

## Do Amore Limited Company

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*Do Amore is convinced that by selling engagement and wedding rings, they can help end the world's water crisis*

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While working on an oil rig, Founder & CEO Krish Himmatramka learned how easy it is to drill for water compared to oil. “We would hit water within a few hours of drilling, but it took weeks to get to the oil” said Krish. After a few months, he decided he couldn’t be a part of drilling any more oil wells knowing that there were people in the world dying from a lack of clean water, a problem he could potentially help to solve. During this time, Krish was also shopping for an engagement ring for his girlfriend. The concept of buying a ring with symbolic meaning, but questionable ethics, troubled him. He decided that when he proposed, he wanted to do so with a ring that instead of hurting the world, actually helped the world. He designed an ethically crafted engagement ring and on the day he proposed, he funded a the drilling of a water well in Haiti. To Krish, there is nothing more meaningful in this world than helping other people in need, and with his proposal Do Amore was born.

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### **Executive Summary**

Do Amore ([www.doamore.com](http://www.doamore.com)) is a Dagda Certified socially impactful and sustainable e-commerce jewelry company. The product line consists of ethically-crafted fine jewelry including engagement rings, wedding rings for women, and wedding rings for men. Every piece of jewelry sold has a significant social impact by providing a person in a developing country with access to clean water. Every customer may track their social impact via the Company’s website and receives a picture of the water well they helped make possible, along with the GPS coordinates of the project. The Company’s mission is to create jewelry which allows people to make a positive difference in the world at every milestone in life.

### **Company Background**

Krish Himmatramka thought up the idea for Do Amore in 2011 and launched in 2013. In the first four years (2013-2016), Do Amore had cumulative sales of \$2.2 million on a marketing spend of



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\$0. In 2017, Do Amore tested paid-marketing for the first time and had sales of \$1.35 million. In the first 75 days of 2018, the company has already achieved 45% of 2017's revenue. To date, the company has brought over 4,500 people access to clean water in 5 countries. The Company's product line currently consists of engagement rings and wedding rings; however, they plan to expand to other fine jewelry in 2018.

### **Leadership**

Krish Himmatramka, Founder & CEO

Lives in Houston, TX

Created Do Amore out of personal desire to propose with a ring that gives back.

B.S. Mechanical Engineering, The University of Texas at Austin, 2010

Reservoir Engineer, Shell Oil, July 2010 - July 2013

Visited Ethiopia in October 2016 to visit the site of Do Amore's first water well

### **The Market Size**

Social Impact investing is a relatively new term, used to describe investments made across many asset classes, sectors, and regions. As a result, the market size has not yet been fully quantified. However, the aggregate assets noted below indicate that the market is substantial, with significant potential for growth. Investors plan to commit \$25.9 billion in assets to impact investment deals this year, a 17% increase from the year before, from a survey by the Global Impact Investing Network. The seventh Annual Impact Investor Survey received responses from 209 investors around the world and reported a total \$114 billion in impact investing assets. With consideration of general Social Impact factors, according to Geczy, globally in the past two years alone some \$25 trillion has been invested. Worldwide, from 2014 to 2016, sustainable, responsible and impact investing assets have grown 33% to nearly \$9 trillion in the United States (according to the U.S. Forum for Sustainable and Responsible Investment (USSIF) data, from Nick Ashburn, the panel's moderator and senior director, impact investing for Wharton's Social Impact Initiative).

Global philanthropic funds, even when combined with the development or aid budgets of governments, add up to mere billions of dollars. Meanwhile, the cost of solving the world's most critical problems runs into the trillions due to inefficiencies, as our society has traditionally depended on non-profits, NGOs, and governments to solve them. This also includes an estimated \$2.5 trillion annual funding gap needed to achieve Sustainable Development Goals (SDGs) in developing countries. Innovative for-profit entities and private capital is urgently needed in order to fill this gap and to address pressing global challenges. Do Amore provides the data resources desperately needed to properly attract liquidity through transparency.

### The Jewelry Market

The global gems & jewelry market is projected to cross US\$443 billion by 2022, on account of booming tourism industry, establishment of a large number of exclusive showrooms by leading players and rising online availability of gems & jewelry. Demand for gems & jewelry across the globe is dominated by Asia-Pacific and North America. Expanding urbanization, changing lifestyles, growing e-commerce sales, rising presence of organized retail channels, growing number of premium product launches and synchronized distribution networks, etc., is projected to drive global gems & jewelry market during the forecast period. Demand for diamonds, gold, platinum, gemstones and pearl jewelry has always been high regardless of prices, globally. Further, major players operating in the global gems & jewelry market are changing their product portfolios and increasing their focus on making customized jewelry, as per consumer demands.

Advancements in the jewelry making process along with the availability of a range of certification bodies such as Kimberly Process Certification Scheme, Bureau of Indian Standards (BIS) hallmarking and Confédération Internationale de la Bijouterie, Joaillerie, Orfèvrerie des Diamants, Perles et Pierres (CIBJO) are anticipated to pump growth in global gems & jewelry market in the coming years. Asia-Pacific is also emerging as the fastest growing market for gems & jewelry across the globe, on account of high demand from India, China, Vietnam, Japan and Indonesia. High demand for gems & jewelry can also be attributed to rising disposable income, and aggressive marketing and promotional strategies by leading players.



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**Do Amore, a Dagda Certified Social Impact/Sustainable Company.**

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**Dagda Certification**

Do Amore is a growth stage retail company which, through grass roots sales and brilliant marketing, is rapidly expanding. It is meeting the needs of a range of customers who believe in Do Amore's philosophy of utilizing responsibly-sourced materials and making a true and measurable difference in the lives of others by helping solve one of Earth's most pervasive intractable issues: access to clean drinking water.

Dagda has certified Do Amore as a leading impact investment for the social and environmental impacts it has achieved. Do Amore has mandated plans to build on, based on the following globally accepted Social Impact principles outlined by the Global Impact Investing Network (<https://thegiin.org/>).

**Social Impact:**

- Access to clean water and sanitation
- Equality & empowerment
- Employment generation
- Access to education
- Generate funds for charitable giving
- Income/productivity growth
- Health improvement

**Sustainability:**

- Resource efficiency
- Natural resources conservation
- Pollution prevention & waste management
- Sustainable energy
- Water resources management

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## Social Impact

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### **Access to clean water and sanitation**

The rate of improvement in access to safe drinking water has long been in decline; the percentage of the world population with access to safe drinking water rose by 11.1% between 1970 and 1975 but grew by only 2.4% between 2000 and 2006. Every Do Amore ring sold provides one person access to clean water. The way it works is Do Amore identifies a community without clean water with the help of a partner, then provides the partner with funds to build a water project. To fund the project, Do Amore pairs together profits from multiple ring purchases based on the number of people in the affected community. This way, every single purchase helps build a water project for a community and is directly responsible for giving one person access to safe water. For example, if a community of 118 people will benefit from the new water project, then Do Amore will allocate 118 ring purchases to that water project. Some examples of water projects Do Amore has funded includes hand dug water wells, drilled water wells, bio sand filters, and spring water tap stands.

To make a water project sustainable, it is imperative that the project brings lasting change to the community. Along with the water project, Do Amore also funds training so that the locals understand how to maintain and repair the wells. Along with this, Do Amore's partner use local building partners to implement the water projects, using primarily locally sourced parts. This is important since local partners understand what type of solution is needed better than anyone and also because it helps improve the sustainability of a project for potential repairs (for example: a local part needed for repairing a well is cheaper to source compared to a foreign part).

In addition to funding a water project and maintenance, Do Amore also funds sanitation and hygiene training with every project. This includes orientation, training, and social art activities to encourage communities to build a sustainable and positive atmosphere around water, sanitation and hygiene. Every water project Do Amore sponsors has training revolving all three elements to "WASH" (Water, Sanitation and Hygiene) which are crucial for preventing disease and prolonging and improving health and life.

### **Equality and empowerment**

In communities where there is a lack of clean water, and where Do Amore sponsors water projects, women and children generally bear the burden of collecting water. This means many women waste hours a day on this task. The more time women spend on this task, the less time there is to seek and perform employment duties. Therefore, each clean water project empowers the women in that community to use that time for better things such as employment. Long-term effects of this impact will be measured in coming months and years.

Do Amore has progressive policies on hiring and employing women. The positive effect of empowering women and achieving gender equality requires intentional actions and deliberate policies. These policies are based on concrete business practices and have inspired companies around the world to tailor existing policies and programs – or establish needed new ones – to realize women’s empowerment. Do Amore’s management is committed to the following initiatives:

- Measure and report on women in leadership roles
- Require men and women to be on interview panels
- Roll out parental leave that gives fathers and parents of adopted children the same amount of leave as mothers (provided they are the primary caregiver)
- Roll out healthcare benefits to cover same sex partners
- Aim for minimum 40% of female vendor representation on their vendor panel

Do Amore is minority owned and operated. The National Minority Supplier Development Council (NMSDC), in partnership with The Institute for Thought Diversity (ITD), researched the effects of their nearly 12,000 certified minority-owned businesses on the U.S. economy and released their findings in an Economic Impact Report. The report revealed that these MBEs produce over \$400 billion dollars in annual revenue and actively employ, either directly or indirectly, more than 2.2 million people. Additionally, minority-owned businesses contribute close to \$49 billion in local, state and federal tax revenues. “It is estimated that minorities will be the new majority in the next 30 years,” said NMSDC President Joset Wright-Lacy. “Attention must be placed on the growth and sustainability of a younger, multiracial population as they become the foundation of the American economy. If minority businesses are not growing and succeeding, the U.S. economy and the global economy will be negatively impacted.” Do Amore’s example of doing well by also doing good is a strong indicator to the minority community at large, and conceptually provides motivation for other businesses to incorporate charitable giving into their business models.

### **Employment generation**

Do Amore, which is currently operating at a profit and is forecasted to grow, has already created new jobs in the United States where the company is headquartered. Through its profits, Do Amore is giving back to the local community and the global community. As part of Do Amore’s business model (giving back in the form of clean water projects to communities in need), it is providing opportunities for employment, educational opportunities, and economic prosperity to all the communities the water project serves. Women and children generally bear the burden of collecting water, meaning many women waste hours a day on this task. In Africa alone, women spend 40 billion hours a year walking for water. Access to clean water gives communities more time to grow food, earn an income, and go to school all of which fight poverty. Women are responsible for 72% of the water collected in Sub-Saharan Africa. When a community gets water, women and girls get their lives back. They start businesses, improve their homes, and take charge of their own futures. This same effect provides opportunity to



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the community as a whole for employment, commerce and economic progress and advancement.

### **Access to education**

Do Amore is committed to providing access to education. 663 million people in the world live without clean water. That's nearly 1 in 10 people worldwide, or twice the population of the United States. The majority live in isolated rural areas and spend hours every day walking to collect water for their family. Not only does walking for water keep children out of school or take up time that parents could be using to earn money, but the water often carries diseases that can make everyone sick. Access to clean water means education, income and health – and is especially life changing for women and kids. Not having access to clean water directly results in a decrease in education access for many children. This is because the majority of the time, women and children bear the burden of finding water for their families.

It is important to note that Do Amore has previously sponsored (and will continue to sponsor) water projects directly in schools. This dramatically increases access to education. If there is clean water at a school, then parents are more inclined to send their kids - if there's no clean water there (and no good hygiene or sanitation) then parents are less likely to send their kids to school where there is an increased chance of getting ill. Additionally, clean water and proper toilets at school means teenage girls don't have to stay home for a week out of every month.

### **Generate funds for charitable giving**

An important aspect of Do Amore's commitment to responsible corporate behavior is the exercise of social responsibility through philanthropic donations and direct-commercial sponsorship. Do Amore's approach to philanthropic donations and direct-commercial sponsorship mirrors their sustainable business model and innovation culture. By selectively developing, supporting, and implementing innovative solutions with competent partners (based on core knowledge and skills, measurable results, and lasting improvements for sustainable impacts for communities), Do Amore's clean water projects reach some of the world's most at risk communities in the most meaningful way: providing access to the most important resource, clean drinking water. This collaborative and value-based approach demonstrates that both Do Amore and its partners are committed to effective outcomes. Do Amore's emphasis is on clean water projects making a real difference through innovation, collaboration, quality and sustainability. When assessing projects, Do Amore focuses on the potential impact rather than on the cost, as sustainability of the project is imperative. Do Amore believes that good corporate citizenship should be a matter of course and is not something to be undertaken for publicity purposes. Do Amore self imposes a mandate on itself of funding clean water projects for severely impoverished communities around the world, and actually lists the cost of its water projects as a cost of goods sold since the company's business model is based on generating funds for charitable giving.

## **Income/productivity growth**

Each clean water project Do Amore funds can resolve many of the issues that impoverished communities face, allowing for the opportunity of employment and prosperity for generations to come. Chronic poverty contributes to a variety of negative outcomes, including adverse health effects, crowded households, lack of resources, and finances for water, food, school fees, clothing, permanent housing structures or other necessities. Much of the population throughout the undeveloped world experiences this type of poverty. Current public health efforts seek to remedy the effects of poverty but unfortunately, public health services are perceived by some organizations as the primary obstacle threatening their economic status. Even with continuing public health aid, populations continue to experience poor standards of living, a decreased capacity for individual development, and insecure social and economic growth. One suggestion would be to prioritize projects that focus on alleviating a variety of public health issues, like that of Do Amore's clean water projects. Many people lacking access to clean water live in isolated rural areas and spend hours every day walking to collect water for their family. Long term benefits of children getting education instead of walking for water, and being sick from dirty water, are encouraging. According to a report issued by the Commission on Sustainable Development by the World Health Organization, establishing clean water programs have significant economic benefits; it is estimated that for every US dollar invested, there is an economic return of \$3-34 USD. The vast majority of these returned dollars are derived from the increased economic productivity of individuals or within households. Close proximity to clean water encourages family members to use the time saved from walking long distances or waiting in lines at their normal water sites allocating it to educational or business ventures. Additionally, improving resource management is another way to boost economic prosperity; for example, the WHO reports that every US dollar invested in improving water sources in communities allows approximately \$7.50-200 USD to be saved and used towards other economically-stimulating ventures.

## **Health improvement**

Do Amore's clean water projects, which combine a source of clean drinking water with better sanitation and access to education, create lasting community health and sustained human growth and development.

Diseases from dirty water kill more people every year than all forms of violence, including war. 43% of those deaths are children under five years old. Access to clean water and basic sanitation can save around 16,000 lives every week. Disease prevention and mitigation are part and parcel to the core of each of Do Amore's clean water projects. Access to safe, clean water opens up a world of possibilities for community development. Without water, the most basic element of life, all other development efforts will hit a brick wall.

Other benefits of clean water and having plenty of safe water to drink are well known. Many common health problems can be avoided with the introduction of clean drinking water. Staying hydrated and drinking plenty of water helps to flush out waste. Water is a transport medium

for nutrients. Body temperature (perspiration) is regulated by the amount of available water in our bodies. Water also regulates the pH balance and supports a multitude of physiological processes. Being well hydrated elevates our energy levels and can help alleviate headaches. Severe dehydration causes a multitude of health problems, not the least of which are fatigue, depression, diabetes, high blood pressure, weakness, and loss of energy.

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## Sustainability

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### Resource Efficiency

Do Amore's product line, collections, and brand are designed to encourage a sustainable mindset when purchasing. Diamond mining can create extreme environmental damage including logging and removing 1750 tones of earth to mine a 1.0ct diamond, however, there is also the potential contamination resulting from leakage of chemicals also affect the health of the local population. Mining companies in some countries are required to follow environmental and rehabilitation codes, ensuring the area mined is returned to its original state, but how can you fill in an open-pit diamond mine or gold mine that is 2.5 miles in depth - that's 10 Empire State Buildings? Some areas have no regulations at all.

Do Amore is one of the only jewelry companies that allows customers to build an engagement ring with stones besides just mined diamonds, as Do Amore also offers and encourages recycled diamonds, lab created diamonds, sapphires, lab created sapphires, and moissanite.

Furthermore, Do Amore attempts to source each of these alternative stones in the most efficient way possible. For example:

- Do Amore offers recycled diamonds, which are natural diamonds that have been removed from previous jewelry and then either recut, or sold as is. Because no new mining is needed for a recycled diamond, it is the most resource efficient option if desiring a natural diamond.
- Do Amore's lab created diamonds, which have the exact same composition as a natural diamond but were created in a laboratory instead of being mined, are sourced exclusively from a carbon neutral factory in San Francisco.
- Do Amore only sources sapphires from ethically conscious suppliers and cutters that do not trade in sapphires that have been chemically treated or chemically enhanced.
- Do Amore's lab-created sapphires, which have the exact same composition as natural sapphires but were created in a laboratory instead of being mined and have one of the smallest carbon footprints possible for a gemstone, are sourced from within the USA.
- Do Amore's moissanite, a lab created stone, is sourced from North Carolina.



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As part of Do Amore's commitment to the environment, all of their rings are made from recycled precious metals sourced from suppliers who are mandated to avoid purchasing from the international mining community. Mining of precious metals can be environmentally destructive; many mines operate with a disregard for indigenous peoples and humane practices. One of the bright spots in the mining industry is the non-profit No Dirty Gold ([www.nodirtygold.org](http://www.nodirtygold.org)). No Dirty Gold supports the efforts of many groups working to end abusive gold mining practices and has developed a list of Golden Rules for Retailers. Do Amore signed the No Dirty Gold Pledge on its first day of business.

### **Natural resources conservation**

To drill its water projects, Do Amore's partner works with established drillers with a lot of experience for these projects. Partners on the ground help ensure that each project fits the geography and needs of the community for effective conservation of the natural resources of the area. In nature, water is neither created nor destroyed but is converted from one form to another. In the natural water cycle, rain falling on the land is mostly transpired by the vegetation. Some water percolates to groundwater and some runs off to the rivers and flows to the oceans to evaporate and return as rain. Almost all of the world's water (97%) occurs as salt water. Of the remaining 3%, two-thirds occurs as snow and ice in the polar and alpine regions. So only about 1% of global water occurs as liquid freshwater. More than 98% of the freshwater occurs as groundwater, while less than 2% is available in streams and lakes. Liquid freshwater is a finite and limited resource. The simplest wells have traditionally been hand dug. They can be fifty or more feet deep and are used when ground water is generally abundant. These wells are extremely dangerous to build and have cost many lives of unskilled laborers. They are also often left uncovered and easily contaminated. They aren't always an ideal solution, but when properly installed they can be quite effective. Do Amore work with a partner which ensures on the ground partners have the right tools for the job. Do Amore wants the work to be done safely for both the workers and the people who will benefit from the new source of water. Shallow Wells are another low cost, clean water option. Simple machines can dig to about 150-200 feet. The rigs are very cost effective and are effective. They can be moved with ease and allow work to happen quickly. As these machines drill through dirt and rock, casing is installed to keep the hole from collapsing. Then a concrete base is formed around the small casing (a few feet in diameter) and is left to set up overnight. Once the concrete pad is dry, the pump mechanism is carefully lowered into the hole and a hand pump is attached. The team makes note of how much water flows and ensures it is safe to drink. Because these new wells are completely sealed, the water stays clean and can be consumed without any treatment. Deep drilled wells are a final option. This option serves larger communities with clean, safe water In Central Kenya, just one example of how different geography can dramatically change each project, some wells must be over 900 feet deep. This introduces all kinds of challenge and expense. First, a much larger drill rig, truck and crew are needed to actually drill the hole. It can take many days. Diesel generators, pumps, piping, storage tanks and housing for it all can drive the cost up to \$30,000 or more. But, since these very large systems serve so many people, they are still quite cost effective. In fact, some of these large systems can serve over 3,000 people.



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### **Water resources management**

Do Amore's water project beneficiaries can learn firsthand from industry experts about proper well management. Proper water well maintenance and management help protect drinking water and underground aquifers and having proper training on well maintenance ensures the communities sustainability. Water is an essential resource for all life on earth. Of the water resources on Earth only three percent of it is fresh and two-thirds of the freshwater is locked up in ice caps and glaciers. Of the remaining one percent, a fifth is in remote, inaccessible areas and much seasonal rainfall in monsoonal deluges and floods cannot easily be used. As time advances, water is becoming scarcer and having access to clean, safe, drinking water is limited among countries. At present only about, 0.08 percent of all the world's fresh water is exploited by mankind in ever increasing demand for sanitation, drinking, manufacturing, leisure and agriculture. Due to the small percentage of water remaining, optimizing the fresh water we have left from natural resources has been a continuous difficulty in several locations worldwide. Much effort in water resource management is directed at optimizing the use of water and in minimizing the environmental impact of water use on the natural environment. The observation of water as an integral part of the ecosystem is based on integrated water resource management, where the quantity and quality of the ecosystem help to determine the nature of the natural resources. As a limited resource, water supply sometimes supposes a challenge. Successful management of any resources requires accurate knowledge of the resource available, the uses to which it may be put, the competing demands for the resource, measures to and processes to evaluate the significance and worth of competing demands and mechanisms to translate policy decisions into actions on the ground.

For water as a resource, this is particularly difficult since sources of water can cross many national boundaries and the uses of water include many that are difficult to assign financial value to and may also be difficult to manage in conventional terms. Examples include rare species or ecosystems or the very long-term value of ancient groundwater reserves. Do Amore's mandated water projects will improve the quality of life for families, and reduce the daily burden of water collection that falls on women and children. The incidence of water related disease in the affected communities will decline. Local farmers will be able to increase crop production and nutrition levels will improve. Individuals will also be able to receive water maintenance and conservation skills training to reduce wastage. There is a lot to know about proper drinking water well management and Do Amore's partners provide information and resources to communities.

### **Pollution Prevention & Waste Management**

Do Amore employs all sustainable packaging with zero plastic content. Do Amore's ring boxes are handmade from Jarrah wood, one of the world's most sustainable woods. The Jarrah wood is sourced from forests in New Zealand and Australia that perpetually grow and harvest the trees, while preserving biodiversity, soil, water, and air quality.



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In addition to sustainable business practices that prevent pollution, Do Amore's water projects inherently encourage waste management. Waste that is not properly managed, especially excreta and other liquid and solid waste from households and the community, are a serious health hazard and lead to the spread of infectious diseases. Unattended waste lying around attracts flies, rats, and other creatures that in turn spread disease. Normally it is the wet waste that decomposes and releases a bad odor. This leads to unhygienic conditions and thereby to a rise in the health problems. Do Amore's water projects include a full sanitation training, that is focused on proper hygiene around waste and waste disposal, as well as a commitment from the community that they will work towards development of proper restrooms.

### **Sustainable land use**

Do Amore's products are made from recycled precious metals, which reduce the amount of mined precious metals in the world and further preserves the land. In addition, Do Amore promotes and sells a significant amount of lab created gemstones (including lab created sapphires, lab created diamonds, and moissanite), all of which reduce the demand for naturally mined diamonds. In addition, for customers that want a natural diamond, Do Amore sells and promotes recycled diamonds which are natural diamonds that have been removed from previous jewelry and then either recut, or sold as is. Because no new mining is needed for a recycled diamond, it preserves the land and is the most eco-friendly option if desiring a natural diamond.