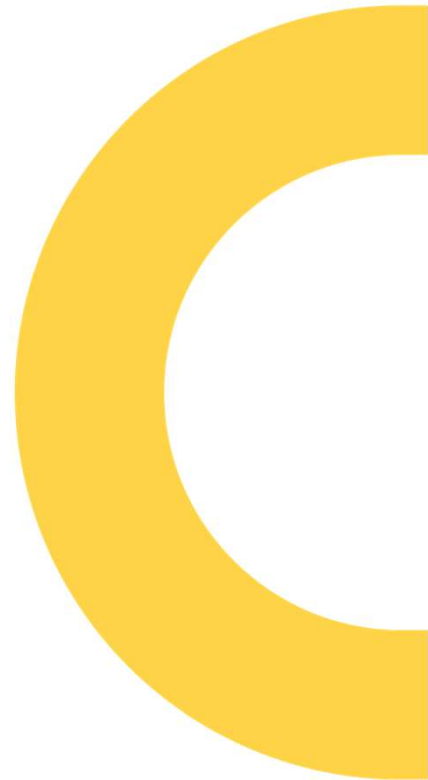
When the existing has had its day, the search for new solutions begins. We have found ours.

pier4all



Agenda

1. Purpose
2. Responsible ownership
3. Co-determination
4. Risk compensation
5. Profit-sharing



Purpose

Sense and purpose

We bring people and ideas together in an open eco-system.

pier4all connects people to make them effective. Our solutions break down barriers and strengthen entrepreneurial action.

People who want to release potential and further develop their strengths participate here. Active cooperation at eye level is the programme.

Work is successful and satisfying when it is meaningful. Meaningful for the workers and meaningful for society.

Sense and purpose

- We are entrepreneurs who know the valid market structures and accept them as given. This does not mean that we think and function within standard organisational structures.
- We work profit-oriented, but not because of profit, but because we are a strong company that wants to survive and grow in the market. We do not want to maximise profits at the expense of third parties.
- Any remaining surplus - after all obligations have been serviced - flows into a fund for sustainable start-ups and ventures.

Responsible ownership

Participation

The founders have fully transferred their invested share capital to the company, i.e. the company belongs to itself.

It cannot be sold and is therefore beyond speculation.

To ensure that the company's raison d'être remains protected, the Purpose Foundation is given a veto vote, a so-called "golden share".

Participation

- Founders are like midwives: They are birth attendants. Once the child is born, the day-to-day care duties pass to the parents or guardians.
- The founders unselfishly focus on the well-being and development of the company.
- Rights in the company (voting and income rights) are only granted for a limited period to active participants in the company and then revert to the company.
- The purpose of the company must be protected from the shareholders as well as from the voters (veto foundation approach).

Co-determination

Role instead of hierarchy

Those who actively participate in the company can have a say in the strategic direction.

The weight of co-determination depends on a transparent, evolved catalogue of criteria that also includes the respective roles.

In day-to-day business, the company functions according to the principles of Holacracy, i.e. everyone is self-responsible in their role towards themselves and the company.

Role instead of hierarchy: Strategic

- Decisions are made in the context of the company and its values.
- In the start-up phase, the founders ensure that the defined business goals are consistently pursued until the enterprise has reached a certain level of maturity/stability.
- As the company matures, the founders gradually relinquish their decision-making power and those actively involved in the company receive more voting rights.
- The primary decision-makers, the employees are supported by external partners and customers who have a say.

Role instead of hierarchy: Operational

- In the spirit of self-responsibility, decisions should be made where they have an effect.
- We work with the principles of Holacracy: task, responsibility and decision are inseparably united. They are part of the jointly defined role.
- We decide according to the consensus principle (not consensus).

Risk compensation

Investment

All monetary amounts are considered investments, i.e. also loans, salary deferrals, invoice deferrals etc. All investments are fixed in time within the business development plan and are subject to a multiple risk premium according to the risk phase.

All investments must be remunerated according to their defined time horizons before surpluses can be paid out.

The company is aiming for self-financing.

Investment

- The compensation for risk incurred is identical for all capital providers - within the respective defined risk phase. Thus, salary deferral and paid-in share capital are remunerated in the same way as debt financing.
- The remuneration rate for debt financing is determined by the market.
- The minimum risk rate (multiple) is a factor of two.
- With the repayment of the investment and the risk compensation, all claims are settled; also for the founders of the company.

Profit-sharing

Win all

Surpluses are only distributed if the investment repayments are made or completed according to plan.

All those actively involved in the company benefit from the surpluses generated.

"Everyone" means: employees, partners and customers, graduated according to a transparent distribution key.

Once all direct participants have been served, any further surpluses flow into a fund. This fund supports companies that orient their business according to related criteria.



**think,
decide,
act**

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