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SUZY AMIS CAMERON LAUNCHES REVOLUTIONARY INSIDE OUT LLC



World-renowned environmentalist and visionary entrepreneur Suzy Amis Cameron has unveiled her new venture, Inside Out LLC.

About the company

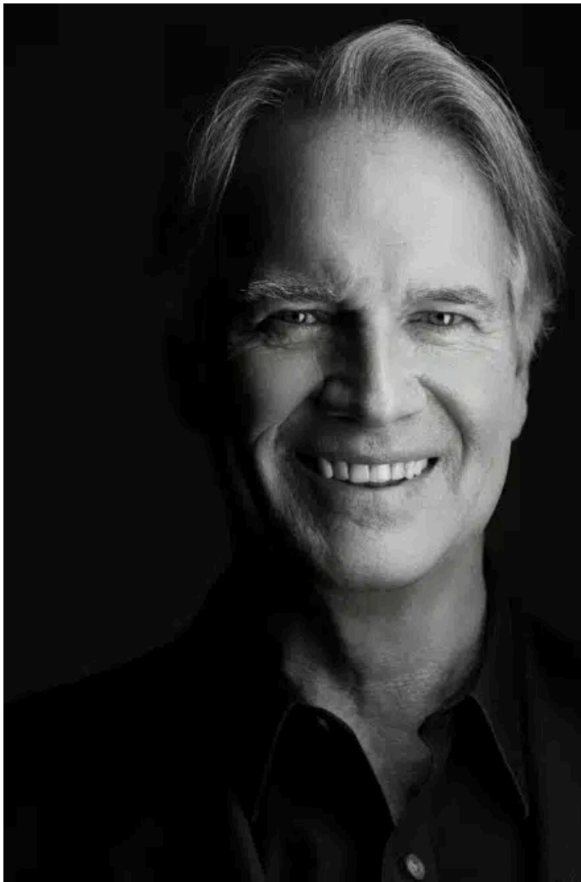
Inside Out (IO) is a purpose-driven company that develops environmentally responsible and ethical solutions across six key sectors. With the motto “Business for the Environment”, it combines science, technology and education, balancing commercial success with environmental and social impact.



*“Inside Out is more than a company. It’s a movement that’s reimagining how business interacts with the planet and people,” says **Suzy Amis Cameron, founder and CEO of Inside Out LLC**. “We’re setting the standard where profit meets purpose and innovation drives recovery. Through the collaboration of science and creativity, we create solutions that reflect our responsibility to future generations.”*

Company philosophy

IO reimagined the concept of return on investment (ROI) to better balance profit, impact and integrity. Amis Cameron spent more than two years assembling an international team from the US, Italy and New Zealand. She was joined by seasoned entrepreneur Eric Stangvik and former Deloitte partner Blair Knippel.



“Inside Out proves what is possible when vision meets execution,” says

Eric Stangvik, Managing Director of Inside Out LLC . “

Our mission is to transform bold ideas into solutions that benefit people, communities, and the planet. By creating a culture of innovation and accountability, we create meaningful impact and generate profitable revenue streams. This dual focus proves that purpose-driven businesses can thrive by making lasting change . ”

One of IO's projects will be the development of the world's first carbon-negative eco-industrial hub in New Zealand, which will serve as a model for future global developments.

Blair Knippel, Executive Vice President and Chief Financial Officer, adds: *“At Inside Out, financial success and responsibility go hand in hand with positive change. We attract investors committed to profits, people and the planet. By strategically aligning investments with responsible innovation, we prove that purpose-driven businesses can deliver exceptional returns while solving our planet’s most important problems.”*



Measurable mission

Inside Out's success will be measured not only by profits, but also by the trust it creates, improving people's lives and restoring natural systems. Each business serves as a platform for innovation and collaboration, bringing breakthrough solutions to the market.



Six Inside Out Directions

1.IO Science, Research, and Technology

IO partners with and invests in leading institutions like MIT, Texas Tech, and Georgia Tech to develop effective and profitable solutions to global problems.

2.IO Fashion, Textiles, and Home

Led by Amis Cameron and newly appointed CEO Matteo Ward, the business is setting new standards for responsible design. IO FTH recently acquired consultancy WRAD, integrating its European team into IO's global network.

IO FTH is also developing Amis Cameron's former RCGD Global. The company invests in innovative businesses including Sheep Inc. (known for its carbon-negative supply chain) and Rubisco (a New Zealand responsible innovation company). Sheep Inc. recently raised £5m in funding.

3. IO Global Food Production

As the founder of the OMD movement and author of **The OMD Plan: Change One Meal a Day to Save Your Health and the Planet**, Suzy Amis Cameron is an internationally renowned figure in the food industry.

IO's food business creates plant-based foods and beverages that nourish people, restore the earth, and support communities. The company's first product is iOat Water, a reduced-calorie beverage that combines advanced hydration technology with great taste.

4. IO Education

IO Education is based at MUSE Global School in California. The school, with a 22-acre campus in the Santa Monica Mountains, offers students a holistic education focused on sustainability. With 18 successful years of operation, MUSE plans to expand worldwide.

5. IO Media

IO Media creates content about the intersection of humanity, industry and the environment. Projects include the critically acclaimed series JUNK and the films Let Them be Naked, The Game Changers and Milked. More projects are in development.

6. IO Wellness

IO Wellness offers science-based health solutions using clean, sustainable ingredients. Investments include First Honey and Taylor Pass Honey Co., which harnesses the healing properties of Manuka honey.



Inside Out LLC believes in the future, and every decision they make is an act of respect for our planet. Through collaboration, innovation, and a commitment to integrity, the company strives to make business a force for good.