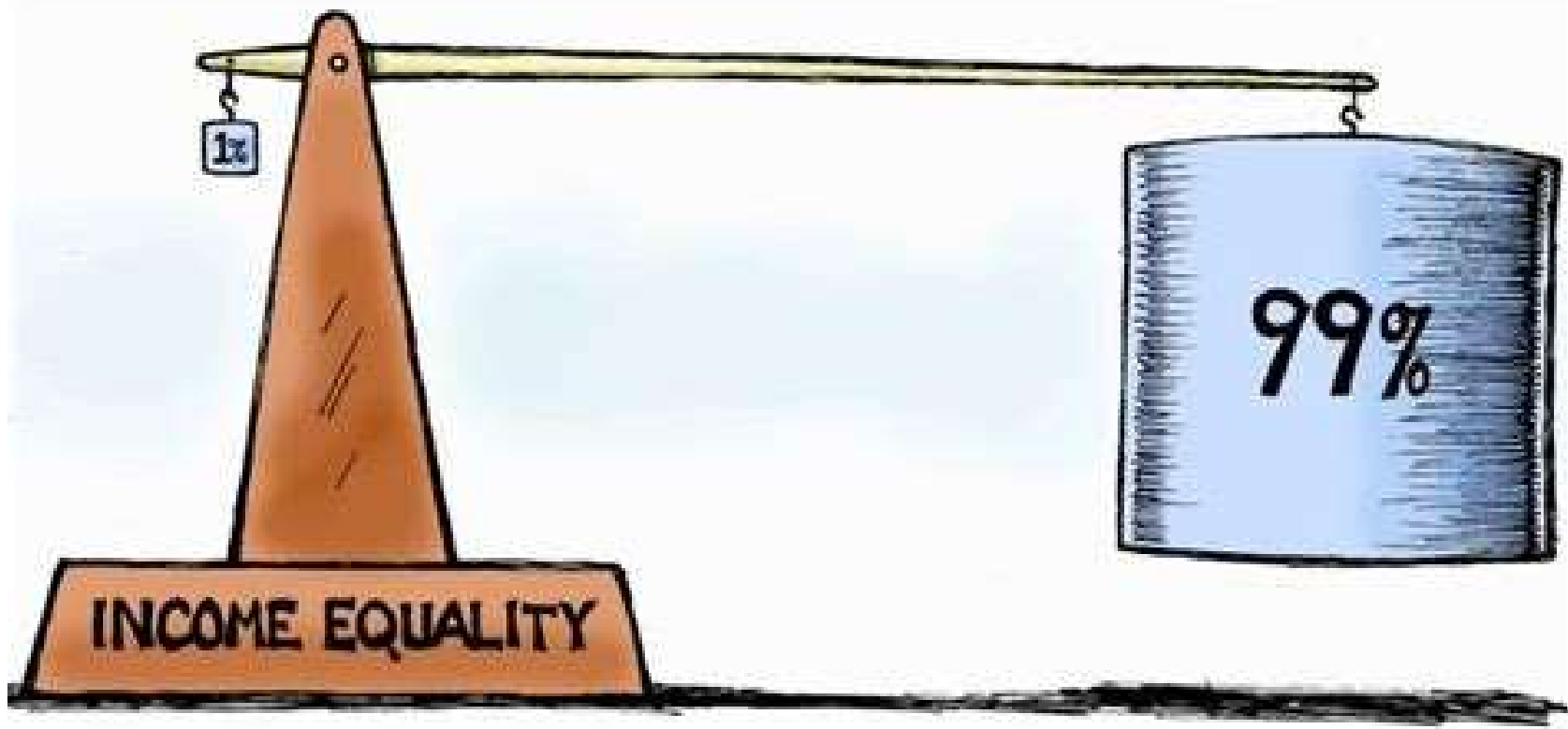




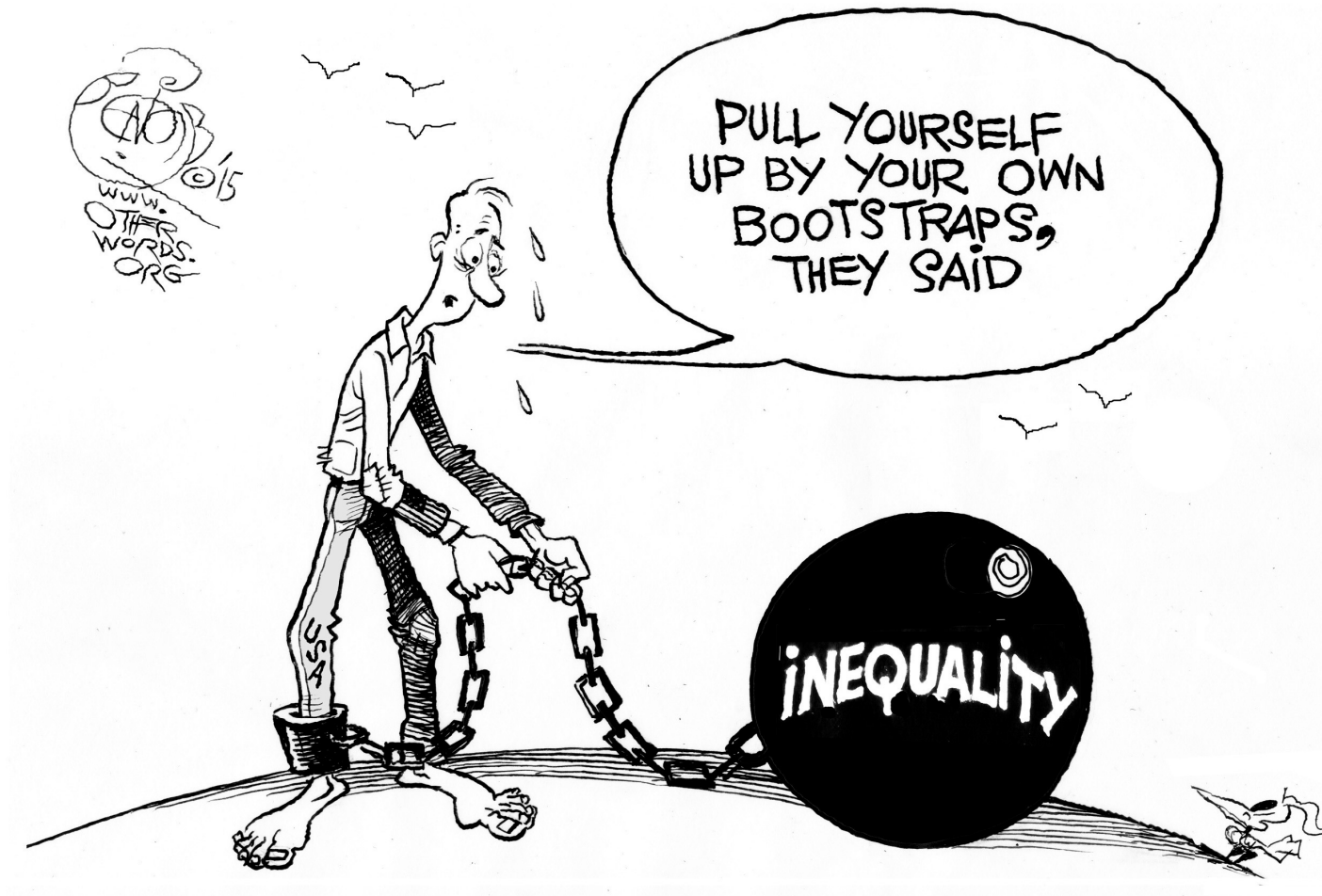
**Equal Profit**

Beyond Fair. Equal.

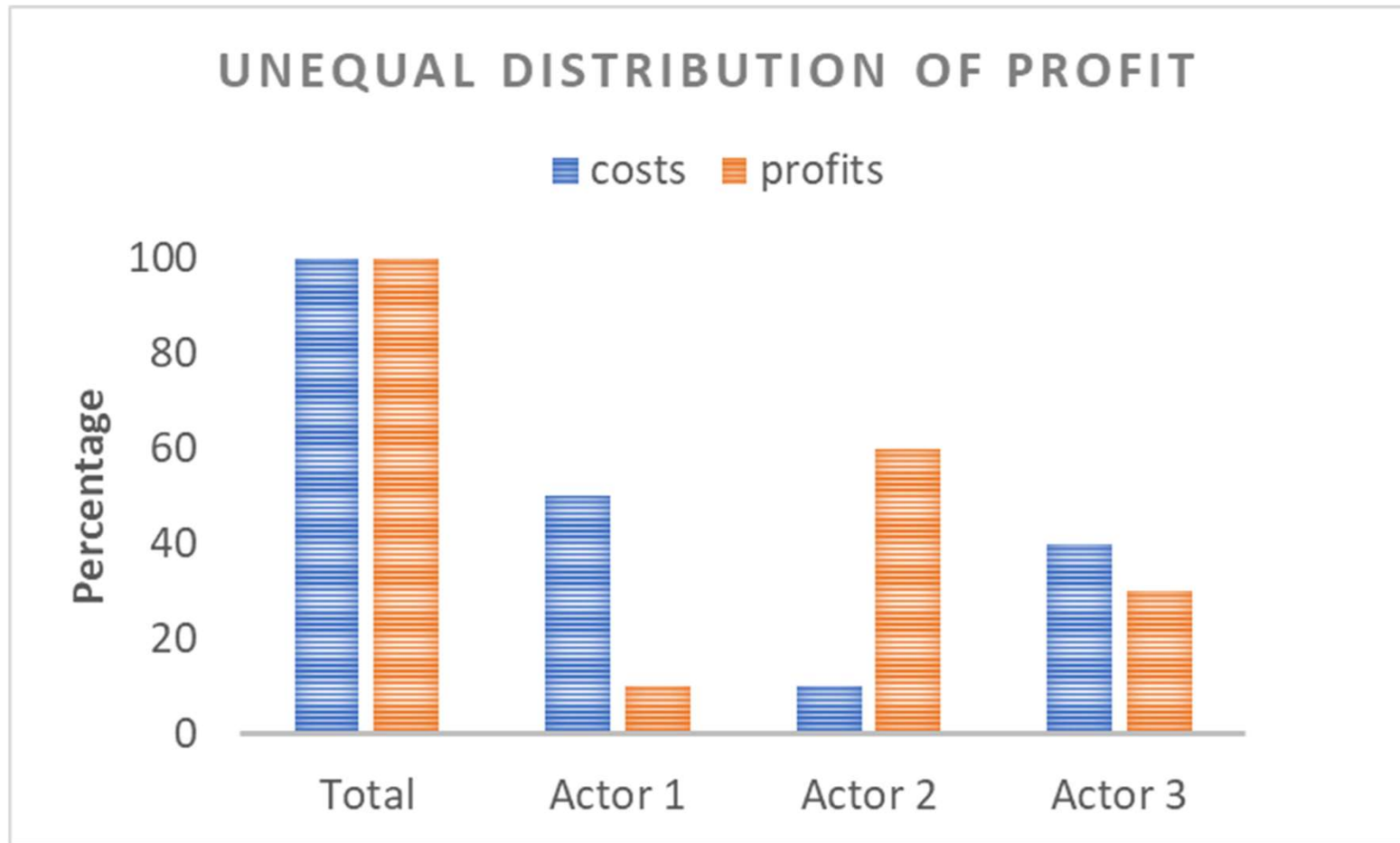
© 2014  
SOUTH FLORIDA  
SUN SENTINEL  
2-1  
*[Signature]*



# Inequalities that need to be solved

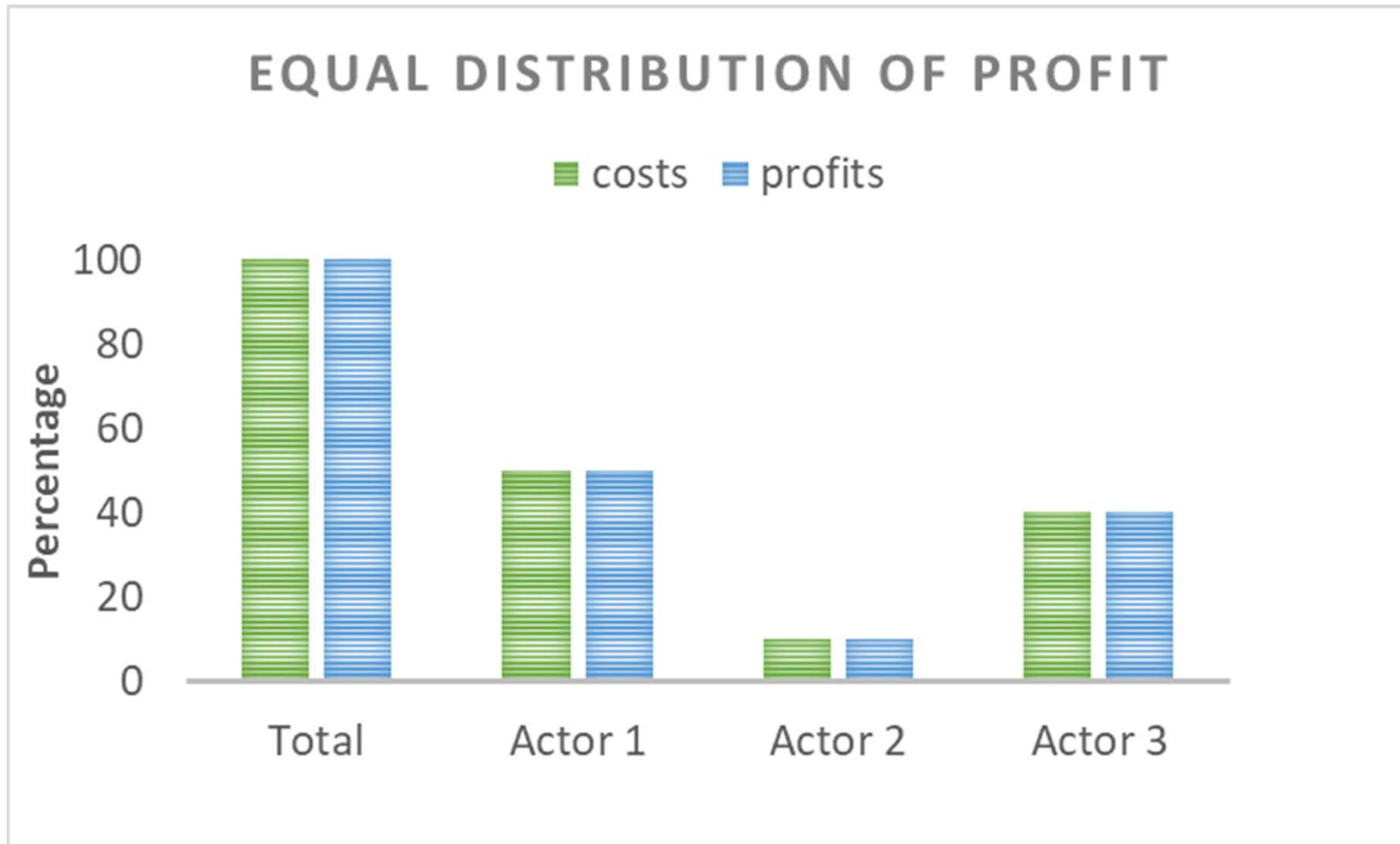


# The norm?



# The Equal Profit<sup>®</sup> model

5



# What does Equal Profit do?

6

1. Ensures an equal profit distribution for all actors in the supply chain.
2. Breaks power dynamics and contributes to more sustainable supply chains.
3. Justifies prices and provides transparency and traceability for consumers.



# Ixpaluca Coffee



[Video Ensembles Café Mexico and Equal Profit](#)





THANK YOU!

CHF 30'248.- of  
27'000.-

215 backers

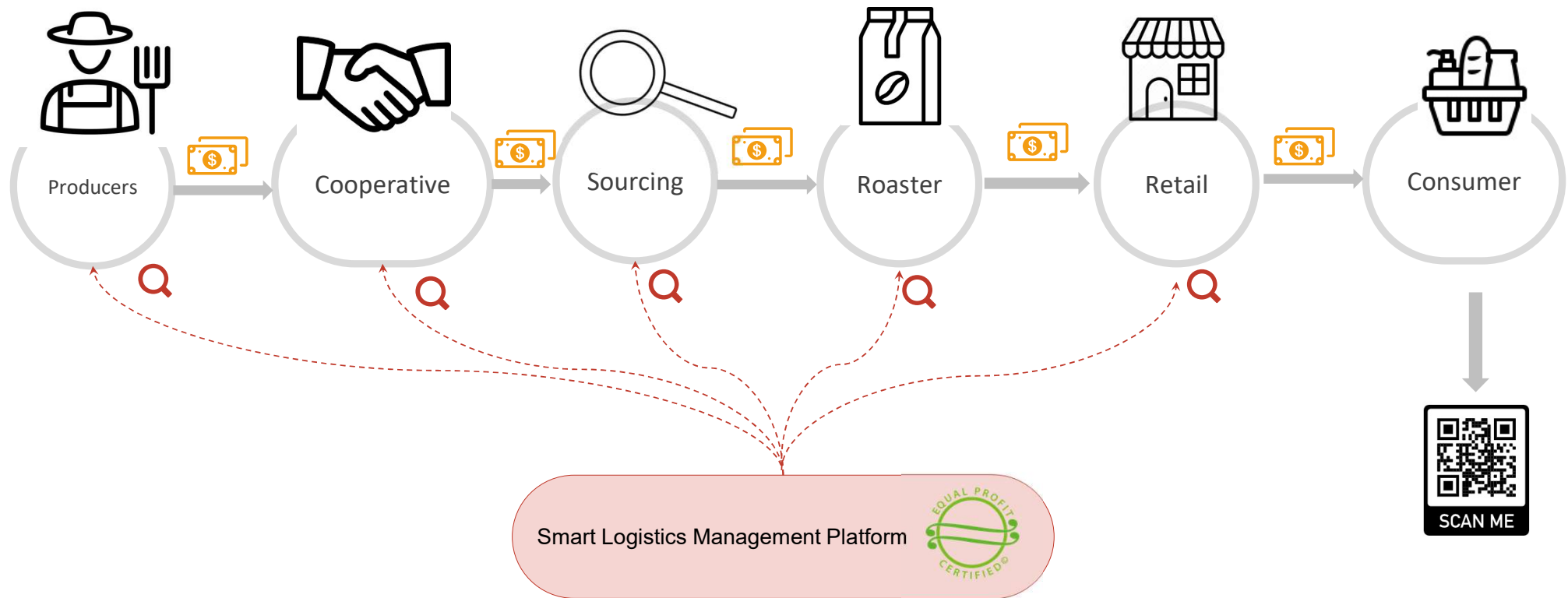
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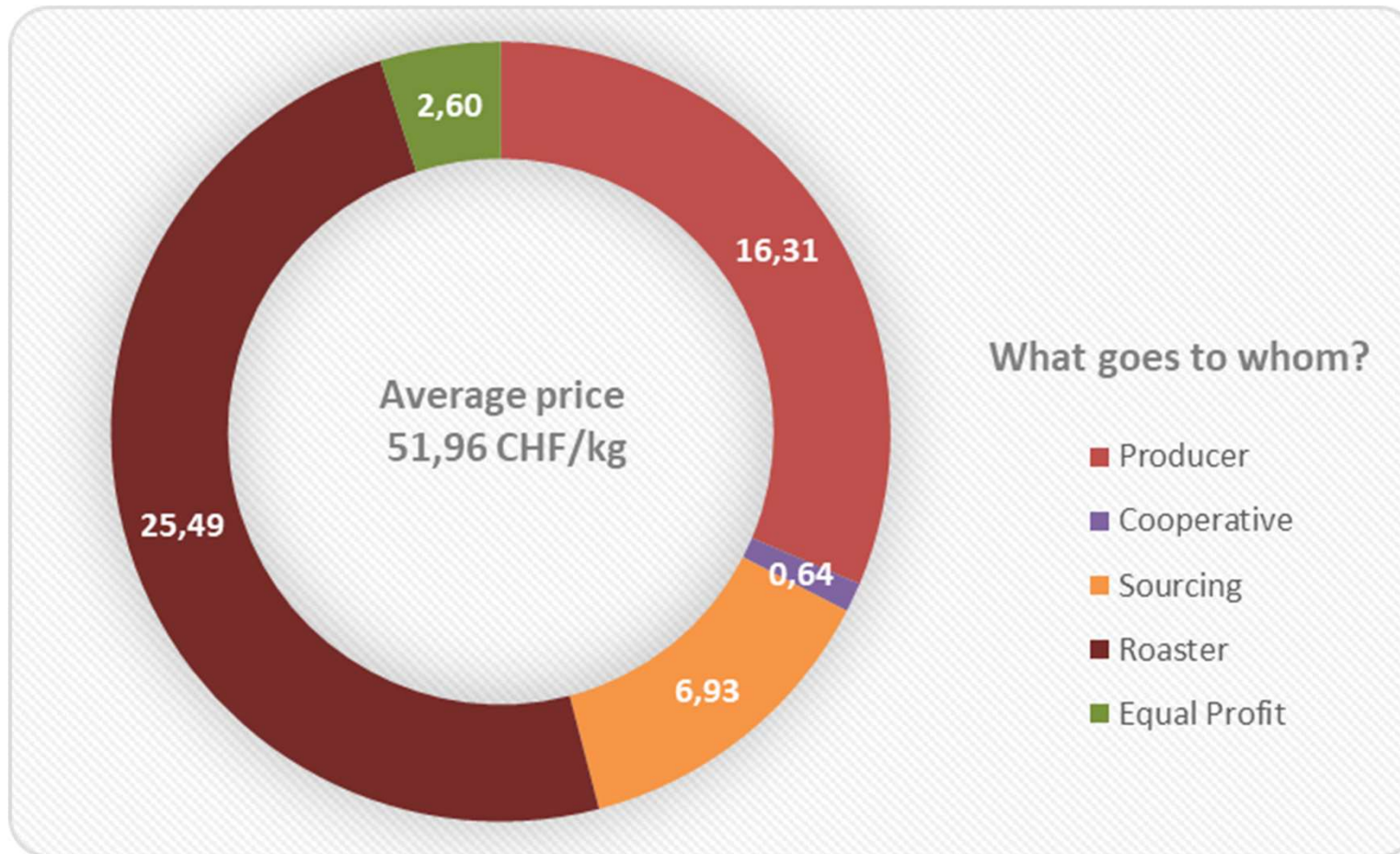
# Coffee Supply Chain and SLMP

9



# Ixpaluca Coffee – price break down

10



# Ixpaluca Coffee

## Distribution of Profits proportional to Costs





# Coffee Events

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Open Door Events between **09:00 and 12:00Uhr** in

- **Bern, Saturday 17th October 2020**, PROGR, Stube, Waisenhausplatz 30, 3011 Bern
- **Geneva, Saturday 31st Oktober 2020**, route des Acacias 43, 1227 Genève
- **Lausanne, Saturday 12th Dezember 2020**, tbc



# Outlook

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- Looking for funds for the development of the Smart Logistics Management Platform
- Looking for additional supply chains to certify

→ please reach out to us!

# Thank you for contributing to a new economy!

## Beyond Fair. Equal.



equalprofit.org  
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