



INFO SESSION

Welcome! We're so glad you're here to learn more!

WELCOME TO ZEBRAS UNITE!



We're a founder-led, cooperatively owned global movement creating the culture, capital & community for the next economy.

OUR CONVERSATION TODAY!

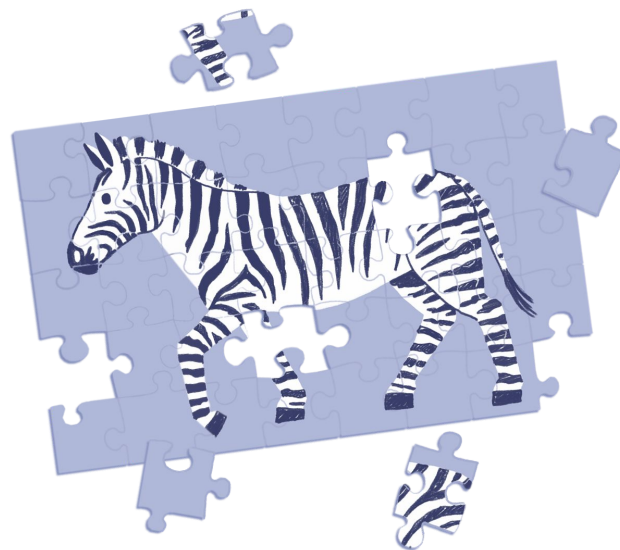
1. Welcome! Who's here?
2. What is a Co-op?
3. What is a Zebra?
4. Zebras Unite Co-op: the Basics
5. How to Join Up!
6. Discussion + Q&A



WELCOME! WHO'S HERE?

Let's get to know each other!

1. Name
2. Pronoun
3. What you do in the world
4. What brings you here today
5. What is your #1 question



WHAT IS A CO-OP?

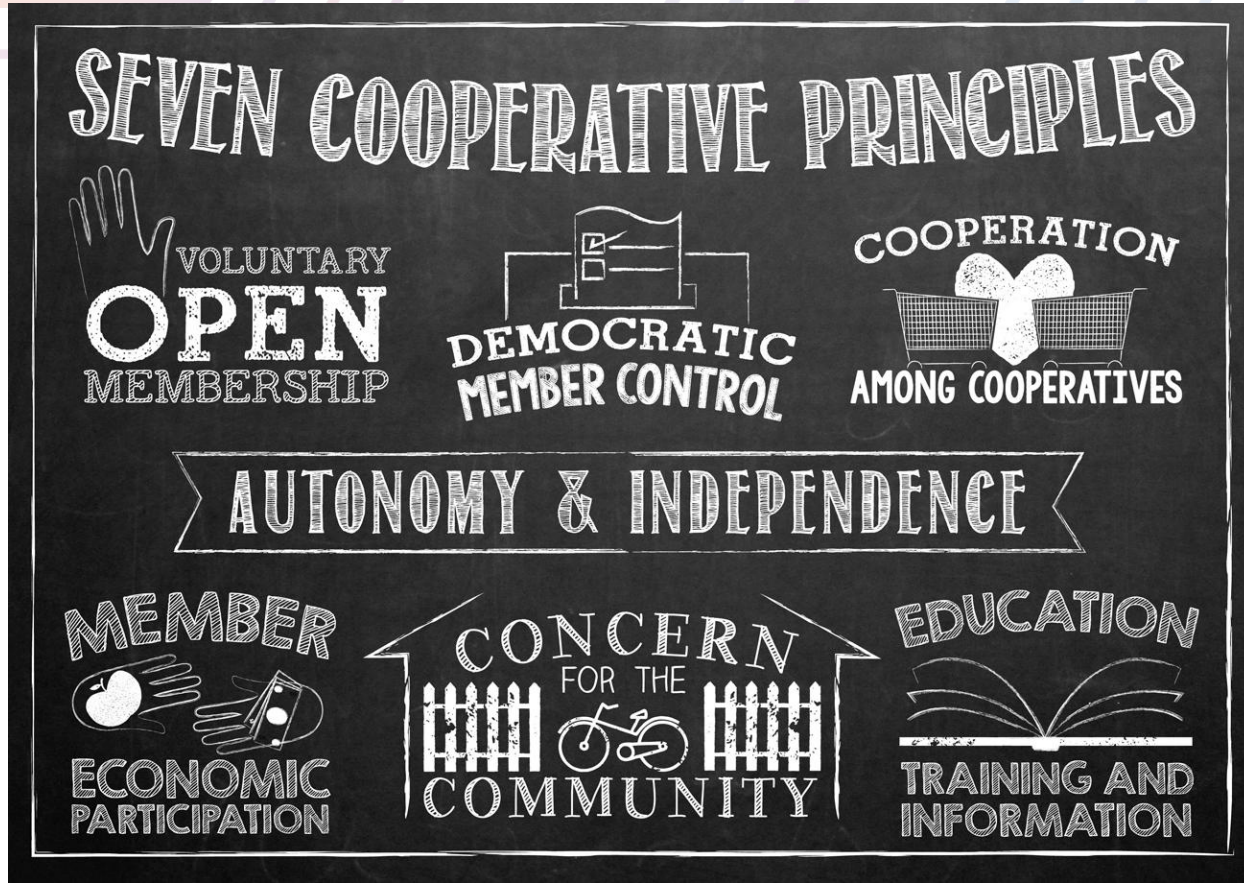
“A cooperative is an autonomous association of persons united voluntarily to **meet their common economic, social, and cultural needs and aspirations** through a jointly-owned and democratically-controlled enterprise.

Cooperatives are based on the values of **self-help, self-responsibility, democracy, equality, equity, and solidarity**. In the tradition of their founders, cooperative members believe in the ethical values of **honesty, openness, social responsibility and caring for others.**”

More on the Statement of Cooperative Identity [here at ica.coop](https://www.ica.coop)

*You benefit
from a co-op in
proportion to
the degree that
you participate
in the co-op.*

WE
OWN
IT...



WE
RUN
IT!

Original art by Hallie Zillman, courtesy of Willie St. Co-op

	UNICORN	ZEBRA
THE WHY		
purpose	exponential growth	sustainable prosperity
end game	exit, liquidity event, 10x	profitable, sustainable, 2x
outcome	monopoly	plurality
THE HOW		
worldview	zero sum, winners and losers	win-win
method	competition	cooperation
natural model	parasitism	mutualism
resources	hoarded	shared
style	assertive	participatory
seeks	more	enough, better
THE WHO		
beneficiary	private, individuals, shareholders	public, communities
team composition	engineer heavy	balanced: community managers, customer success, engineers
user pays	with attention (opaque)	for value (transparent)
THE WHAT		
growth direction	hockey stick	regenerative growth
metric	quantity	quality
priority	user acquisition	user success
obstacle	product adoption	process adoption

ZEBRA ORIGIN STORY

2017: [“Zebras Fix What Unicorns Break”](#)
[Dazzle Con recap](#)

2018 - 19: We explore new corporate forms!

2020: [“Pivot to People”](#)

2021: Launch co-op & welcome YOU!

*Want to learn more?
 Check out: Everything you need to know about the
 Zebras Unite Co-op.*

WHAT IS A ZEBRA?

“Zebra companies are **values-driven** organizations that strive to create long-term, financially- and socially- sustainable solutions to wicked problems facing **a community or ecosystem** by navigating **local and distal stakeholder groups** with **integrity** to achieve an **optimal scale**.”

“Zebra founders see their organization as both **a means to provide value to a stakeholder group** as well as **a systems-level intervention to center human well-being** within their target ecosystem.”

From [2019 Zebra Unite Community Survey](#) ([Crowdcast program](#))

ZEBRAS UNITE SURVEY: WHAT WE HEARD

- **CAPITAL:** Support raising aligned financing, finding customers, growing revenue, discovering, building and influencing the creation of new capital tools
- **COMMUNITY:** Peer network of like-minded Zebra companies through our member-owned cooperative, member space connections, and our chapter infrastructure
- **CULTURE:** Education, culture change, changing the dominant startup narrative

WE ARE BUILDING THIS TOGETHER!



This co-op was
built on the
radical idea that
if we are the
ones **BUILDING**
the Capital,
Community, &
Culture we
need...



... then we
should **OWN** it
too.

A simple idea,
but a
revolutionary
one.

WELCOME to the revolution!

WHO IS THIS CO-OP FOR?

- Zebra identified founders: solopreneurs, small teams, companies of any size
- Service providers wishing to serve the Zebra ecosystem
- Zebra aligned organizations (e.g., capital innovation, etc.)
- Zebra aligned Anchor institutions
- Zebra investors and aligned funders
- Zebra curious individuals
- Zebra aligned artists and makers building enterprises in a different way

WHAT'S THE MEMBERSHIP DEAL?

*What do you give, and
what do you get?*

ZEBRA CO-OP MEMBERS GIVE:

- **A membership buy-in** (ie purchasing a share) and **annual dues**
- **Time, energy, enthusiasm, vision, and heart**

ZEBRA CO-OP MEMBERS GET:

- **Ownership of the Zebras Unite Co-op** - co-create and own the future we want
- **A member-owned community of fellow Zebras** to build the next economy with
- **Invitations to exclusive, member-only events** - Coffeehouses, curated workshops, DazzleCamp!, and movement building happenings across networks
- **Discounts on the products you need to run your business** - including some Software and Zebra's Unite products and offerings
- **Services tailored to the needs of Zebra companies** - Discounts and offers for services (legal, accounting, alternative ownership) and education (aligned training programs, incubators/accelerators, etc.)
- **The right Capital for your Business** - Co-creative access to capital partnerships, Future Economy Lab co-development, participate in development of new instruments, and more
- **An ecosystem of opportunities to grow your businesses** by sourcing products and services from one another as preferred vendors

Membership Tiers

TIER DETAILS	BUY-IN	COSTS	BENEFITS
<p>INDIVIDUAL</p> <p>For individuals, not companies. It's great people who are thinking about starting a business, are working in another company, or are simply interested in participating in all things Zebra.</p>		<p>\$50 <i>one-time setup fee</i></p> <p>\$120 <i>annual membership dues</i></p>	<ul style="list-style-type: none">• Access to members only community• Invitation to members-only events• Discounts on products and services
<p>SOLOPRENEUR/SMALL TEAM</p> <p>For people who are their company and have a few close collaborators they consider part of their team (up to 3 people total). It's great for those who are interested in participating in chapters, events, and more.</p>		<p>\$100 <i>one-time setup fee</i></p> <p>\$300 <i>annual membership dues</i></p>	<p>All of the above plus:</p> <ul style="list-style-type: none">• Company Profile• Affiliate Membership for up to two additional members
<p>SMALL BUSINESS</p> <p>For businesses with 10 or fewer employees (including founders). It's great for companies that are thinking about raising capital, are working on their structure and culture for the long term.</p>		<p>\$250 <i>one-time setup fee</i></p> <p>\$1,200 <i>annual membership dues</i></p>	<p>All of the above plus:</p> <ul style="list-style-type: none">• Access to Capital Referral Ecosystem• Affiliate Membership for up to 9 additional members
<p>COMPANIES WITH 10 – 100 EMPLOYEES</p> <p>For small to medium sized businesses seeking curated strategic advice, referrals, bespoke employee onboarding, and executive support.</p>			
<p>INVESTOR, FUNDER, GRANTMAKER or ALLY, ORGANIZATION, INSTITUTION, OTHER</p>			

BUY-IN

COSTS

BENEFITS

\$100

General
Member
Ownership
Share

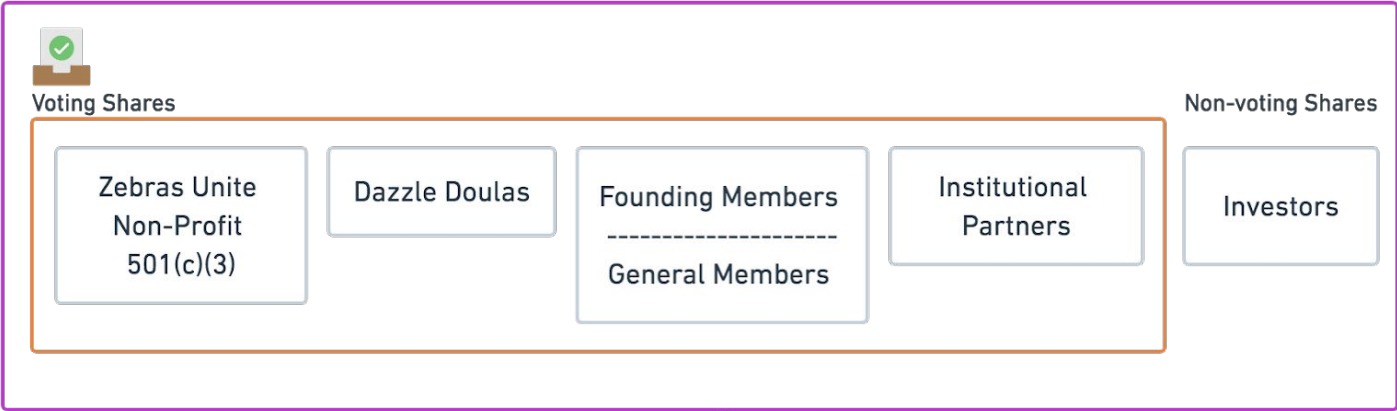
CONTACT US

CONTACT US

Costs are in USD and are adjusted to local economies

ZEBRAS UNITE OWNERSHIP STRUCTURE

ZEBRAS UNITE COOPERATIVE (LCA)



Want to learn more? [Read our Bylaws](#)

ZEBRAS UNITE FAMILY OF BRANDS



GOVERNANCE STRUCTURE

The co-op is Governed by its Members through 2 pathways:

- 1) **Voting for the Board of Directors** in the Annual General Meeting
- 2) **Participating directly in the Circles** of Membership Action and Co-op Action that Run the cooperative
 - a) Any member can start a Circle of Membership Action , and come together to co-create valuable experiences for their fellow co-op members

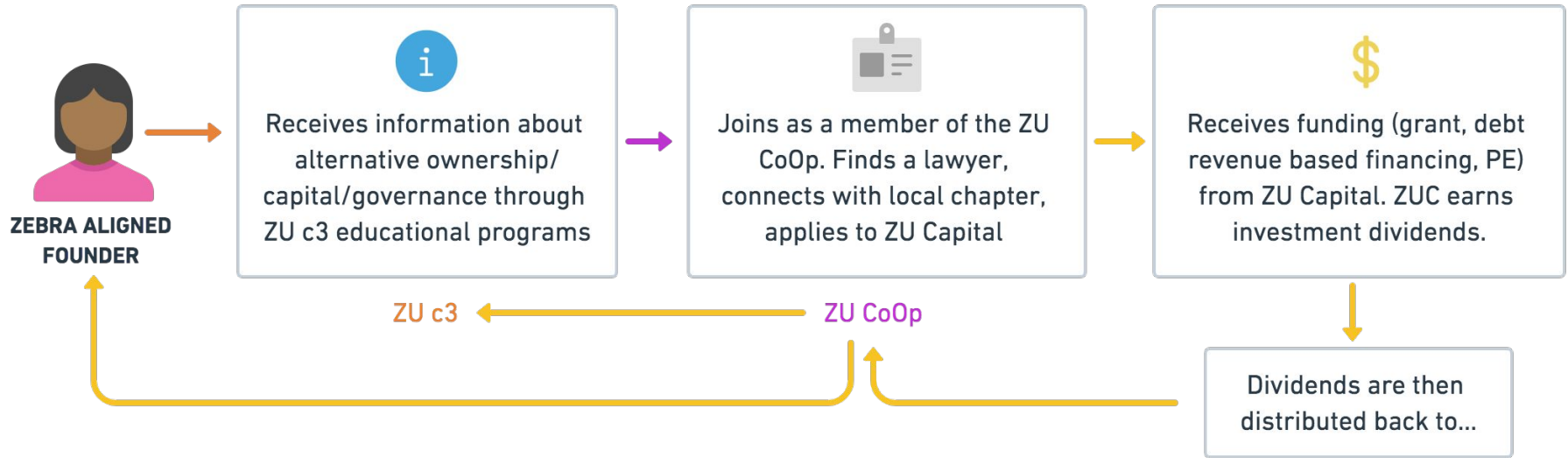
More on the Circle Structure and Charter coming soon!

One way to explore getting involved right now - [Start a Chapter!](#)

Wondering how we behave with each other? Check out our [Principles + Code of Conduct!](#)

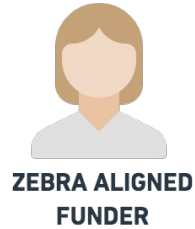
*“Democracy
doesn’t mean
you get to have
your way, it
means you get
to have your
say.”*

HOW WE SUPPORT ZEBRA ALIGNED FOUNDERS



Example:

OPPORTUNITIES FOR ZEBRA ALIGNED FUNDERS



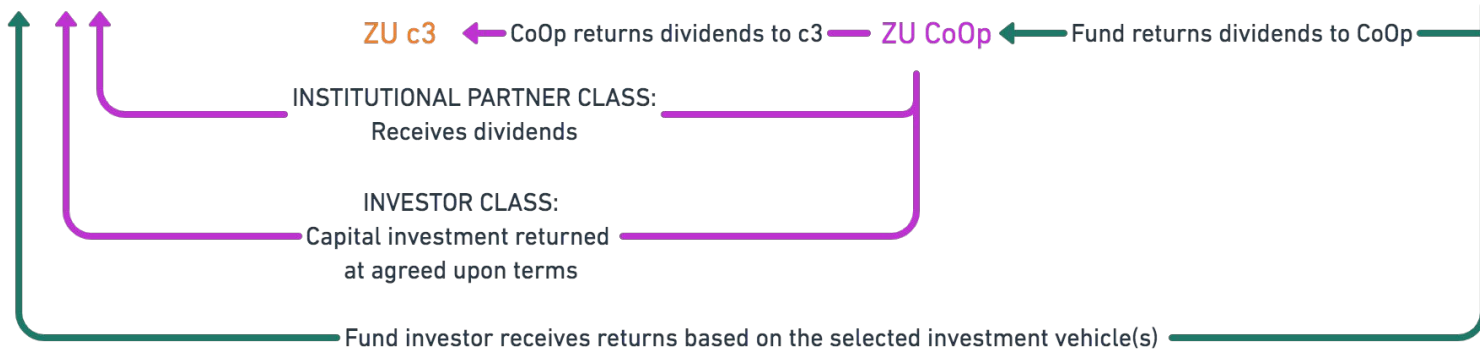
Makes a tax-deductible donation/grant to ZU c3 to fund programming, research and chapter support



Makes an investment in ZU CoOp as either an institutional partner (voting share), investor, or both



Makes an investment in ZU Capital - non-recoverable grants, debt, and/or private equity



Example:

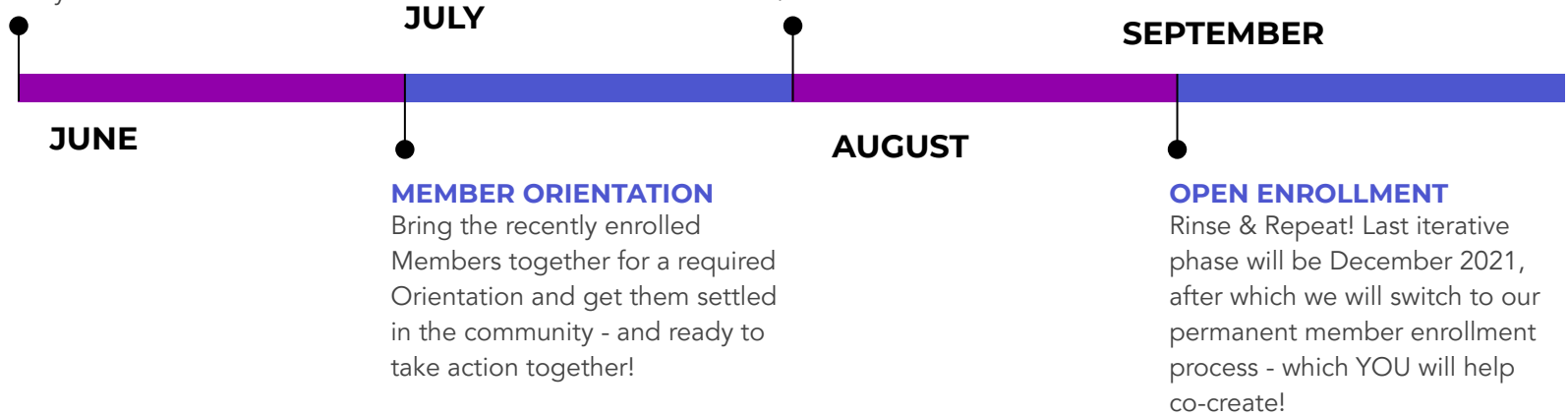
2021 TIMELINE

OPEN ENROLLMENT

Welcome interested community members into the first iteration of our rolling membership window - and get ready to learn and co-create!

LEARN + BUILD

Channel new member enthusiasm into community learning and action - while iterating on the Membership process together.



HOW TO JOIN UP

[Here's the link to sign up!](#)

Once you select your plan this is what's coming at you. *We don't expect you to navigate this alone. That's what Orientation is for!*

- 1) A membership agreement from HelloSign - a legally binding agreement
- 2) Notion - our Member wiki with policies, profiles, all the information you need
- 3) Typeform - the way your profile gets created
- 4) MemberSpace - where you go to manage your account
- 5) An invitation to join the online community MightyNetworks - community central!
- 6) An invitation to join one of the required Orientations - where we can walk you through doing all of this if you have any trouble, and get you ready to engage!



DISCUSSION + Q&A

- 1. What questions do you have? What isn't clear?**
- 2. How would you like to contribute?**
- 3. Anything else you want to share?**