

THE HEART OF THE MATTER

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blue dot[®]
ADVOCATES

OUR [NEW WEBSITE](#) IS LIVE!

After many months of hard work, we hereby unveil the new bluedotlaw.com. We think it uniquely reflects how and [Why We Practice Law](#), while highlighting the social change that our clients are driving across the world. We are proud and excited for you to be some of our first visitors. Please take a few moments and meet our [Team](#); explore [What We Do](#) and what we can do for you; read some humbling testimonials and visit some of our awesome [Clients](#); spin the interactive [Globe](#) to see where in the world we are making an impact; and review some of the [Deals](#) we have been a part of, for example in Kenya. Of course, please also provide [Feedback](#) as you are inspired.

We can't thank you enough for your patience and assistance, both before and after our name change. Please spread the word and encourage others to [Sign up for our Newsletter](#). Here's to a long, happy and impactful relationship.



[WHAT ELSE IS NEW?](#)

[THE IMPACT TERMS TOOLKIT PROJECT](#)

Thanks to the generous support of our client [Blue Haven Initiative](#), we are participating in an [exciting project](#) exploring alternative investment structures, with the aim of developing an easily accessible online toolkit of innovative deal structures specifically tailored to impact investments. In collaboration with [Diana Propper de Callejon](#), who initiated the project as a part of her Aspen Institute and Capital Institute Fellowships, the Impact Terms Toolkit Project has interviewed nearly 100 investors and entrepreneurs. Our research seeks to better understand how investors are arriving at terms to meet the unique challenges associated with impact investing, including how to best achieve liquidity, how to incorporate impact considerations into deals, and how to structure investments to increase payment flexibility and alignment with ventures. Have you or has someone you know been involved with a deal that you think others would benefit from knowing about? [Let us know!](#)

[INNOVATIVE FINANCIAL STRUCTURES AND THE IRS](#)

Increasingly, social impact entrepreneurs and investors are calling for investment structures that provide greater liquidity, rather than a traditional structure which looks toward an IPO or major acquisition as the only viable exit strategy. While we pride ourselves as leaders in [recommending alternatives](#) that balance impact considerations and liquidity, investors should be aware of potentially adverse and unexpected tax consequences that can result from some of these non-traditional investment structures. Read our [recent article](#) about issues that could arise from certain early-stage investments, and learn how to protect yourself.

THE UBIQUITOUS MILLENNIAL

The media often paints the Millennial generation as detached, indolent and self-centered. Our own experience with Millennials in the impact space suggests just the opposite. As noted by [Impact Assets](#), the Millennial generation is choosing to invest for more than just a financial return, seeking to [address social or environmental issues around the world](#). To better understand how the Millennial mindset will shape the \$30 trillion in assets they will inherit – the largest transfer of wealth that the world has ever seen - check out [this open letter](#) from [Liesel Pritzker Simmons](#), co-founder and principal of our client, [Blue Haven Initiative](#).

legal solutions for a small planet. ®

As our firm has grown and our focus on serving mission-based companies and investors intensified, we sought a new name and visual identity to match our legal practice and express the convictions that guide it. That's how Campbell Law Group became Blue Dot Advocates.

We found inspiration in the perspective of astronomer and philosopher Carl Sagan as he [reflected on a distant image of the earth](#), a pale blue dot floating in space, captured by the *Voyager 1* spacecraft: "Look again at that dot. That's here. That's home. That's us... There is perhaps no better demonstration of the folly of human conceits than this distant image of our tiny world. To me, it underscores our responsibility to deal more kindly with one another, and to preserve and cherish the pale blue dot, the only home we've ever known."

As attorneys, and as advocates for this planet and its inhabitants, we recognize that through our practice thoughtful business and finance can improve quality of life around the world. We seek to provide legal counsel that serves our clients and promotes the common good.

Blue Dot Advocates is a network of sophisticated business, non-profit and intellectual property lawyers driven by a desire to facilitate commercial and investment activity that improves the state of our world. We represent investors and companies operating in more than 21 countries that are motivated by a similar belief in the positive potential of business.

Our investor clients range from angels and angel groups to family offices, foundations, and small funds. In aggregate, Blue Dot's investor clients have investable assets exceeding \$1 billion. On the company side, our lawyers have collectively represented thousands of companies in industries ranging from housing and renewable energy to healthcare and mobile technology.



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