

MOST INNOVATIVE COMPANIES

Aspiration



A financial firm that launched in 2014 with the promise of fostering trust and transparency with its clients, Aspiration first made waves by introducing a pay-as-you-wish model for its financial services, establishing a mutual fund that invests only in companies that advance

sustainable practices, and pledging 10% of its revenue to charity. In 2017, Aspiration took a step toward helping people adjust their spending habits in accordance with their ethics. With the AIM score, or Aspiration Impact Measurement, the company scores consumer-facing companies, from Whole Foods to Walmart, based on how they treat their employees and the planet. Whenever an Aspiration customer makes a purchase, the “people” and “planet” score of wherever they bought from is rolled into a cumulative personal impact measurement. In a time when voting with your wallet is almost as powerful as voting at the ballot, Aspiration makes it easier for its customers to understand the impact of where they put their money—and to be more mindful as they make purchases.

Lists

- 2018: [Social Good](#)
- 2016: [Top 50, Finance, Social Good](#)

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