



**The Lucky Iron Fish: A Simple Solution for Iron Deficiency, by Anne Pringle, for presentation at Ryerson University CSR Institute session on B Corps & Benefit Corporation Law, Toronto, October 21, 2019**

# The Problem



## SIGNS & SYMPTOMS INCLUDE:



Iron Deficiency is a lack of iron in the diet, and it is **the world's largest nutritional challenge** impacting over 2 billion people.



Mainly impacts women & girls,  
vegetarians & vegans, and athletes



Impacts physical and  
cognitive development in  
children

# 40%

Estimated that 40% of  
maternal deaths linked to IDA



Lowers income earning  
potential — estimated that  
women with IDA earn 20%  
less

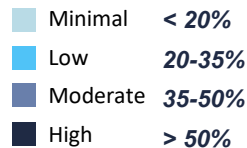
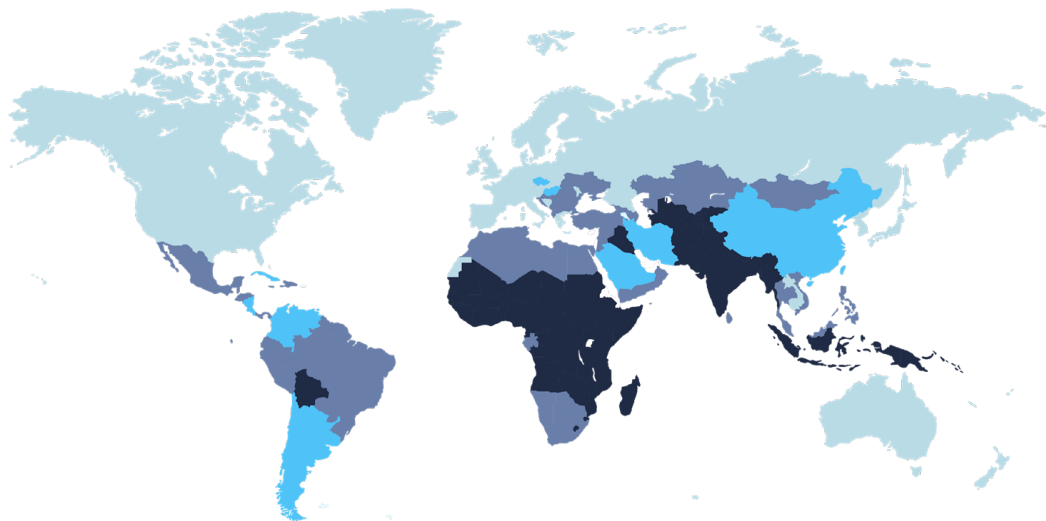
# Global Impact



Global GDP loss of \$70 billion  
USD per year



In developing countries, loss  
of up to 2% of GDP due to  
IDA.



India

**\$40B USD**

lost per year

South East Asia

**\$5B USD**

combined GDP lost per  
year

Peru

**\$800M USD**

per year

# Easy to Use



Wash

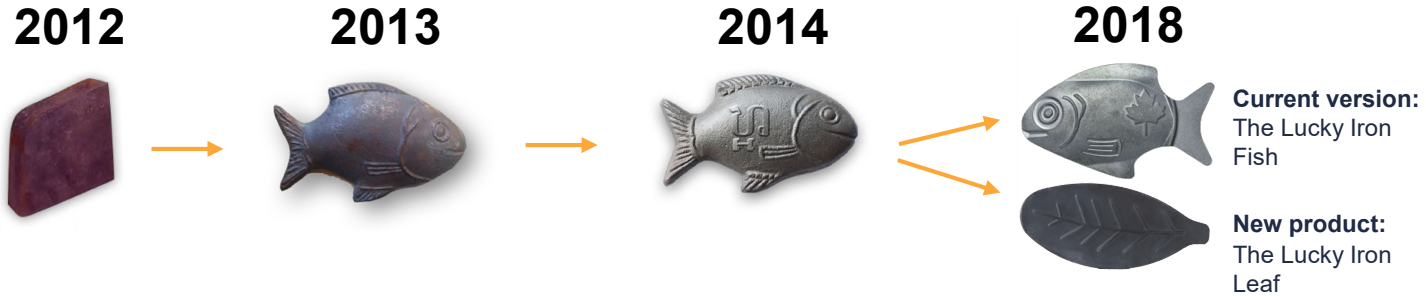


Boil



Enjoy

# Product Evolution



As part of our mission to eradicate iron deficiency worldwide,

we are dedicated to the following Sustainable Development Goals (SDGs):



*\*Lucky Iron Fish has supply exclusivity with the manufacturers of the patented electrolytic iron.*

**Certifications include:** ISO-22000 Vegan, Kosher, Halal FCC (Food Chemical Codex) Food grade, Patented Electrolytic Iron FDA Approved

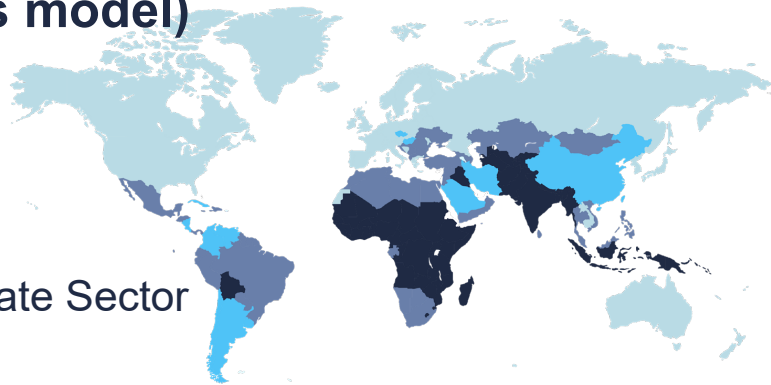
# Business Model

## Core Business

- **E-Commerce (buy-one, give-one sales model)**
- **Retail Sales (buy-one, give-one sales model)**
  - 190+stores

## Social Business

- **Bulk Sales**
  - NGOs, Health Clinics, Governments, Private Sector
- **Philanthropy**
  - 'Buy-One-Give-One' supports free units to our impact partners





LUCKY IRON FISH

# Bcorp Journey



- 2012 – registered business
- March 2014 Certified Bcorp
- 2015 – Best Overall
- 2016 – Best For Customers
- 2017 - Best Overall, For Community & Changemakers
- 2018 - Best Overall, For Community, For Customers, Changemaker
- 2019 – Best Overall & For Community

# Benefits & Learnings from BCorp



Strong community



Mission driven



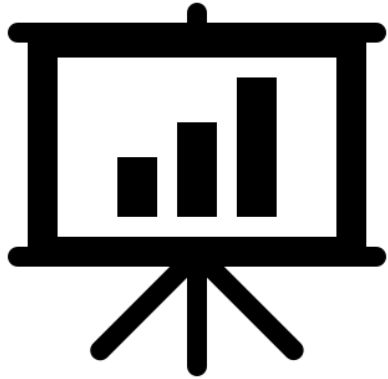
Challenges us to improve across all departments



Internal alignment



# Customer Perceptions



- Positive – when customers are aware of BCorp
- External validation of “social good” of company
- Larger brands helping gain wider recognition



LUCKY **IRON** FISH

# BCorp Process as a Small Enterprise

- Affordable
- Labour intensive to complete
- Beneficial for attracting impact investors
- Still somewhat niche – companies need to expand further to invite more people “in”