B Corporation Annual Report 2012

Executive Summary

Welcome to Azavea's B Corporation 2011 Annual Report. Azavea is an award-winning social enterprise that creates software for geospatial data analysis. The firm was organized in 2000 to create technologically advanced solutions for web and mobile geospatial data visualization and analysis. Once a year, we prepare an annual report for our employees. Beginning with 2011, we have also prepared an annual report for our broader community. This is an opportunity for us to celebrate our accomplishments and contributions, acknowledge our setbacks and make plans for a prosperous and exciting 2013.

Our Mission

We are a B Corporation. That means we are a for-profit corporation that operates with a social mission. The B Corporation is a relatively new designation, but the company was founded with a public service mission and this continues to motivate much of our work. Azavea's mission is:

> **Apply geospatial technology to create more sustainable, vital and livable communities, while advancing the state-of-the-art through research.**

Objectives

Azavea operates around a few major objectives:

A. Develop a company that is profitable and grows revenue over time.
B. Delight our customers.
C. Create an intellectually stimulating environment for employees.
D. Work on projects with civic and social value.

Lines of Business

We have four primary lines of business:

1. Develop custom web and mobile applications
2. Develop and support a few civic software solutions for vertical markets:
    a. elections and politics
    b. law enforcement
    c. urban forestry
    d. libraries, archives and museums
3. R&D focused on high performance geospatial data processing
4. Geospatial data analytics services

B Corp and Social Value Mission

Azavea is committed to working on projects with a strong social value component. Each of Azavea's projects, products and pro bono engagements showcases this commitment. We seek out projects that enhance communities, foster economic development and improve decision-making.

We carry out our mission in a number of ways, including:

- Select and cultivate projects with social and civic impact
- Donate a portion of our profits (usually about 2%, though it has been higher than that in some years)
- Use of and contribution to open source software
- Pro bono services
- Summer of Maps program
- Support open data and open government through hackathons and other civic community events
- Intellectually challenging environment for employees
- High quality benefits for employees
- R&D programs that enables us to push out the boundaries of geospatial technology

Projects with Social and Civic Impact

Our projects speak for themselves and range from Veteran Homelessness to Grand Rapids Friends of Parks. Most of our customers are local government, non-profit organizations and academic research projects. Azavea also provides service to commercial companies, but these projects are also generally focused on positive social impacts.

Charitable Contributions

Azavea donates a portion of its profits each year to non-profit organizations with missions in five categories. Each full-time member of our staff is able to cast votes for which non-profit organizations will receive a donation by casting ten "shares". The organizations we supported in 2012 were:

Ecosystems
- Clean Air Council
- Natural Lands Trust
- The Nature Conservancy
- PA Environmental Council
- Schuylkill Banks

Local Arts and Culture
- Free Library Foundation
- Fairmount Park Conservancy
- Greater Phila Cultural Alliance
- Mural Arts Advocates

- National History Day Student Scholarships

Open Government, Open Data, Open Source
- Common Cause/PA
- Creative Commons
- Electronic Frontier Foundation
- OpenStreetMap Foundation
- Wikimedia Foundation

Transportation
- Bicycle Coalition
- PA Walks and Bikes

Local Technology and Education
- Nonprofit Technology Resources
- Tree House Books

Other Charitable Contributions
- Books for Africa
- Callowhill Neighborhood Association
- Neighborhood Bike Works
- OpenNorth
- Robin Hood Foundation (Hurricane Sandy Relief)
- TechGirlz
- WHYY

Pro Bono and Open Source Contributions

Azavea contributes its services to support both non-profit organizations and projects in the public interest. These contributions of services generally focus on the following areas:

- Open source geospatial software projects
- Applications that contribute to open data, transparency and civic life
- Our local community
- Redistricting

In 2012, this pro bono work included:

Open Source Software contributions
- OS Geo Code Sprint
- ACS Alchemist
- DistrictBuilder
- GDAL (PostGIS Raster and ARG drivers)
- GeoTrellis

- Open-Data-Catalog
- OpenTreeMap
- PostGIS
- Scala Numerics

Pro Bono Services – Azavea provided pro bono services on the following projects or organizations:
- Callowhill Neighborhood Association
- Code for America
- Classroom presentations
  - Haverford College
  - Philadelphia University
  - Temple University
  - Villanova University
  - Univ. of Pennsylvania
- ExCITe Design Center
- Hackathons
  - CleanWeb
  - EcoHackNY
  - Hack-the-Change
  - Random Hacks of Kindness (RHOK)
  - Hacks for Democracy - Azavea developed its own hackathon around elections and politics. This both resulted in some strong projects and set a new standard for post-hackathon followup.
- League of Women Voters/Common Cause PA : Legal case against state district plan
- OpenAccessPhilly
- Penn State University, Masters of GIS program
- Sheltr.org project
- Summer of Maps
  - Audubon PA
  - Campaign for Working Families (CWF)
  - Stroud Water Research Center
  - WHYY/School Notebook

- Temple University Maps and Apps
- Voter ID Coalition: Voter ID Analysis

Additional Service Donations

Azavea operates a web service, Cicero, which supports political advocacy efforts by many organizations. In 2011, we launched a partnership with

TechSoup to donate a free subscription to the Cicero API service for qualified non-profit organizations. Through TechSoup, these organizations gain access to mapping, geocoding, legislative district identification and elected official contact data.

Promoting Civic Hacking Community

Azavea both supports and benefits from the increasing amount of data released by governments, non-profit organizations, research projects and corporations and subsequent use of that data to build new tools and services. We promote the civic data community by supporting:

Civic Hackathons: Azavea supported Random Hacks of Kindness (RHOK), News Innovation, NASA Space Apps Challenge, EcoHacks Boston, and Apps for SEPTA. Azavea also organized Hacks for Democracy, an event focused on elections and politics.

Open Data: Azavea supported open data initiatives in Philadelphia through contributions to the Open-Data-Catalog project, by supporting and then transferring ownership of OpenDataPhilly.org to a non-profit journalism organization and through the Summer of Maps program.

Intellectually Stimulating Environment

Creating an intellectually stimulating environment for our staff is an important objective of the organization. Some of the ways we try to do that include:
- Careful selection of projects
- Staff Research Projects
- SBIR grant proposals to support R&D
- Brown Bag Lunches
- Attend conferences and seminars for professional development
- Teaching opportunities at local universities
- Presentations by colleagues on company projects

Some of the areas where we were successful toward this goal in 2011 included:
- Brown Bag Lunches - In late 2007, we began inviting people from outside the company to participate in Brown Bag lunches. We continued this in 2012 with several presentations from a mix of artists, researchers and other luminaries in the region.
- Training – Enabled staff to participate in broad range of training and professional development activities.
- Conferences - Enabled staff to travel to EyeO, ESRI UC, FOSS4G, Emerging Technology for the Enterprise and many others.
- Research Projects
- Monthly R&D Reports
- R&D Social – we hold a review of staff R&D projects once per quarter

R&D Program

The Azavea R&D program is an important part of our culture. In 2012, we continued an initiative begun in 2010, monthly R&D code sprints. This has helped more people put in R&D time as well as institutionalize the idea that this is an opportunity to collaborate with others in the firm. People are pursuing a number of different research projects. The folks that have submitted plans and are actively pursuing them include the following:

- Adam, Open-Data-Catalog
- Bennet, Fast Kernel Density with FFT
- Deb, Error Reporting Patterns in PhillyHistory
- David Z, Amazon Web Services and distributed system architectures
- Jeremy, Machine learning for space-time events
- Josh, Raster processing in Javascript
- Justin, Software engineering infrastructure tools
- Matt, CartoDB/ArcGIS integration
- Kenny, PostGIS Topology for DistrictBuilder

In addition, Azavea invested a substantial amount in our products. Overall R&D investment rose 75% over 2011.

2013 Objectives

Azavea will continue with many of the above activities in 2013. Specific focus will be on investments and contributions to the following:

Azavea Summer of Maps: The first year of Summer of Maps was enormously successful with a great deal of positive feedback. Azavea will expand the program and explore ways to scale it in the future.

Civic Hacking: Azavea will support the Code for America Brigade in Philadelphia as well as local hackathons in Philadelphia and Boston.

DistrictBuilder will be extended to support non-English languages and several new metrics.

Azavea will continue to invest in its low latency distributed data processing platform, GeoTrellis.

Our urban forestry framework will be extended to support Android clients, gamification, competitions and a complete re-write to improve flexibility and user experience.