

2025

Benefit Corporations for Good Report

Introduction

Rational Unicorn is a boutique law firm committed to serving small businesses and nonprofits through accessible, values-led legal guidance. We became a certified Benefit for Good company in 2018. This report shares how we worked in 2025 to create public benefit through our business practices, our team, and the clients and communities we serve.

Mission Statement

Rational Unicorn exists to make expert legal support clear, practical, and attainable for small businesses and nonprofits. Our work creates durable legal structures that help organizations grow with integrity and contribute to lasting good in their communities. We work within a defined scope and offer flat-rate, project-based pricing. This structure widens access for businesses that may not otherwise have the benefit of dedicated counsel.

Summary Year of Review

We entered 2025 focused on building a business that fully reflects our values. We saw an opportunity to better align our operations with our commitment to ethical business practices, our people, and our vision for legal support done right. Over the past year and a half, we have evolved into a values-led legal practice that serves people, communities, and purpose-led businesses without sacrificing financial performance.



People

Our work is rooted in helping businesses that act as a force for good. We partner with founders, operators, and organizations who build responsibly. Many of the clients we serve share our commitment to fairness, accessibility, and long-term impact.

Inside the firm, we have significantly shifted our internal culture and operating practices. New leadership has modernized existing systems and strengthened shared trust and accountability. Team members are invited to client conversations, encouraged to exercise independent professional judgment, and supported in taking ownership of their work.

Transparent communication, realistic expectations, and calm leadership have replaced urgency-driven practices to become core operating principles.

Investment in work-life balance has been a core part of this evolution. We have prioritized living wages, improved benefits, and established working arrangements that recognize human limits and competing responsibilities. Flexible and remote work structures support well-being while maintaining strong performance. We support professional growth by recognizing contributions and creating opportunities to step into leadership roles.

Beyond the firm, we contribute to the broader community through education and service. We regularly host classes, seminars, and accessible legal education to help demystify legal topics for those who are often excluded from traditional legal services. We approach community engagement thoughtfully with an emphasis on meaningful contribution that goes beyond traditional metrics.





Planet

We approach environmental responsibility with the same practical integrity we bring to our work. Rather than positioning ourselves as an environmental authority, we focus on proportional, real-world impact aligned with our size and operations.

We maintain a minimal physical footprint through a remote-first structure, paperless systems, and digital collaboration. These choices reduce resource use while supporting efficiency and accessibility for both team members and clients.

Our environmental impact is most visible through our client work.

We regularly support businesses that are historically underserved by law firms, including small farms, zero-waste companies, recyclers, and circular-economy enterprises. By providing accessible, values-led legal guidance, we help these businesses build compliant and durable structures that support the environmentally beneficial work they do.

Our impact on the planet is indirect but no less meaningful. We strengthen the legal foundations of businesses that actively reduce waste, support sustainable food systems, and innovate how resources are used. As we grow, we'll continue to deepen our environmental commitments in substantive and responsible ways wherever possible.

Profit

Our financial performance in 2025 reflects disciplined leadership and thoughtful reinvestment. Over the past year, we strengthened financial performance by refining systems, clarifying workflows, and aligning the team around strategic priorities. We addressed legacy inefficiencies to operate with greater clarity and sustainability.

We carefully reinvested the savings unlocked through this newfound efficiency. Investments in marketing, technology, and internal systems strengthened our business. We supported our team through pay increases, improved benefits, and realistic workloads.

We didn't pursue profitability at the expense of our values.

We didn't pursue profitability at the expense of values. Instead, financial performance was treated as durability: healthy margins, predictable revenue, and the ability to confidently plan for the future.

As a result, we're both financially sound and aligned with our values. We have achieved strong profitability while improving working conditions, expanding access to legal support, and preparing for what's ahead.





Looking Ahead

We enter our next phase with renewed clarity and momentum. We'll continue building on our foundation of values-led work. The business is stable, aligned around responsible practices, and prepared for intentional growth.

In the coming year, our goals include continuing to refine systems, deepening relationships with clients who share our values, expanding educational offerings, and maintaining financial health while investing in people and community.

Our firm reflects the stability and integrity that can grow from treating people, planet, and profit as mutually beneficial rather than competing priorities.

Closing

In 2025, we put our values into practice. We improved how we work, invested in our team, and expanded access to legal support. The changes we've already made will guide how we approach our clients, community, and responsibilities as a values-led business in 2026.