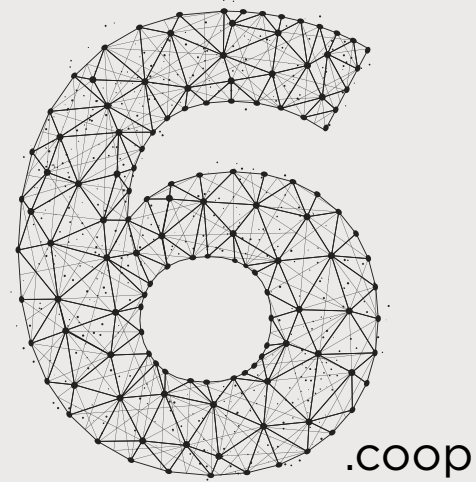


THE **PRINCIPLE**

Leveraging the power of cooperative cooperation



A hand is holding a small, light-colored airplane model over a world map. The map is drawn with white outlines on a dark, textured background. The word "Today," is written in large, white, sans-serif font across the center of the image.

Today,

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COOPERATIVE

We face a multitude of global challenges...

Challenges that threaten our environment, economies, and societies.

An Opportunity A Responsibility.

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A stronger cooperative movement is a pathway to a better world...

These challenges also present a unique opportunity and a profound responsibility to act. The cooperative movement, which represents a significant portion of the global economy, is perfectly positioned to address these issues collectively. By uniting our efforts, we can transform these challenges into opportunities for sustainable development and cooperative growth.

Imagine...

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PRINCIPLE



COOPERATIVE

Imagine...

Cooperatives working more effectively together.

Their positive impact on the world...magnified.

A better standard for ethical business.

More jobs and greater ownership and less income disparity.

Cleaner environments.

Empowered minorities.

A Better World.

**Cooperatives
are a global
powerhouse...**

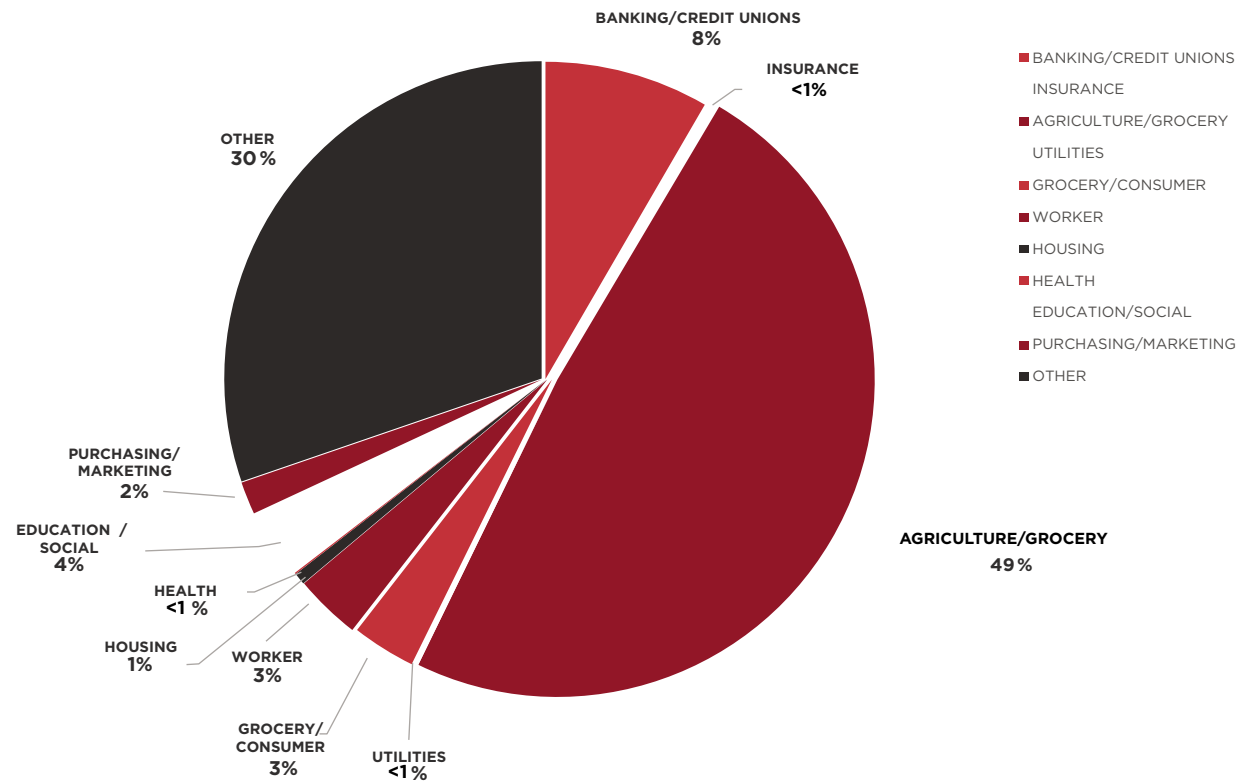
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TODAY'S CO-OP LANDSCAPE

3 Million Co-ops...1 Billion Members



Sector	Coops	Turnover
Banking/Credit Unions	210,559	\$167,413,448,242
Insurance	3,644	\$1,219,472,098,520
Agriculture/Grocery	1,224,650	\$337,705,145,870
Utilities	1,714	\$41,944,022,702
Grocery/Consumer	81,437	\$154,573,071,133
Worker	84,799	\$124,821,200,417
Housing	15,247	\$20,709,518,041
Health	1,700	\$4,075,077,199
Education/Social	87,998	\$12,305,812,264
Purchasing/Marketing	41,865	\$736,631,647,399
Other	760,985	\$143,245,072,152



Our Challenge? We live in silos.

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By breaking down these barriers and fostering greater collaboration, we can harness our collective strength.

The cooperative movement is a powerful force, contributing significantly to the global economy. Despite this, we are often fragmented and operating in silos, which limits our collective potential. By breaking down these barriers and fostering greater collaboration, we can harness our collective strength and resources to create a more cohesive and influential cooperative network. This unity is essential for maximizing our impact and

The background is a dark, textured collage. It features several large, light-colored question marks scattered across the frame. In the lower center, there is a small, open notebook with lined pages, and a silver pen lies diagonally across it. The overall aesthetic is contemplative and intellectual.

What if...

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COOPERATIVE

What if...

- What if you could connect with cooperative leaders around the globe without leaving your desk and work together to create scale?
- What if tapping into the experience of thousands...millions...of other cooperatives was as simple as a Google search
- What if cooperation between cooperatives wasn't limited by physical distance or language barriers?
- What if we found a way to deliver on the promise of cooperation among cooperatives?

The Big Vision...

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**A global, member-owned
Cooperative of Cooperatives
investing in the challenges and
opportunities we share.**

**We've never had a
practical means to
leverage our
global resources...**

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Until Now...

Today, technology allows us to operationalize, coordinate and leverage our shared strength.

Historically, the lack of appropriate technology has hindered our ability to operationalize, coordinate, and leverage our shared strengths effectively. However, advancements in technology now provide us with the tools needed to overcome these obstacles. The Principle 6 Cooperative offers the technological infrastructure required to maximize the cooperative philosophy of working together for mutual benefit. This breakthrough will transform how cooperatives interact, innovate, and grow.



The pathway to maximizing our potential.

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The Principle 6 Cooperative is a tangible pathway to maximize cooperation between cooperatives.

Principle 6 is the tangible embodiment of the cooperative philosophy of mutual support and collaboration. As a cooperative of cooperatives, Principle 6 provides a structured platform for coordination and resource sharing, allowing us to maximize our collective impact. By fostering deeper cooperation between cooperatives, Principle 6 helps us achieve greater operational efficiency, innovation, and member engagement.

The background features a dark, textured surface with several interlocking gears of various sizes. Overlaid on the gears is a faint, white network diagram consisting of numerous small dots connected by thin lines, forming a complex web-like structure.

It's an
opportunity **for**
your co-op to be
an owner of our
collective future.

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COOPERATIVE

The potential of a member-owned cooperative of cooperatives that could leverage our collective resources, knowledge, and innovation is paradigm shifting...

Imagine the transformative potential of a member-owned cooperative of cooperatives. By pooling our resources, knowledge, and innovation, we can create an organization that drives significant change and supports the growth and development of all member cooperatives. Principle 6 empowers us to leverage our collective strengths to build a stronger, more resilient cooperative movement.

What could a member-owned Coop of Coops bring to market?

The future of Principle 6 is an organization that offers a comprehensive suite of services designed to support and enhance the cooperative movement. From best-in-class benchmarking and industry data to innovative research and development initiatives, robust member engagement and networking opportunities, leadership intelligence, and best practices, Principle 6 covers all aspects of cooperative success. Additionally, we provide cooperative education and mentorship programs, new cooperative incubation, and targeted awareness marketing. These services are delivered through a dynamic marketplace that brings cooperatives together to leverage their collective strength.

POTENTIAL CAPABILITIES OF THE PRINCIPLE 6 CO-OP



**BEST IN CLASS
INDUSTRY
DATA/
BENCHMARKING**



**CO-OP OF
CO-OPS
INCUBATOR**



**REGIONAL
AGGREGATE
MARKETPLACES**



**RESEARCH &
DEVELOPMENT
HUB/AI INITIATIVE**



EXCHANGE

**CO-OP OF
CO-OPS
CARBON EXCHANGE**



**COOPERATIVE
MASTERCLASS
& MENTORSHIP**



**MEMBER
ENGAGEMENT &
NETWORKING**



**CO-OP OF
CO-OPS
LABEL MARQUE**



**COOPERATIVE
BEST PRACTICES
LIBRARY**



**AI DRIVEN
COOPERATIVE
INTELLIGENCE
DIGEST**

What if...

THE
PRINCIPLE



COOPERATIVE

What if...

- What if you could keep your finger on the pulse of what your members are thinking?
- What if AI was easier to understand and adapt to cooperative businesses?
- What if you could get access to a secure, digital/mobile, easy-to-deploy voting tool to help manage important member-wide voting?

**Epic journeys
start with a
first step.**

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PRINCIPLE



COOPERATIVE

It's a transformative vision, but what are the immediate benefits of becoming a Pilot Group Member-Owner?

Our vision is transformative, but it also offers immediate, tangible benefits to our members. As a member-owner of Principle 6, you gain access to operational tools to improve your cooperative, collective R&D and access to a network of fellow cooperators along with a growing library of best practices sourced from a wide range of both large and small successful cooperatives from around the globe.



**VOTING, MEMBER
SURVEYING AND
BENCHMARKING
TOOLS**



**RESEARCH &
DEVELOPMENT
HUB/AI INITIATIVE**



**COOPERATIVE
BEST PRACTICES
NETWORK AND
LIBRARY**



Principle 6 provides essential operational tools to its members, including voting systems, member surveys, and benchmarking tools. These tools enable cooperatives to function more efficiently, engage their members more effectively, and measure their performance accurately. By utilizing these resources, cooperatives can enhance their governance, boost member participation, and ensure continuous improvement.

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SURVEY TOOLS, BENCHMARKING AND VOTING PLATFORM

A. Ad Hoc Member Surveys + AI Qualitative Analysis Tool.

Member driven organizations benefit immensely by understanding, in real-time, what their membership is thinking. Our ad hoc member survey platform allows member co-ops to survey their members and then utilize our AI Qualitative Analysis tool to interpret the results of those surveys.

But polling your members historically has been challenging. Our survey tools allow you to deploy single question or more complex member surveys so that you can keep your finger on the pulse of your membership.

Maybe just as importantly, we'll give you recommended surveys both long and short to help you see what the data that other cooperatives are asking their members.

B. Global and Sectoral Performance Benchmarking

The power of Principle 6 is our ability to aggregate data across region and sector. We'll start with some very simple benchmarks to help you understand your performance in comparison to other cooperatives.

C. Data Driven Member Benefit Statement

The power of Principle 6 is our ability to aggregate data across region and sector. We'll start with some very simple benchmarks to help you understand your performance in comparison to other cooperatives.

D. Member Engagement Score

Along with basic performance benchmarks, we're rolling out a member engagement score built from a member engagement survey deployed through the Principle 6 Survey Tool. You will be able to track your member engagement from year to year and also compare your score to other cooperatives of similar size, sector and region.

E. Cooperative Voting Tool

Every cooperative functions through democratic processes. The operational reality of voting, however, are often cumbersome. The Principle 6 platform will include a secure, digital/mobile, easy-to-deploy voting tool to help member cooperatives manage important member-wide voting as part of their cooperative governance responsibility.



One of the standout benefits of joining Principle 6 is access to collective research and development initiatives, particularly in the realm of artificial intelligence. Our AI training module is designed to help your cooperative understand and leverage AI technologies today. By participating in these R&D efforts, your cooperative can stay at the forefront of innovation, adopting cutting-edge solutions to improve operations and member engagement.

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LAUNCH SERVICES

AI INITIATIVE-RESEARCH & DEVELOPMENT HUB



C. AI Joint Research and Development Initiative:

Our inaugural focus is likely to be Artificial Intelligence. The AI Initiative entails:

1. Establishing a working group comprised of experts for an 8-month project.
2. Producing a comprehensive white paper addressing AI within the context of Sector Specific Cooperatives (Operations, Member Engagement, Market Analysis, etc.).
3. An AI Quick Start Guide detailing immediate operational strategies
4. Establishing a dedicated section on ThePrinciple6.coop dedicated to AI, featuring a full resource library inclusive of the white paper and supplementary materials—potentially organized by cooperative sector.
5. Offering an online 2-hour masterclass on AI Deployment/Integration—possibly certified through a partnership with a recognizable university.
6. Employing an AI consultant to provide scheduled consulting services for cooperatives prepared to integrate AI into their operations.

B. Collaborative Research for Collective Solutions:

Pooling our efforts in researching common challenges equips us with a competitive advantage against corporate rivals.

C. Annual Member-Selected Topics:

Each year, we will canvas our membership to determine which initiatives warrant research.



Principle 6 offers a rich library of best practices sourced from industry experts and successful member cooperatives. This resource is complemented by a monthly digest of articles and research, providing co-op leaders with valuable insights and strategies to strengthen their organizations. By sharing what works, we help each cooperative improve and thrive, fostering a culture of continuous learning and improvement.

LAUNCH SERVICES

COOPERATIVE DIGITAL BEST PRACTICES LIBRARY



A. Establishing a Foundational Library of Industry Best Practices:

We commit to developing a comprehensive library of practical and valuable resources, all viewed through the lens of cooperatives.

B. Building on our initial investment with crowd-sourced and AI operationalized resources.

The true strength of The Principle 6 lies in our capacity to exchange knowledge and insights among member cooperatives. We are dedicated to launching a program aimed at harnessing this collective experience and disseminating it throughout our network.

C. Cooperative of Cooperatives Sourced Content.

Our Cooperative of Cooperatives members will have the opportunity to contribute monthly topical submissions to The Principle 6 within their areas of expertise and sector. Provide cross sector analysis to capitalize on sector specific practices. This initiative not only facilitates business growth for our members but also enables the entire membership to benefit from their wealth of experience.



Networking is a cornerstone of the cooperative movement, and Principle 6 takes it to the next level by offering targeted networking opportunities that connect cooperatives by size, sector, and region. This tailored approach ensures that members can engage with peers facing similar challenges and opportunities, fostering meaningful collaborations and knowledge sharing. Additionally, Principle 6 provides a searchable profile for every member, making it easier than ever for cooperatives to find and connect with potential collaborators. By facilitating these connections, Principle 6 empowers cooperatives to leverage each other's strengths, share best practices, and drive collective growth, ultimately strengthening the entire cooperative ecosystem.

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LAUNCH SERVICES

THE PRINCIPLE 6 MEMBER NETWORKING PLATFORM

A. Cooperative Networking.

We will harness the power of networking among cooperative by facilitating the exchange of insights, best practices and mutual encouragement within our cooperative ecosystem. This connection provides a strategic advantage over corporate competitors.

B. Regional, Sector and size networking groups.

Sometimes you just need to hear from someone that is facing the same challenges that you do. Our growing community of digital networking groups can help you connect with fellow cooperators in your your sector, of similar size or region.

C. Your Cooperative Profile Page.

Every member of Principle 6 will have a profile page with details about your cooperative and interests. The potential of Principle 6 is finding out where we can effectively collaborate, and your searchable profile provides a gateway to both find and be found by cooperatives looking to cooperate.



Principle 6 offers a specialized service that searches the web and curates the most relevant stories and articles for cooperative management. Each month, members receive a customized email featuring these curated insights, tailored to the unique needs and interests of member-owned organizations. This service not only keeps cooperatives informed about the latest trends and best practices but also provides actionable guidance on how to apply these insights to improve governance, member engagement, and operational efficiency. By delivering timely, relevant content, Principle 6 helps cooperatives stay ahead in a rapidly evolving landscape.

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LAUNCH SERVICES

AI DRIVEN COOPERATIVE INTELLIGENCE DIGEST



A. Tapping into Web Intelligence:

The web is a treasure trove of intelligence, but harnessing it can be a challenge. Every day, experts publish articles, research studies, and editorials that hold valuable insights for cooperative leadership.

B. Hyper-Personalized Content Delivery:

Upon joining The Principle 6, cooperatives will have the opportunity to specify topics of interest to their leadership team. We'll then customize a monthly email newsletter, delivering curated content tailored to those selected topics, streamlining the process for co-op management.

C. Leveraging AI for Insightful Analysis

While not every published article is geared towards or tagged for cooperatives, they can still offer valuable insights. Within our curated library, each article undergoes AI-driven analysis to provide a cooperative perspective synopsis, ensuring that the content remains relevant and insightful for our members.



We're just getting started...

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It's just a start but with the support of Pilot Owner Members, we can build The Principle 6 Cooperative into a movement-changing powerhouse

While we have made significant strides, this is just the beginning. With the support and active participation of owner members like you, we can transform Principle 6 into a movement-changing powerhouse. Together, we can drive innovation, strengthen the cooperative movement, and create a more sustainable and equitable global economy.

BENEFITS AT LAUNCH:



**SURVEY TOOLS
BENCHMARKING AND
VOTING PLATFORM**



**COOPERATIVE
BEST PRACTICES
LIBRARY**



**AI INITIATIVE-
RESEARCH AND
DEVELOPMENT HUB**



**MEMBER
ENGAGEMENT &
NETWORKING**

FUTURE DEVELOPMENT:



**CO-OP OF
CO-OPS
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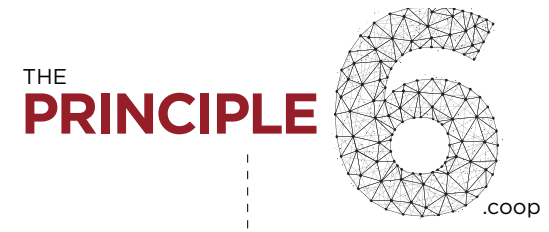
**CO-OP OF
CO-OPS
LABEL MARQUE**

The Principle 6 Cooperative Structure

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CO-OP MEMBER CLASS

Any cooperative or purchasing group that can benefit by leveraging the collective strength of the cooperative community at large.

CO-OP OF CO-OPS MEMBER CLASS

Cooperatives with cooperatives as their members that are created to help leverage the aggregate demand from the global coop movement.

FEDERATION MEMBER CLASS

Any association or federation of cooperatives that wants to provide services to their member cooperatives while creating a revenue stream through rebate back to the organization.

Development Timeline

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COOPERATIVE

Development Timeline

PRACTICAL STEPS TO GET US STARTED

Step 1. Sept/October 2024– Beta Testing of Select Tools and Components

As we develop tools and platform components, we will roll out and test to our pilot group in September/October 2024

Step 2. Marketing Launch at ICA Global Conference & General Assembly 2024-Nov 25, 2024

Before the site launches, we would want to do a full, global marketing campaign...primarily through the federation/association marketing channels and launch for registration at the ICA Global Conference in New Delhi, India.

We would also do a full global press with opinion leaders to speak at every major meeting/conference of cooperatives to sell in registration in advance of site launch.

Step 3. Site Launch-Q2 2025

We would launch the site in phases, starting with our Survey Tools, Benchmarking and Voting Platform, our AI Initiative–Research and Development Program and our best practices sections with the marketplace and co-op of co-ops initiatives starting after platform launch.

\$199 Per Month

With the Support of Pilot Owner-Members Like You,
We Can Build The Principle 6 Cooperative into a
Movement-Changing Powerhouse...

But success requires volume.

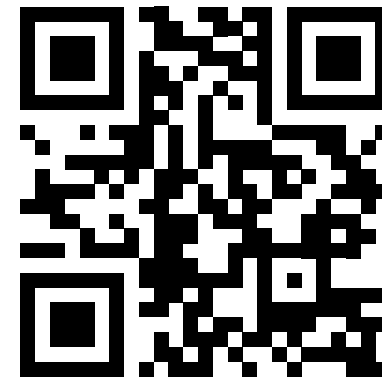
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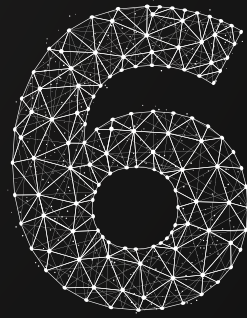
Sign Up Today to Find Out More About Becoming a Member of The Principle 6 Cooperative AND Download the Full Developmental Vision Blueprint (the Full Deck) to See Our Vision for How The Principle 6 Will Strengthen Member Cooperatives Around the Globe

Join us today to learn more about the benefits of becoming a member of Principle 6. By signing up, you can access our full Developmental Vision Blueprint, which details our comprehensive plan to strengthen member cooperatives worldwide. Together, we can build a brighter future through the power of cooperation.

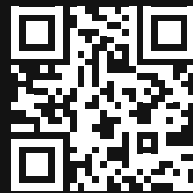


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