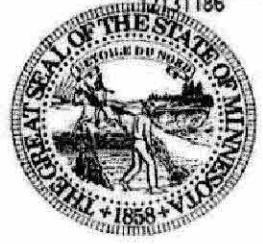


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**Office of the Minnesota Secretary of State**  
**Minnesota Public Benefit Corporation / Annual Benefit Report**  
*Minnesota Statutes, Chapter 304A*



Read the instructions before completing this form  
Must be filed by March 31  
Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail


The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.  
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) **BALANCE POINT STRATEGY, SBC**

- 2. The public benefit corporation's board of directors has reviewed and approved this report.
- 3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information); Note: Use additional sheets if needed. (Required)

**PLEASE SEE ATTACHED REPORT**

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

  
\_\_\_\_\_  
Signature of Public Benefit Corporation's Chief Executive Officer

**January 22, 2021**

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

**Email Address for Official Notices**

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

**larry@balancepointstrategy.com**

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

**Larry Martini** (651) 270-7081  
Contact Name Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?  
Yes  No

**ANNUAL BENEFIT REPORT  
OF  
BALANCE POINT STRATEGY  
A  
MINNESOTA SPECIFIC BENEFIT  
CORPORATION**



**3138 136<sup>th</sup> Avenue NW, Andover MN 55304**

**January 22, 2021**

## **History of Balance Point Strategy**

Balance Point Strategy, SBC (BPS) was incorporated as a Minnesota Public Benefit Corporation on April 21, 2017. The founders of BPS share a desire to assist public entities in improving the management and operations of their employee benefit programs. The founders believe that BPS analytical processes and observational model will result in improvements to the management practices in public entities, particularly as it relates to employee benefit programs.

BPS goal is to pursue the specific public benefit purpose of advocating for, and supporting continuous improvement of management and operations in public sector organizations. To this end, BPS focused most of its time during 2020 working on its Beta Client *Annual Strategy Review (ASR)* in addition to finalizing and reporting on a third ASR with its Alpha Client..

## **Pursuit of our Mission**

Regarding the period covered by this third report, January 1, 2020 through December 31, 2020, BPS pursued and achieved the specific benefit purpose stated in its articles of incorporation, and the BPS Founders believe BPS was successful in developing and further refining *Annual Strategy Review (ASR)* Model working with both Alpha and Beta Clients. This fresh, new, and unique analytical model provides an extensive quantitative review, incorporating data from several, client selected, peer group public school districts. Qualitative analysis for the ASR included measurement of perceptions of employee health plan performance based on stakeholder perspectives and an analysis of the health plan's alignment with the client's over-arching strategies and goals.

Results of this years' ASR were delivered to Minnesota public school districts. Final results of a third review were shared with the school district's management team and the School Board Finance Subcommittee during 2020. Throughout most of 2020 BPS was testing market appetite for its *ASR product*. In 2020, BPS completed and delivered an ASR to its Beta Client and attempted to engage a third client for ASR services.

**We believe Balance Point Strategy, SBC was successful in achieving the goals of our specific benefit purpose in the following ways:**

BPS was able to successfully improve its Annual Strategy Review; testing the methodology; and implementing this methodology in two Minnesota Public School Districts, resulting in the completion of ASRs affecting the experience of over 2,200 participating employees and 4,400 health plan participants. BPS plans to serve additional public school districts in the future, supporting the continuous improvement of our Public Entity Clients' Employee Health Plans.

BPS founders set no limit on the scope of our work to help public entities improve their management practices. As a result, the founders also donate hundreds of hours mentoring new school district personnel, providing guidance and advice, and assisting Minnesota school districts directly and through various professional organizations.

Beyond Covid-19, Balance Point Strategy, SBC did not encounter any situations or circumstances that hindered its efforts to pursue and support continuous improvement of management in public sector organizations.

**Certification by the Board of Directors**

The undersigned, directors of Balance Point Strategy, SBC, hereby acknowledge and certify that we have reviewed and approved the enclosed Annual Benefit Report for the 12 month period ending December 31, 2020.

  
\_\_\_\_\_  
Chris Hoehn

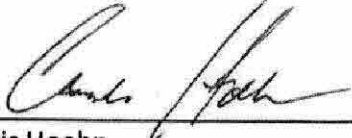
1-22-21  
Date

  
\_\_\_\_\_  
Larry Martini

1-22-21  
Date

**Submission:**

I, the undersigned, certify that I am the CEO of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the MN Secretary of State for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document, I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

  
\_\_\_\_\_  
Chris Hoehn

1-22-21  
Date

