UNIWERSYTET EKONOMICZNY W KRAKOWIE

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It is worth managing the company so that it becomes a Benefit Corporation! Are you wondering why?

5 Reasons Your Startup Should Be a Benefit Corp

1. Find the Right Investors
(Stand out from the others and encourage investors with your innovative business idea so that they are willing to cooperate with you.)

2. Attract Capital
(Not only will incorporating as a benefit corp improve your ability to attract capital, it will enhance your attractiveness as more investment firms move in this direction.)

3. Get the Best Talent
(Taking care of your employees, running a business that is positively impactful, offering autonomy and new opportunity — these are all talent-attractors and common practices of benefit corporations.)

4. Gain Consumer Trust and Loyalty
(Stand on current and broadly relevant issues like sustainability, transparency or fair employment practices helps build strong connections with clients. The closer a company's purpose aligns to their own beliefs, the better.)

5. Work With Aligned Businesses
(Some simple practices can help to ensure business alignment: maintaining focus on the mission, vision and values, and having a plan for monitoring and measuring performance.)

Becoming a benefit corporation has advantages for every stakeholder in your business, from consumers and talent to shareholders and directors. And, in an era where so many are trying to be authentic and sustainable, becoming a benefit company helps you stand out from the crowd by demonstrating your commitment to your employees, your community, and the environment.