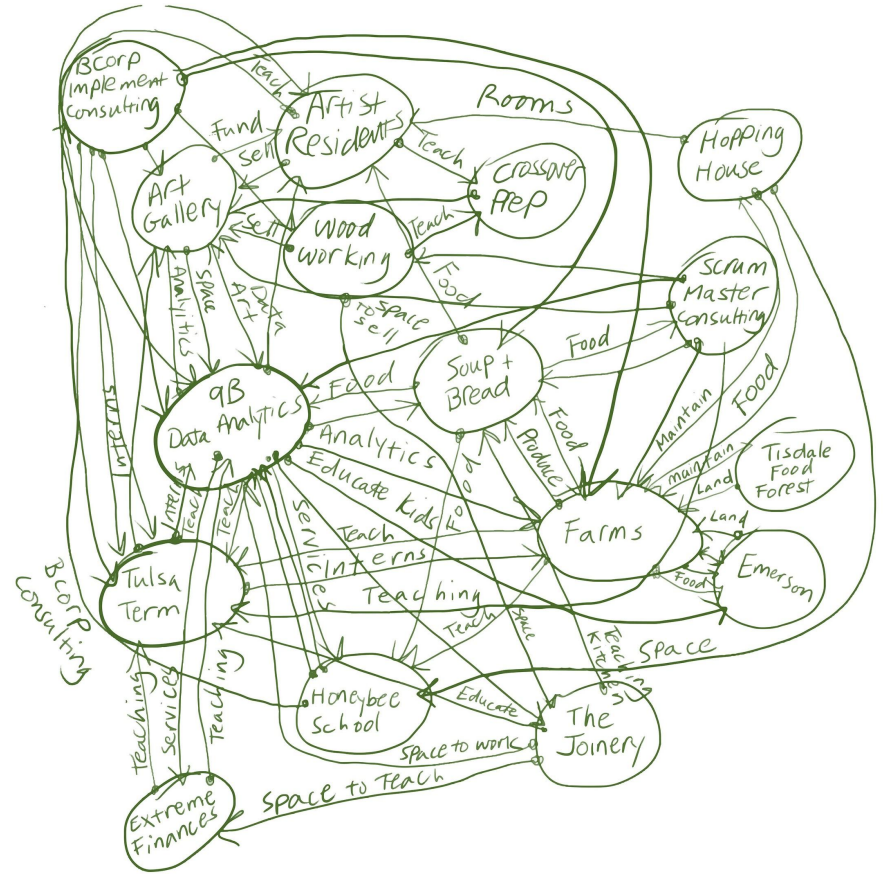


2020 Impact Report

Our mission

We do analytics to
make organizations
awesome and help
communities thrive.

To see Tulsa
flourish as a
resilient
community.





Our story

We are a for-benefit corporation.

The name "9b" says a lot about us in just two characters.

9 is a nod to Benford's Law. *It states that 9 is the least likely to occur as a leading digit in a given data set. We apply this theory when creating analytics. (We also appreciate the humor here.)*

b is for benefit. *We are one of the first benefit corporations in Oklahoma and an aspiring Certified B Corp. The former is our legal structure and the latter is a certification from B Lab. Both allow us to use our resources to positively impact our employees, community, and environment.*

With over a decade of experience in internal audit, Nathan Pickard started 9b after receiving consulting requests from several local clients and learning about Certified B Corps.

Nathan has spent as many years as a community organizer, leading reforestation and edible garden projects north of downtown. He saw starting a B Corp as a way to expand these efforts and support others in the community.

While 9b is creating high-value analytics for clients, we are building a diverse, fulfilling, fun, and sustainable workplace in Tulsa.

Timeline

Our journey from startup to B Corp

2018: 9b begins

With three contracts secured, Nathan Pickard starts the small analytics shop with a communications manager and community projects manager.

2019: 9b gains traction

9b hires two analysts, gains clients, and begins developing core products and services for nonprofits and municipalities.

2020: 9b team grows, prepares to scale

9b hires employees, diversifies its client base and consulting offerings, scales core products, becomes benefit corporation, and submits Certified B Corp application.

2021: 9b to reorganize, join B Corp community

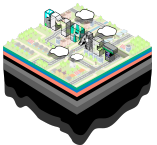
9b will implement Holacracy, build relationships with new and existing partners, and further integrate with and support our community as a verified Certified B Corp.

Our work

In 2020, we prepared to take our audit analytics product to market.

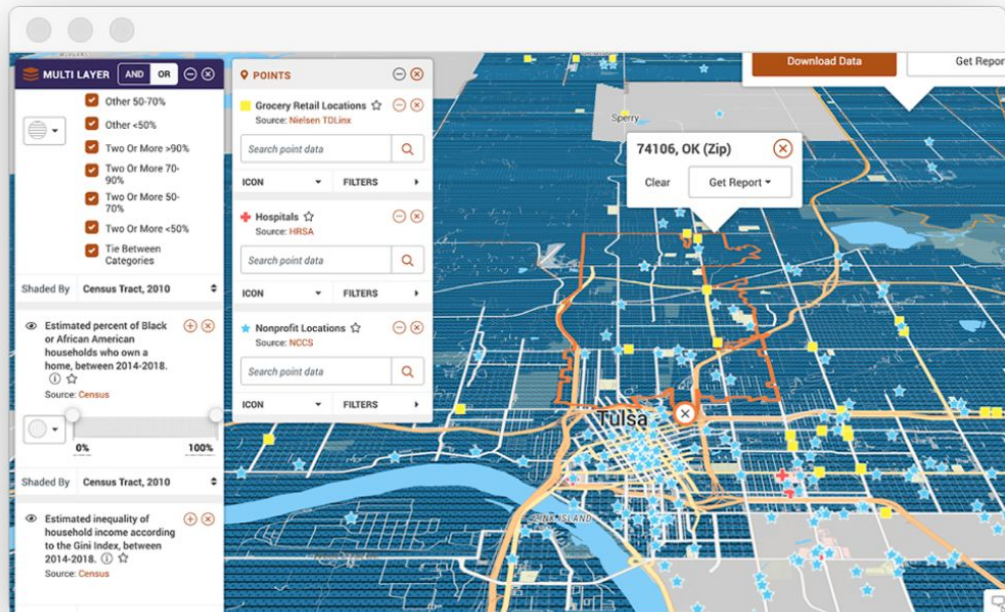


Our product helps organizations continuously monitor their processes for risk, waste, and training opportunities.



Our work

We have also been developing a data portal for nonprofits.



In this dynamic map, the user can drill down to the census tract level, exploring demographic information and geocoded community resources.

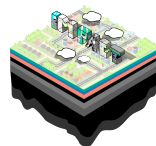


Our work

Meanwhile, we have provided our bread-and-butter consulting services:

- Internal Audit
- Data Collection
- Process Mining
- Business Intelligence
- Data Standardization
- Cost Recovery
- Financial Reporting
- Need Assessment
- Sales Tax Analysis
- Dashboard Training
- Impact Reporting
- Data Visualization
- API Connection
- Data Architecture
- Web Scraping

Consulting has allowed us to pursue product development and more.



Snapshot

2020 by the numbers

7

new members, more than doubling the size of our team.

36

solar panels installed on our future office space.

6

new clients in the for-profit, nonprofit, and municipal sectors.

700

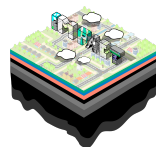
native and food-bearing trees maintained within a square mile.

513K

revenue generated from consulting and product development.

3,000

pounds of produce grown for our neighbors.



Our impact

We use categories from B Lab to measure:

- **Governance**

Workers

Community

Environment

Customers

Governance

In 2020, 9b formed a Board of Directors.

Members include executive and non-executive-level employees, community and environmental experts, and 9b customers.

Members oversee executive compensation as well as the social and environmental performance, review financials, and handle grievances that cannot be addressed internally.

Clockwise from left:
Nathan Pickard, 9b CEO;
Alyssa Doty, 9b
Contractor; Bill White,
The Greenwood
Experience; Molly Jones,
Jones Design Studio;
Ashley Philippsen, City of
Tulsa.



A complex network diagram with numerous circular nodes of varying sizes connected by thin lines, creating a web-like structure across the entire blue background.

Our impact

Governance

● **Workers**

Community

Environment

Customers

Workers

In 2020, 9b added two full-time members to the team.

Top: New hires Arianna Pickard, Developer; Alyssa Doty, Contractor; David Connolly, Director of Art & Design

Bottom: Nathan Pickard, CEO; Molly Pickard, Communications Manager; Braden Pickard, Community Projects Manager; David Paddock, CTO; David Osborn, COO



Workers

We also partnered with local Scrum Masters, project managers, full-stack coders, BI experts, and a vegan chef.



Linda Hollingsworth, PMP and CSM with 25+ years experience helping businesses manage IT services and systems projects.



Wendell Mitchell, Business Intelligence professional with 15+ years experience implementing BI solutions.



Abby Burton, an experienced chef and baker provides organic, vegan meals to the team and community.



Holden Mitchell, CSM, lends his full-stack development skills to various data projects.



Alyssa Doty, project manager with 20+ years in nonprofit and community development.

Workers

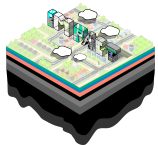
In 2020, 9b provided benefits to all of our employees.

Benefits to *all* employees:

- Paid breaks (encouraged to exercise, do something creative)
- On-the-job training
- Free meals and snacks
- Flexible work schedule
- Fair wages

Benefits to full-time employees:

- Unlimited days off
- Paid holidays
- Health insurance stipend
- Retirement benefits
- Life, short-term and long-term disability insurance
- Paid parental leave



A complex network diagram with numerous circular nodes of varying sizes connected by thin lines, set against a solid blue background. The nodes are distributed across the entire frame, with a higher density in the center and right side.

Our impact

Governance

Workers

● **Community**

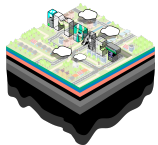
Environment

Customers

Community

In 2020, 9b formalized our philanthropy commitment.

“Our vision is to see Tulsa flourish as a resilient community. We work toward that vision by creating jobs, incubating local benefit corporations, and donating our time and money. When it comes to philanthropy, our goal is to give—not to grant—resources to individuals and organizations that are already doing the work to make our community more socially, economically, and environmentally resilient. Our focus areas for giving include sustainable food systems, ecological restoration, and regenerative buildings. 9b is committed to giving more than 75 percent of our annual profit toward these ongoing efforts.”



Our impact

Governance

Workers

Community

● Environment

Customers



Environment

In 2020, 9b grew 3,000 lbs. of fresh produce in a food desert.

9b has a dedicated employee who manages the one-acre farm at Emerson Elementary, our neighborhood school and the only public Montessori school in Oklahoma.

In April, we launched a community-supported agriculture program where 15 families receive four pounds of fresh produce each week.

The CSA program will expand to 40 families in the spring of 2021.




Environment

In 2020, 9b took care of 700+ trees in our community.



Our Community Projects Manager maintained the fruit, nut, and native trees planted in our community over the last several years through partnerships with The Heights neighborhood, Up with Trees, Emerson Montessori Foundation, and Restoration Collective, Inc.



Environment

In 2020, 9b supported the first and only Living Building Challenge project in OK.

Located in the Heights neighborhood, [The Joinery](#) will serve as the future 9b headquarters.

Our impact

Governance

Workers

Community

Environment

● Customers



Customers

In 2020, 9b partnered with 6 new clients.



We have a commitment to serve at least 75% local and independent clients or customers.

The year ahead

Our goals for 2021

- Earn verified Certified B Corporation status.
- Implement Holacracy, restructuring 9b as a collection of self-organizing Agile teams.
- Receive \$1M to scale our audit analytics product.
- Onboard 50-100 clients to audit analytics product.
- Relocate the 9b headquarters to The Joinery in Tulsa.
- Help expand Emerson Farm CSA from 15 to 40 shares.

[Learn more](#)

web: 9bcorp.com

email: info@9bcorp.com

news from 2020:

- [KTUL](#)
- [TulsaTalks](#)
- [TulsaPeople](#)
- [36 Degrees Member Spotlight](#)

