



Expert People. Expert Solutions. Social Good.

2015

Annual Report

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The report is published in compliance with California S.B. 1301.

While the State of California has minimal requirements for our annual reporting, we strongly believe that transparency and accountability is critically important to build the necessary trust for our mission to succeed. This report is the result of that belief, and we hope you find it easy to read and understand. We look forward to your feedback and suggestions on ways we can improve this report for next year.



1. Executive Summary



“No battle plan survives contact with the enemy,” is a common military phrase, and our first year has shown it to be true. In launching our social enterprise to benefit Autistic individuals, we encountered numerous roadblocks, dead ends, unexpected turns in the road, and sometimes completely washed out roads. Such is the path of entrepreneurship. And we press on.

Reflecting on 2015, and looking forward to the coming year and years ahead, we are resolved to remain steadfast in our mission. There are simply too many reminders of how vital opportunities are for Autistic individuals.

The new unofficial CDC number for the percentage of Autistic individuals in the United States is 1 in 45. Given a U.S. population of 318,860,000 (2014 estimate), that comes to a little over 7,000,000 identified Autistic people. Of those, it is estimated that upwards of 80-90% will be unemployed or underemployed. Even at the low end, that accounts for over 5,600,000 unemployed Autistics, or a little over 1.7% of the U.S. population. There is significant need across not just employment, but support services, education, and a myriad of other lifelong factors.

And we are frequently contacted by Autistic individuals and their families, clinicians, teachers, friends, co-workers, and employers. Each with a story and a hope. A hope for their loved ones, and themselves, to have happy, successful lives.

But how far can we go to make so many people’s lives better? How much impact can one business have? We are redefining the answer to that question as we push the boundaries of what Richard Branson calls “*Business as a Force for Good.*”

Outlined in this report is an overview of Platinum Bay Technologies, our mission, our vision, and the accountability metrics we use to measure our positive impact on the Autistic community.

Steve Andrews
Founder and Executive Director



2. About Platinum Bay

Platinum Bay Technologies, SPC is a California Social Purpose Corporation (SPC) filed on January 29th, 2015. As an SPC, our stated purpose is to *use technology to create safe and empowering opportunities for Autistic individuals, to further vocational opportunities for such individuals, and to foster the development of an inclusive workplace on their behalf.*

Platinum Bay is a software technology company founded with the mission to make a large-scale, impactful difference in the Autism community, in a big way! To do that requires new ways of thinking about hiring, workplace accommodation, business models, partnerships, and every other facet of our far-reaching endeavors. Platinum Bay is big ideas and bold ambition, a vision to create significant and measurable life-changing impact in the Autism world.

We believe Autistic adults have enormous potential and make exceptional employees, if given the right supportive environment. To realize that, we designed Platinum Bay from the ground up to provide that environment for technically capable Autistic adults, at market salary plus benefits.

In everything we do, we have two overarching goals:

- 1. To empower Autistic people to find their own individual success**
- 2. To erase the stigma of Autism**

a) Our Mission

To develop high quality, competitively-priced, custom business software products and solutions and provide world-class technology leadership for our customers while providing safe and rewarding careers for individuals with Autism through our supportive workplace.

b) Our Business

We believe poor software maintainability is the single greatest threat to business innovation today. Great code shouldn't be hard, and we solve complex problems in simple ways. We believe in reducing long-term code cost and technical debt so companies can maintain less and innovate more. By empowering our exceptional talent at the individual level, Platinum Bay can provide superior quality software services and solutions and technical leadership to mid-sized companies who lack dedicated technical staff.

c) Our Model

As defined in our bylaws, Platinum Bay is a first-of-its-kind hybrid organization – a For-Purpose – designed with both for-profit operations and non-profit fiduciary management for maximum impact on our social purpose.





1) For-Profit Operations

In order to realize any sort of business growth at scale, we must be able to hire top talent at market wages, do aggressive sales and marketing, and manage capital in an aggressive business environment to build and grow a competitive and substantial business.

2) Non-Profit Financials

Platinum Bay Technologies, SPC has no shareholders, and all profit from our business is reinvested into the business in pursuit of our mission. In pursuit of and dedication to our social mission, no part of the net income or assets of our organization shall ever inure to the benefit of any director, trustee, member, or officer of this corporation, or to any private person. The profit we earn in our business will be used solely in pursuit of our social mission.

d) Locations

As part of providing a safe and accommodating workplace for Autistic individuals, our office is virtual and all of our employees work remotely. Platinum Bay maintains its principle office at:

18100 Von Karman Ave, Suite 850
Irvine, CA 92612

e) Governing Body

The governing body of Platinum Bay at the end of FY 2015 consisted of one (1) director:

Steve Andrews – Executive Director

3. Material Actions Taken to Achieve Social Purpose

2015 was a growth and development year for Platinum Bay. While we succeeded in some areas, we failed in others. We are now able to use the lessons learned and the momentum we've built to successfully execute in 2016.

a) Sales and Marketing Efforts

In 2015, Platinum Bay hired several marketing consultants to help craft Platinum Bay's messaging. Steve attended countless networking events (no small feat for an Autistic), and utilized his own network to generate leads, including startup, entrepreneurship, and Autism events.

In addition, Jim Traynham was engaged in a volunteer-to-hire role as Senior Director of Customer Success and spearheaded sales efforts across 100 top U.S. companies we identified as being active in the Autism space.

b) Crowdfunding

Steve launched a crowdfunding campaign to raise funds for additional sales and marketing efforts. According to the crowdfunding experts we spoke with, we did more work than 99% of the crowdfunding projects launched. But despite our enormous outreach to over 250 Autism organizations and influencers, and our team's extensive combined network, the campaign failed to reach its objective. The funds raised (\$16,925 of a \$75,000 goal) were used to fund sales and marketing efforts and keep the lights on (KTLO).

c) Opened Recruiting Channels

We have received numerous resumes from interested technically capable Autistic individuals, some of whom have been working to obtain employment for over two years. We have a working list of dozens of individuals ready to begin work once we begin to receive contracts.

d) Advocacy

August 2015: Steve spoke to over 70 Microsoft partners at an Orange County Microsoft Partner channel association meeting. After his talk, attendees lined up for over an hour non-stop to talk with Steve about Autism, share their stories, talk about family members, and ask advice and questions.

August 2015: Steve spoke to 60+ individuals at 1 Million Cups Irvine, a community of entrepreneurs who gather weekly over coffee to engage with startup or early stage entrepreneurs to help build business, again with a resounding response.

e) Community Engagement

May 2015: Steve sponsored the Help Group's 4th annual Advance LA Conference and networked with hundreds of Autism professionals.



4. Short Term Objectives

Our short-term objectives include getting business in the door, ramping up our hiring, developing training programs, and continuing our advocacy efforts.

a) 2016 Goals

We have three goals for 2016: hiring, training programs, and advocacy.

3) Hiring

Our 2016 goal is to hire nine (9) Autistic individuals in various technical and non-technical roles, including software development, testing, and management capacities as appropriate. This will require us to sign \$1M in contracts by the end of the year. All of our efforts are being directed towards networking, sales, and marketing efforts to that effect.

4) Training Programs

We are in discussions with several partners to develop software development skills programs specifically for Autistic individuals with technical aptitudes. These programs will provide online learning experiences using existing online learning platforms, and provide both path-based curriculum as well as one-on-one mentorship from experienced developers who will receive training on working with Autistic individuals.

5) Advocacy

The employment potential of Autistic individuals is a core message that we advocate. Our advocacy efforts have already begun via speaking engagements and online interactions with business executives and the larger community. These efforts will continue and grow into 2016 and beyond.

b) 5 Year Goals

Our five-year objective is to hire 120 Autistic individuals in both technical and non-technical roles. Financial projects put us at a \$33M company at that point.



5. Long Term Vision

Platinum Bay has an aggressive long-term vision, designed for maximum impact in the Autistic community.

a) ESMServer

ESMServer is a next-generation SaaS-based integration platform developed by Steve Andrews. ESMServer combines the most advanced recurrence-based scheduling engine on the market, task execution automation, and robust browser-based drag-and-drop data flow transformations. Platinum Bay will finish development on the platform and release it to market. Steve has assigned 85% ownership interest in ESMServer to Platinum Bay, and we are holding 15% in reserve for potential investor interest should that be sought at a later time.

b) Geographic Expansion

All service businesses grow by expanding geographically, and we are no different. Utilizing our virtual office model, we have plans to spin up additional sales offices across the U.S. and around the globe.

1) Additional U.S. Sales Offices

As we are able, we will spin up virtual sales offices in additional top tech cities in the U.S. Our top choices at this time are Seattle, San Jose, Salt Lake City, Denver, Austin, Chicago, Atlanta, New York and Boston.

2) International Offices

Autism goes far beyond the borders of any one country, and Platinum Bay has received soft requests from parents and individuals in eight countries around the globe who are interested in our expansion. These countries include Algeria, Australia, Belgium, Canada, Ireland, Mexico, New Zealand, and the UK. When the timing is right, we will begin to spin up international subsidiaries to bring our exceptional workplace to more exceptional people.

c) Diversification

Autistic people are as diverse as anyone else. Not everyone will want to work for Platinum Bay or even write software. Once Platinum Bay has reached considerable profitability and sustainability, Platinum Bay Technologies, SPC will divest itself to a newly created parent company – strictly under the same For-Purpose model – and explore other sustainable businesses we can create using our exceptional workplace model, including STEM, arts, and entrepreneurship ventures.

d) Platinum Bay Foundation

As part of our mission, and in furtherance of our For-Purpose model and profit potential, Platinum Bay plans to create a corporate grant writing (non-operating) Foundation to improve the lives of even more Autistic people. The Foundation will consist of five pillars.



1) Skills Training

We are already working to identify partners and design programs to teach software development to Autistic individuals. Over time, this will expand to include other areas of STEM as well as the arts and entrepreneurship, three areas where Autistic individuals excel.

2) Support Services

For many individuals and families, there is a sometimes disastrous lack of services, and a not insignificant number of existing services are lacking in their efficacy. The Support Services pillar will research and explore multiple approaches to provide a greater number of higher quality services to healthcare professionals and the Autistic community, including the development and delivery of continuing education credit curriculum.

3) Education

While we have seen a growth in educator awareness and inclusive education, there is still a lot of work that needs to be done. The Education pillar will research and explore avenues to increase understanding and inclusion in the education environment for Autistic individuals, including the development and delivery of continuing education credit curriculum.

4) Neuroscience

Science is only just beginning to understand Autism from a neurophysiological and neurobiological standpoint. Gone are the dark days of the stigmatizing “refrigerator mothers” mentality, but many still fail to understand sensory, anxiety, social, and executive function issues as they affect Autistic individuals. The Neuroscience pillar will seek to work with top researchers and explore the top theories.

Please note that we are not interested in, nor will we fund any research looking for a cure. Autism is simply a neurological difference that carries wonderful gifts and potential. Through the Foundation’s programs, we seek to achieve our two overarching goals and work to create a more accepting, understanding, and inclusive world for Autistic individuals.

5) Advocacy

In continuing our mission of advocacy through speaking, writing, and other efforts, we will share our message of potential, and gift, and understanding, and inclusion with the world. Additionally, with millions of Autistic people, no one company can hire them all. This requires everyone to get involved. Once proven, we will take our workplace model and teach other organizations how they can be more successful by empowering an Autistic workforce to be successful.



6. Policies

a) Compensation

To increase consistency in setting compensation, our Compensation Policy serves as a long-term policy on executive compensation. It articulates how we link pay to performance, strategy, values and mission. For our For-Purpose model, it works to justly balance between our aggressive for-profit operations side, and our non-profit financial side by specifying comparable peer groups, target market position with respect to salary, long and short-term incentives that the organization offers, total cash compensation, standard benefits, and any executive benefits and perquisites.

b) Conflict of Interest

Conflicts of interest can affect our ability to act objectively in all scenarios. Our Conflict of Interest policy defines how we interpret conflicts of interest and the steps we take to deal with such conflicts as they occur.

c) Whistleblower

Our Whistleblower Policy encourages employees to report financial and other improprieties by establishing procedures to keep whistleblowers' identities confidential and to protect them from retaliation.

d) Outside Services

Our Outside Services policy states that whenever available and possible when outside services are required, we will utilize the services of organizations who also benefit Autistic individuals.

e) Joint Venture

Our joint venture policy requires us to identify, disclose, and properly manage our joint ventures with other businesses.



7. Metrics Used to Measure Impact

We have two key metrics we use to measure our impact in relation to our social mission. We believe these are the most critical metrics for us to measure because they measure both the breadth and the depth of our achieved impact.

a) Autistic Person Count (APC) Metric

Of course, we could hire a single Autistic developer and the first metric could look wonderful. But our goal is sustainable, scalable, and global impact. This second metric, the number of Autistic people who benefited from our efforts, ensures we are striving towards that goal year over year.

b) Gross Revenue Percentage (GRP) Metric

This metric looks at the percentage of our gross receipts that go to either:

1. salaries, benefits, wages or other earnings or direct benefit of Autistic individuals, including employees and contractors,
2. or to the planned Platinum Bay Foundation.

Our projections are that by year five, over 75% of a projected \$33M gross revenue will meet this metric.



8. Financials and Metrics

This summary represents our financial data and metrics for FY 2015. As we embark on our mission to create successful employment opportunities for Autistic individuals, we need to do so by maintaining conservative financial policies. Making Autistic people's lives better is our highest goal, and our pledge is to maintain the highest standards of financial accountability to continue to deserve your trust.

a) Accounting Method

Platinum Bay maintains its books on the accrual method of accounting.

b) Employees, Contractors, and Vendors

During the 2015 fiscal year, Platinum Bay employed or contracted the following.

ROLE	TOTAL	AUTISTIC/FOCUSED
EMPLOYEES	0	0
CONTRACTORS	5	3
VENDORS	3	0
	APC METRIC	37%

c) Statement of Revenue

1) Income

No income was received during 2015.

While we created Statements of Work (SOW) worth over \$500,000, due to shifting priorities and market fluctuations for our potential customers none of them were executed.

2) Expenditures

The following hard expenditures were realized by Steve Andrews in 2015.

Future annual reports will include the percentage of salaries and benefits paid to Autistic individuals, as well as overall Autistic community benefit percentage of expenditures.

CATEGORY	AMOUNT
Executive Compensation	--
Licensing and Fees	\$551.00
Sales and Marketing Services	\$28,735.00
Online Services	\$2,101.57
Salaries and Benefits	--
Sponsorships	\$5,500.00
Travel	\$2,209.96
Virtual Office	\$3,408.00
TOTAL	\$42,505.53



3) Assets

Platinum Bay has tangible assets accounting for less than \$250 in purchase price including two tradeshow banners, a trade show table cover, and three (3) Platinum Bay t-shirts for public events.

Platinum Bay has an 85% ownership stake in the ESMServer platform, with 15% reserved for potential investors. The remaining 15% is personally held by Steve Andrews.

4) Debt

Platinum Bay carries \$8,200 in debt from a private business loan at no interest.

After consideration of the loan, Platinum Bay will repay Steve Andrews for hard costs related to business formation and operation in 2015 equal to \$34,305.53.

d) Metric Scorecard

1) Autistic Person Count (APC) Metric

Our measurement in accordance with the Autistic Person Count (APC) Metric is 37%.

2) Gross Revenue Percentage (GRP) Metric

For 2015, our measurement in accordance with the Gross Revenue Percentage (GRP) Metric is not available due to a lack of revenue. However, \$11,000 of Sales and Marketing Services and \$5,000 of Sponsorships would fall into this metric. As a percentage of expenditures, this would give us 34%.

3) Analysis

For our first year, with zero revenue, we are proud of achieving these numbers and they give us a good baseline for 2016.

APC GRP
37% 34%



9. Closing Summary

Our vision is bold and ambitious: to make a global, sustainable, and scalable impact in the lives of Autistic individuals. Starting in childhood with better neurological understanding and support systems, to inclusive and accommodating education and skills training programs in the high school and college years, to workplaces that seek to mitigate the challenges and maximize the potential of Autistic individuals, to a world that better accepts, understands, and includes them, to additional supports throughout their lifetime. Platinum Bay Technologies provides the sustainability base for us to achieve our vision.

We invite you to create with us a brighter future. We urge you to consider joining together with us in 2016 as we shine a light on Autistic potential, in whatever way you are able – mentoring, spreading the word, or even hiring Platinum Bay for your next project. Together, we can move the needle forward.

Warmly yours,

Steve Andrews
Founder and Executive Director

About Steve Andrews

To learn more about Steve Andrews, please visit our website:

<http://www.platinumbay.com/WhoWeAre/SteveAndrews>

