

Yard Stick Values, Mission, and Vision

Updated August 2021

Our Values

1. **Climate Impact Above All Else:** Yard Stick exists to reduce the harm of climate change by accelerating carbon uptake in soils. We will be confronted with many options to prioritize something other than real climate impact, and in those situations, we'll keep the main thing the main thing, even if it limits our business success. Impact is rarely black and white, however, so we also commit to engaging with the scientific and moral ambiguity that exists in the real world, and to making the best choices we can at a given moment, candidly and transparently.
2. **Pursue Justice:** Our world is deeply unequal and unjust; we're committed to un-making it into something different and better. Climate change is disproportionately impacting already-marginalized communities, and our definition of impact specifically includes harm reduction for both these communities and the planet itself. Everything is "political;" only those already with power have the luxury of sitting out the difficult conversations. We intentionally identify opportunities to increase justice in the world that align to our personal convictions, brand identity, and actual product and service offerings. As a starting point, we're exploring issues of land theft and historical and contemporary disenfranchisement of POC farmers in the US, as well as considering how our political capital (e.g. USDA relationships) may be used to create a more just agricultural sector in the US.
3. **Your Whole Self is Welcome:** We acknowledge that each of us is a full and complex being. We work to create a welcoming culture for everyone, regardless of differences from each other or the rest of the world. We don't have to pretend that we're someone we're not. So long as we live by our values, we don't all have to act, work, look, or feel the same way. In fact, we're better when we don't.
4. **Commit and Deliver:** So many people in the world simply don't do their job - we can stand out by actually executing the basics very well. This goes all the way down to the bottom to boring stuff like deadlines. People can count on us to do what we say, when we say, and to do it with excellence and a commitment to our craft.
5. **Spread The Love:** We choose to be kind and generous to each other - even our opponents. We actively work to make our teammates, customers, partners, and others look good. Our success is most fulfilling when it's shared. We're not afraid to be critical of what deserves criticism in the world, but we do so with a spirit of positivity and hope.
6. **Speak Up!:** We're proud to disagree with each other, regardless of title. We defend our perspective with evidence and probe with earnest curiosity. We've adopted Radical

Candor as a formal company practice and actually use it. We give each other the bad news with clarity *and* a solution-mindset.

7. **We're All Owners + Teammates:** We all own a part of the company, and we act like it. We choose long-term value, and invest in the company by proactively identifying when our systems incentivize the wrong behaviors. We invest in each other similarly by embodying a culture of ongoing personal and professional growth.

Our Mission

By 2030, one billion acres around the world will be actively managed for the purpose of atmospheric CO2 sequestration. Yard Stick will ensure that these removals will be accurately and affordably measured to ensure scientific legitimacy and therefore real climate impact.

Our Vision

Yard Stick enables gigaton-scale agricultural carbon sequestration via scalable, trustworthy measurement technologies. Across all stages of a soil carbon effort and all relevant MRV modalities (e.g. models, proximal, and remote), Yard Stick is the technology backbone of high-quality soil C measurement efforts. We are the system of record. Our impact is threefold and self-reinforcing:

1. Our accurate measurements are vital for evaluating the effectiveness of soil C solution candidates. We establish what works, and how well.
2. As evidence-based, highly impactful solutions are identified, we are the affordable ongoing measurement partner as these solutions are deployed at scale over long periods of time.
3. As measurement data is collected over time and space, we are the go-to data platform to ensure these data are well-organized, accessible, and trustworthy for the purposes of verification and transaction.