How Inspire Invests For Impact | Inspire Impact Score Methodology

The Inspire Impact Score is an objective, rules-based scoring system which Inspire uses to identify what we consider to be the most inspiring companies on the market -- companies that are blessings to their communities, employees, customers and the world. We believe that these inspiring companies hold great potential to deliver superior performance over time, as well as deliver meaningful impact through their business efforts, providing investors a unique opportunity to create both profit potential and positive impact with their portfolio. The Inspire Impact Score rates a company on a scale of -100 to +100, with +100 being the best possible score, and scores above zero meet Certified Biblically Responsible Investing (BRI) standards.

**STEP ONE: ANALYZE**
Analyze millions of data points for thousands of companies using artificial intelligence driven software* to identify positive and negative events as they relate to a company’s impact in four categories and eight subcategories:

1. **Customers:**
   - Business Model
   - Product Integrity & Innovation

2. **Communities**
   - Social Impact
   - Supply Chain

3. **Workplace**
   - Corporate Governance
   - Human Capital

4. **World**
   - Environment
   - Sustainable Energy Use & Production

*Software powered by Insight360.io and eValueator.com.

**STEP TWO: AWARD**
Award points to companies that have positive scores in the four impact categories, and subtract points from companies for negative scores. A total of 25 points are available in each of the four impact categories, arriving at a total potential score of 100. Inspire selects the highest scoring companies when building out portfolios. Scores above zero meet Certified Biblically Responsible Investing standards.

**STEP THREE: ASSESSMENT & ACTIVISM**
Inspire maintains a database with Inspire Impact Scores for over one thousand companies that we hold investments in. We routinely re-assess each of these company’s Inspire Impact Scores twice per year so that our portfolios continue to adhere to the high impact standards we have for our investments. Additionally, we also engage in shareholder activism with our portfolio companies to encourage progress towards even greater levels of positive impact, or even to initiate a course correction for companies that are veering off course -- a process we call *inspiring transformation*.