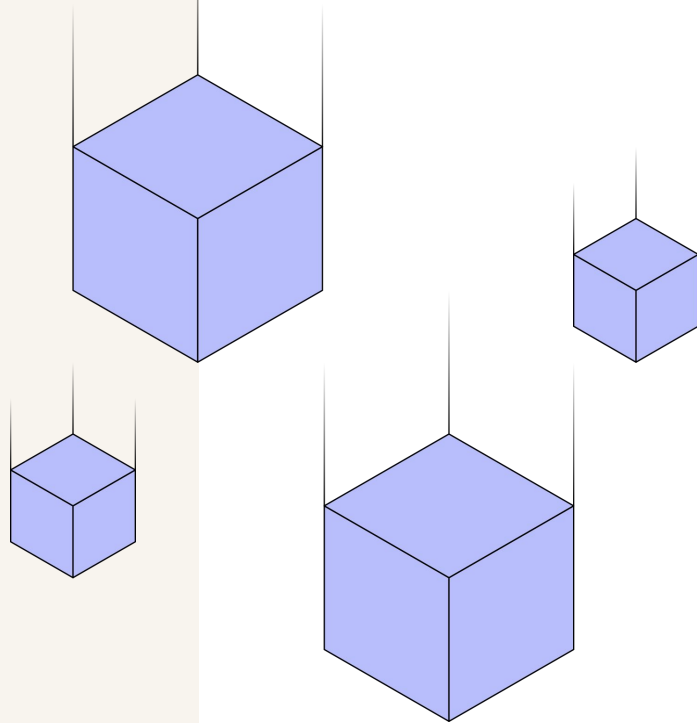




# 9b Corp

## 2022 Impact Report



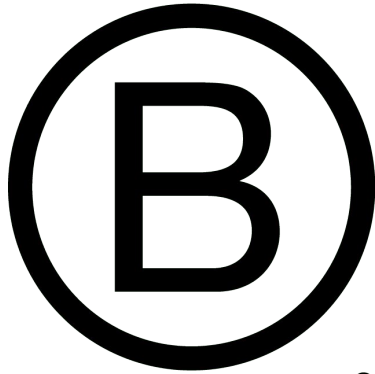
**You focus on the mission.**

**We'll take care of the data.**

9b provides data and analytics solutions to purpose-driven organizations.



# Certified



®

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# Corporation

## In 2021, we became a Certified B Corporation.

The “b” in our name is for benefit.

While we are joining a global community of 4,100 businesses, we are only 1 of 4 in OK to hold the certification from B Lab.

After 15 months in the process, we earned a **verified score of 113.9!** (The minimum is 80.)

Click the logo to see our [B Corp profile](#).



# Our journey from startup to B Corp

## 2018: 9b begins

9b starts with a data analyst, a former journalist, and a farmer with a finance degree.

## 2020: 9b becomes a benefit corporation

9b becomes a benefit corporation and initiates the Certified B Corp process.

## 2022: 9b launches Neighborhood Explorer

9b continues to hire, diversify our client base and consulting offerings, and scale our products, including the launch of the first phase of Neighborhood Explorer.

## 2019: 9b gains traction

9b hires two data analysts, adds local clients, and begins developing our core products and services for municipalities and nonprofit organizations.

## 2021: 9b joins local incubator, Certified B Corp community

9b adopts Holacracy, incubates a new company for an internal audit product for municipalities, and earns a verified BIA score of 113.9.

# In 2022, we prepared ThirdLine to launch as its own company.

In 2021, 9b started ThirdLine and joined the [36 Degrees North Incubator](#) to take our internal audit product that we have been developing for almost 3 years to municipalities across the U.S. In 2022, we prepared it to launch as its own company in 2023.

Powered by 400+ data analytics, the ThirdLine product allows municipalities to continuously monitor their financial processes for risks, inefficiencies, and training opportunities.



# ThirdLine



## 2022 by the Numbers

7

new full-time employees, making  
9b a 13-person team.

11

new consulting clients.

\$1MM

revenue generated  
from consulting  
services.

24

total consulting clients.



We use categories  
from B Lab to  
measure our impact.

Governance  
Workers  
Community  
Environment  
Customers



## Governance

In 2022, 9b was recognized as **Best for the World** in Governance by B Lab.

This means we achieved [top scores](#) in the areas of overall mission, ethics, accountability, and transparency.



- 113.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses





# Workers

In 2022, we hired 7 new full-time employees.



**Samuel Gallaher**  
Lead Data Scientist



**Jennifer Brock**  
Project Manager



**Joshua Williams**  
Full Stack Engineer



**Justine Gramling**  
Data Analyst



**Alyssa Doty**  
Operations & Project Lead



**Jacob Tice**  
Data Engineer



**Sabrina Leggett**  
Lead Full Stack Engineer

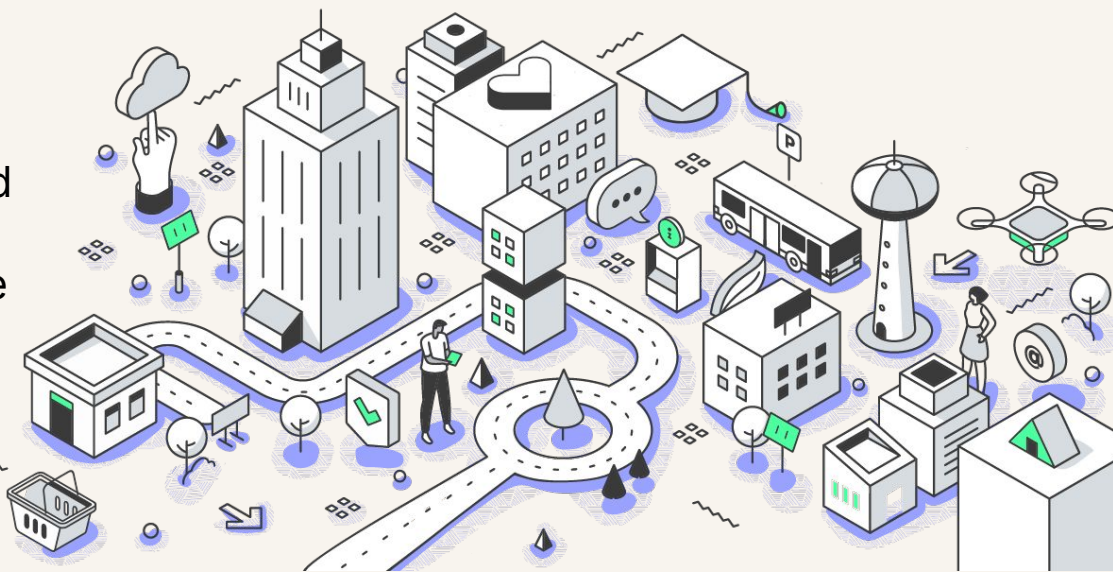


# Community

In 2022, we launched the first phase of **Neighborhood Explorer**, a shared community asset.

Neighborhood Explorer helps to:

- Determine both needs and resources in time and place
- Better understand people & environment before proposing solutions
- Predict the outcome of solutions and the effect on the neighborhood



# We reduced our carbon footprint.

Most of our employees work from home two or three days a week. A couple of us even bike or walk to work!





# In 2022, we utilized our workspace in The Heights.

Completed in 2021, The Joinery is a regenerative building project—the first in Oklahoma to pursue the Living Building Challenge™ from the International Living Future Institute.

In 2022, we utilized this space for employee appreciation and client meet-and-greet networking events.





# Customers

Our consulting wheelhouse grew along with our team.

API Connection

Data Visualization

Machine Learning

Business Intelligence

Data Warehousing

Needs Assessment

Dashboard Reporting

Financial Reporting

Software Development

Data Analysis

Grant Reporting

Technical Writing

Data Science

Impact Reporting

Web Scraping

web: 9bcorp.com

email: [info@9bcorp.com](mailto:info@9bcorp.com)

news from 2022:

- “Beyond bottom line” ([TulsaPeople](#))
- “Best for the World: Governance” ([B Lab](#))
- “36 Degrees North business incubator program off to a busy start” ([Tulsa World](#))

