

POST

Election . . . regardless

October 31, 2020



1. Millennials didn't make this money.
2. Millennials will spend it differently.

“The Great

Environmental

Transfer”

It’s the **largest transfer of wealth in history** ([Companies are competing to attract more of this millennial investment money—and more of this money is being tied to ESG \(Environmental Social Governance\). ESG-driven assets have grown to a value of **\\$40.5 trillion** \(](http://r20.rs6.net/tn.jsp?f=001aA-ynzhGLjKdApyn2SiLKKyz15j82qIop3tr3PQDPlrxxMDrJeF4oksqNw7_eHaHqc3cYMWuv-5bg22_sc4TUCO-JjLPQgpYOldlM91LrFJsFadKt13nKoHslCaxj_a7DD1VDhrjNsK2ESiJRFwi4bQUpg1jbORpYoKKCJcK9sDA69iNuCKnmiJ7z4JY6FHTMY91od2O1_krj1uO-qfZEV9PL9jlUVnEB73z9F96mauMBtw8Nuf68J8Du2EsddFHd7-OIrokRRow9pAveW4cn50_qaxCzo6l-_wXWOnh5DoMmi59tBigiQ==&c=&ch=)”).</p></div><div data-bbox=)

Green for Green

Money, not politics or laws or regulations, will become the new driver of environmental change. The 60's, 70's, 80's, and 90's are gone.

**---I think we will see an
increase in what I call
“investment giving.”**



Millennials will say why don't I give and invest at the same time? Instead of just giving to 501(c)(3)'s ... why don't I give it to a company with a profit motive and a cause I believe in? That way I can feel good about myself and make money ... at the same time!

You are brilliant millennials! It's simpler. It's more powerful. It's a free-enterprise solution to giving and saving. Bravo! I'm cheering for you. I hope you make a ton of green!

For more information about EnviroAI, contact us at ceres@enviro.ai.

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