



## Thank you for reading The Art of the Possible.

We provide this investor prospectus to share with you Unity's vision for how an affordable, flexible and accessible continuum of education can help our world become a more sustainable place for everyone to thrive.

As you read, we invite you to imagine the art of the possible from your perspective. At Unity, we believe in providing customized curriculum that produces environmentally—competent professionals for countries, businesses and communities around the world. This will transform our world ecologically, economically and societally.

Before we could teach our first course, we had to first transform ourselves. Through this prospectus you will learn how Unity transformed its underlying business model, governance and curriculum design to meet the demands of you, our end user.

We hope this prospectus paints a picture of the possible for you. May it begin to answer your questions and raise new ones. If we have learned anything about education, it is that education is a lifelong adventure of discovering the possible.

We hope you will journey with us.







## ECONOMY ECOLOGY & SOCIETY

For too long, the environment and business have been positioned against each other in an either/or battle.

We need both the planet and profit to thrive, and that happens through sustainability.

Sustainability is the more sophisticated, next generation version of environmental studies. It recognizes the complex intersection of the biological world and the world that humans have created:

- Every single 21st century industry impacts the environment.
- · No country can survive without profitable business infrastructure.
- Unity is leading the transformation of uniting business with sustainability.

Corporate viability and sustainability. Together we can achieve both.

We offer scalable access to education built on the framework of environmental sciences. Our platform reaches new learners in new ways, preparing them to be green economy ready. Then they bring that knowledge and skill to their workplaces as competent problem solvers.

"There isn't a single solution. There are many. The way to solve these problems is to listen and understand multiple perspectives. That's called intellectual empathy. That's an essential thread in our environmental professional core."

Dr. Jennifer Cartier
Executive Vice President of Distance
Education, Unity Environmental
University









# NOW HIRING

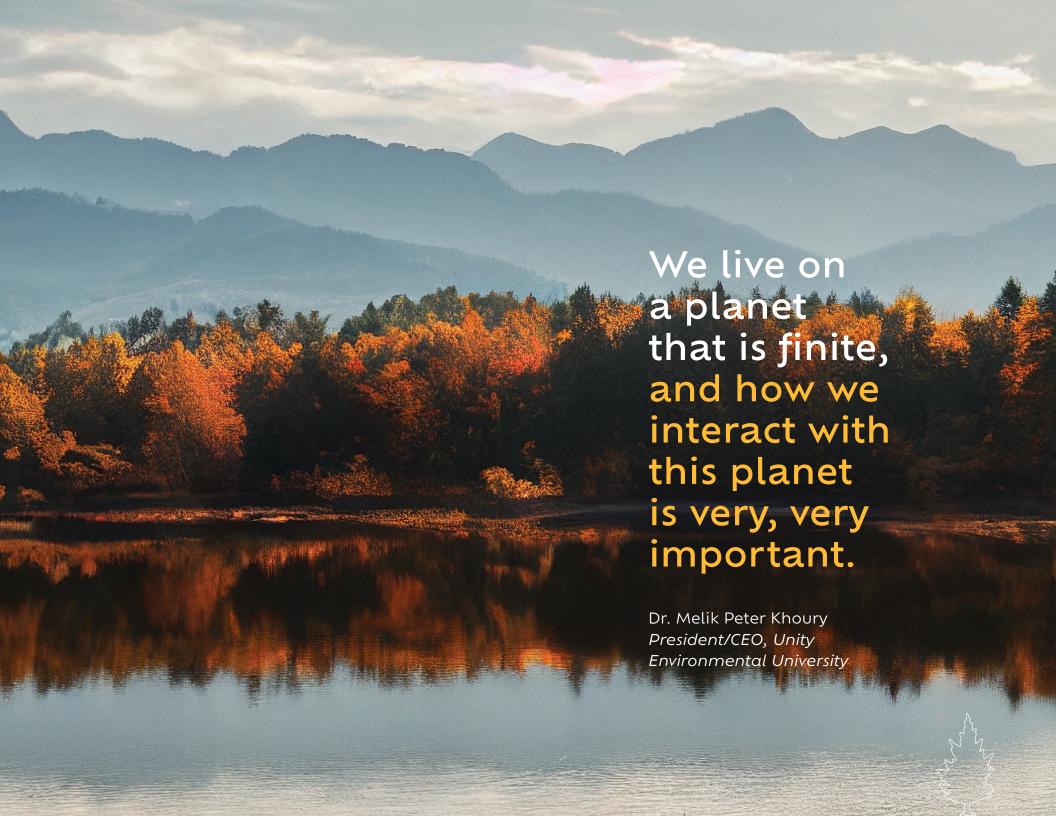
Environmental professionals are critically needed. There's a big talent gap in green skills. Demand grew 22% in 2023; the pipeline grew just 12%.

Here is a broad sampling of projected fastest-growing environmental careers:

- · Air Quality Engineers
- · Agricultural Engineers
- · Agricultural and Food Scientists
- · Conservation Scientists
- · Energy Managers
- · Environment Health Safety Specialists/Managers
- · Environmental Engineers
- · Environmental Planners
- · Logisticians
- · Renewable Energy Consultants
- · Solar Installers
- · Wildlife Biologists
- · Wind Turbine Technicians















Environmental sensitivity is on the rise, as many people dream of impacting the planet for good. They have passion and energy. What they lack is knowledge and a career to live that passion.

When business can harness that passion and deploy it for positive change, we can start answering the question:

How do we share and preserve finite resources?

We all know profit at all cost is not sustainable. Humanity's toxins, carbon emissions, chemicals and waste threaten water, soil, plants and wildlife.

So let's go ignite the passion, arm people with knowledge, and transform the way profitable business enterprises embrace resource use.

"If you are depleting a resource that is finite, then your business does not have continuity."

Dr. Melik Peter Khoury President/CEO, Unity Environmental University

# NEXT **GENERATION** CHANGE **MAKERS**

Unity Environmental University now enrolls over 9,000 students from all 50 states, U.S. territories and 22 countries.

Our students are mission-driven champions of sustainability and climate adaptation. They contribute to preserving the world's ecology, wildlife, clean energy, sustainable agriculture, green businesses and bring sustainable practices to their employers.

Our goal is to educate responsible citizens, environmental stewards, change-makers and visionary leaders.



25% self-identified as a multicultural learner

**75%** of all Unity learners are women

**Top 15%** 

31% are first-generation collegiate learners

29 years old is the average age range of our learners

in the nation for social mobility









## ANYONE CAN BE A LEARNER

We have an affordable, flexible and accessible education continuum for learners from all walks of life.

They could be anywhere in the world. They could be at any stage in life. But they have several things in common:

- They need to engage in learning where they work or live.
- They can't put their lives on hold for four years to come to school.
- They are often balancing work, family and personal interests along with school.
- They are often resource-constrained and unable to take on a mountain of debt.

### At Unity, we focus on learners.

A learner is anyone who wants to better themselves with:

- · a formal degree
- · a micro-credential
- · a certificate
- · training







## **Flexibility**

We meet learners where they are and understand their needs.

- · We offer courses, credentials and degrees.
- Classes are 5-8 weeks long rather than one semester long, which allows learners to jump in at multiple points during the year.
- · Our distance education is available anytime, anywhere, to anyone.
- Through a hybrid curriculum, learners curate a combination of online courses, on-campus courses, or short-term expeditions tailored to their lives and schedules.
- We will assess life experience and offer appropriate credit for it.
- We find a way to incorporate transfer credits from accredited institutions.



## **Affordability**

We make education affordable through several strategic decisions.

- Our cost per credit hour is roughly half that of the average public university.
- · Taking one course at a time qualifies students for financial aid.
- · We keep tuition low by not spending money to run the traditional "small city" of a college campus.



## Accessibility

Our model removes barriers and allows more people to pursue the learning they desire.

- Learners can keep their jobs, stay with their families, and access what we have to offer on their own schedule.
- · Learners can leverage completed coursework and add what is needed to reach their goals.



## EDUCATION FOR ALL

There is nothing more important than having a workforce that understands that the environment is a key advantage for both lifelong sustainability and prosperity.

We have to make sure that every person anywhere in the world has the opportunity to learn.

The ideal learner at Unity is passionate about a career that helps change the world. However, not all learners have the means to attend a traditional four-year residential campus and then go into the workforce. Post-secondary education has become cost-prohibitive, especially for learners with limited resources. Those who do earn a degree are burdened with debt.

Unity's model reduces cost and offers tremendous flexibility so that learners can learn what they want to, when they want to, at a price they can afford.

In eight years Unity has grown from 500 in place students to 9,000 learners throughout the country who are preparing for jobs in corporate sustainability and stewardship of the earth's resources.

## **Forbes**

Forbes rated Unity Environmental University as the Best Online College with a 100% Acceptance Rate (2023).

"We need less tweaking and more rethinking of how to deliver greater access, affordability and equity in higher education."

Dr. Melik Peter Khoury
President/CEO, Unity
Environmental University



## **Enterprise Model**

Unity is structured as a set of business units supported by a set of shared services. Each business unit can develop programs, services, and/or products that are tailored to audience-specific needs. They operate independently of each other, allowing Unity to adapt in response to the needs of learners, clients and partners.



#### Governance

We have adapted an organizational governance structure to respond to dynamic market needs. We clearly delineated the role, scope, and authority of the President and Board of Trustees. These changes empower the president to function as a nimble innovator and chief executive in new as well as existing business opportunities.



### Curriculum Design

Our courses are all designed to be learner-centered by a team of instructional designers who consult with subject matter experts. They create the lessons, assessments and learning experiences necessary to fill each specific learning objective. This common structure helps learners to intuitively understand course design, so they can easily jump straight into learning.



# GROWTH QUESTIONS

What skills or abilities do you find are consistently lacking in your workforce?

How could filling those gaps transform your business?

How do you seek to cultivate the knowledge and skills required to successfully adopt sustainability practices while maintaining or increasing profit?

What is your strategy for integrating emerging technologies (such as artificial intelligence) into your resource use and planning processes?

How do you want to leverage affordable, flexible and accessible education to create competitive advantage?

How could a partnership with Unity impact your human resource recruitment and retention?

How could a sustainabilityeducated workforce transform your ability to be sustainable?





# CO-CREATED SOLUTIONS

Unity trains the workforce that helps transform businesses into profitable environmental stewards.

## **Upskill Your Employees**

We start with the outcomes you want to achieve, and then we design a curriculum centered on those requirements. It could be a certificate or a whole degree, based on the skills you need to build within your employee base.

## We Co-create With You

We design training that you need by leveraging your subject matter experts and our curriculum designers to deliver courses through our trained faculty. We can tailor the basic principles, and the communication strategies, to your industry.

## **Employee Recruitment**

Approximately 80% of people in sustainability jobs don't have a background in sustainability. Connect with our trained graduates to meet your employee green skill needs.

## Integrate Transformative Technology

We incorporate technologies like AI, virtual simulations, gamification and predictive modeling so our learners bring their experience with this technology to your workplace.

"When you partner with Unity, we provide training and support so that all of your employees get basic environmental and sustainability literacy. Then when you implement larger changes — such as those that come from a chief sustainability officer — everyone is speaking the same language."

Dr. Melik Peter Khoury President/CEO, Unity Environmental University

#### **Offset Your Training Costs**

In-house education programs are expensive to build and maintain. When Unity tailors an accredited program, degree or certification with you, we offset the training cost. In addition, your employees can seek financial aid instead of relying solely on tuition reimbursement.

# WHY INVEST WITH UNITY

## We have transformed our organization and capabilities:

- · From place-based to distance learning.
- From just traditional four-year degrees to a full continuum of options that includes courses, micro-credentials, certificates, associates, baccalaureate, and master's degrees.
- From a cumbersome hierarchy to a set of nimble business units that respond independently to market demand.
- From serving 500 students on campus to serving more than 9,000 learners throughout the United States.





## We are no longer a traditional higher education institution.

Instead, we are an accessible, affordable and flexible learning center that serves people of all ages and places who want to gain skills built on the scaffold of environmental knowledge.

- We leverage our 60 years of experience in conservation, science, ecology and more to train learners in the knowledge of sustainability.
- Our entire curriculum draws inspiration from the natural world, and sustainability is baked into each and every course.
- Our courses are built around projects that require learners to apply the concepts in practical ways.
- We rely on content experts to inform our course design and outcomes.
- Employers seek out our graduates because they are problem finders and problem solvers.

# WHAT DOES YOUR INVESTMENT DO? Unity Environmental University is built to scale.

Unity Environmental University is built to scale, not built to capacity. What does that mean?



The more you invest in us, the more students have access to education.

Take the example of a traditional university, with a capacity of 3,500 students. When a donor makes a significant gift, it often goes into their endowment, which is used to support those same 3,500 students. This is a university built to capacity.

It allows us to make an environmental science education even more accessible, meeting our students where they are - no matter where that is.

That's because Unity is built to scale. This is what makes our enterprise model unique and affordable. Unity offers scalable access to education built on the framework of environmental sciences.

#### Your investment will:

Make education possible for more students. We already invest in keeping our tuition low, but it's still unattainable for some learners. Your investment combined with our low tuition make education affordable for many more people. You're investing in a lifetime career in sustainability.

**Provide learning tools.** Many of our learners struggle to afford the computers, Internet, and books that they need in order to access a Unity education.

**Support paid internships.** Supporting paid internships can provide learners with hands-on, paid work experience in the field.

**Build flexibility into research.** Some programs, such as marine biology, invite place-based research. Our flexible research options, combined with your investment, allow learners to have experiences they would not otherwise be able to manage.

**Influence careers.** It's more than investing in Unity. It's investing in the lifetime careers of people who are making a difference in global sustainability.

## Our Vision

Unity is a multifaceted organization recognized as the thought leader in global ecological, economic, and societal solutions.

### Our Mission

We are dedicated to delivering quality education and experiences that produce outstanding environmentally competent professionals and inspire individuals from all walks of life to steward sustainable ecosystems.

Students leave us knowing how to tackle the challenges that are going to be in front of them in the workplace.

Dr. Erika Latty

President of the Enterprise/
CAO, Unity Environmental

University



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