Patchwork
Making business more ethical, one conversation at a time

The cycle is broken

People

Products

Companies

When companies create products and services, they make a lot of decisions. Every choice has the potential to do good or to do harm. How do we know which companies to trust?

Together, we can fix it

Patchwork.us.com provides a way for people to have conversations about ethical actions companies take.

Users can post an article, video, etc. from a credible source for people to discuss and rate.

Companies and products receive a score from -3 to +3 that is the average score of all the claims made about them.

With our feedback cycle, companies will have an incentive to

<table>
<thead>
<tr>
<th>Target supports marriage equality</th>
<th>McDonald’s ditching salad?</th>
<th>iPhone 4S made in Foxconn factories</th>
</tr>
</thead>
<tbody>
<tr>
<td>+2.8 (546)</td>
<td>-1.1 (357)</td>
<td>-1.5 (221)</td>
</tr>
<tr>
<td>Foxconn workweek still too long</td>
<td>New iPad enviro-friendly</td>
<td>Boeing makes fuel efficient jet</td>
</tr>
<tr>
<td>-0.7 (85)</td>
<td>+1.6 (304)</td>
<td>+2.6 (512)</td>
</tr>
<tr>
<td>Walmart dumps hazardous waste in CA</td>
<td>-2.8 (376)</td>
<td>-0.8 (193)</td>
</tr>
<tr>
<td>Facebook won’t remove rape joke pages</td>
<td>+0.6 (90)</td>
<td>+1.2 (190)</td>
</tr>
</tbody>
</table>

What are people saying?

“I would use this site before making a big purchasing decision.”

“This is something everyone needs to use.”

“This is a kind of social media I haven’t seen before.”

“The world could use a site like Patchwork.”