
Should Your Startup Take the Public Benefit or B Corp Route?

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An article contributed to [TechCrunch](#) by [Mick Bain](#), published October 2, 2016, that discusses whether or not to establish your company as a B Corp—a for-profit company certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency.

While most founders want to make a boatload of money, achieving a stunning exit is hardly the only driver for most entrepreneurs. More often, they're fueled by the challenge of solving a problem or producing something meaningful, whether it's an app or an ice cream. [Read the full article](#)

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