



**BENTLEY UNIVERSITY**  
Hoffman Center  
for Business Ethics

THE

*Ethics Buzz*

- THE HCBE STUDENT-RUN NEWSLETTER -

## Student Spotlight: MYVU - AN UN-BIASED SOCIAL MEDIA APP



Founded in 2020 by Jackson Bach, MYVU is a social unique social media platform with the goal of connecting a divided society through communication. During his senior year of high school, he was on Twitter, and he realized that the space was very argumentative, with people butting heads often. Upon doing some research into what could be the root cause of this

issue, he found that social media algorithms are designed to promote content that people want to see. Only one side of the story is shown regarding political, social, economic, or business issues. When in fact, there are many perspectives regardless of how strong they are. Jackson designed his own social media platform, MYVU, with an algorithm that promotes the content you want to see but from the perspectives you need to see them from.

MYVU's mission is "to create a platform where people feel comfortable discussing their opinions while gaining an understanding of differing opinions." Jackson's app plans on doing this through its algorithm and live face-to-face conversations with individuals who have different perspectives on a topic.

In the beginning, when MYVU was created, it experienced some slow growth until more people were brought on the team. They currently have the front end of their app developed; however, they need more funding to complete the back end of it. To this day, \$50,000 has been invested into the business, but another \$250,000 is needed to finish the project and get it into the app store.

To do this, Jackson has been sparking conversations with people about the promise of his app to get their feedback on it, and if they believe in it enough, they will invest. "In most cases, investors are investing in a team rather than a project, so I have been working on getting the right team of people behind me," Jackson said. So far, he feels like he and his co-founder have built a talented team around them with individuals who have great insight into the market.

Once his funding is in order, Jackson plans to





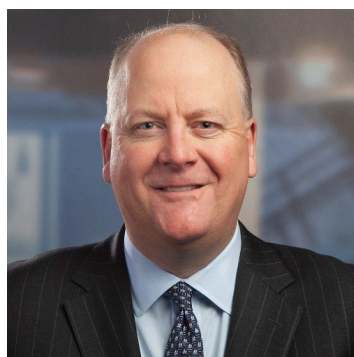
launch the platform on ios and Android through a slow rollout with an invite-only feature starting with 10,000 users. This would also eliminate bots that would be on the app, as the only way to access it would be through an invite. In addition, they believe that influencer marketing would be one of the best ways for them to grow,

to help them target groups that are interested in specific topics. Currently, their target demographic is ages 18 to 34, so they look to being with college students. As a result of this in the next five years, Jackson sees MYVU expanding across North America and in some European countries. With his passion for making sure that all voices are heard, Jackson believes that MYVU truly has the potential to be a disruptor in the social media space.



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## FEATURED NEWS IN BUSINESS ETHICS

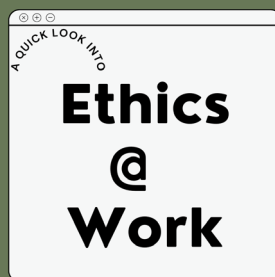


### Executive Lectureship in Business Ethics

Ethics in Focus: A  
Conversation with John  
King

[John King](#) (EY Americas  
Vice Chair - Assurance)

October 25, 2022  
2:00 – 3:00 p.m. LaCava  
Building, Room 325



### Ethical Dilemmas in Professional Sales

**Bob Kelly** (Sales  
Management Association)

**Tina Reese** (JP Morgan  
Company)

**Alan Strudler** (Wharton  
School, University of  
Pennsylvania)

November 2, 12:30 p.m. –  
1:30 p.m.

[Register here](#)



### Girl Boss: Privilege, Power, & Responsibility

Carol Hay (UMass  
Lowell)

Nov. 11, 12:30 –1:45 p.m.

Hybrid Event —AAC 254

[Click here to register for](#)

[zoom](#)

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## ETHICS IN THE OIL INDUSTRY

This year, we have seen energy prices increase significantly such that it has rippled to impact citizens around the world. Whether at home at the gas pump or in emerging nations



that must pay more for imports because of higher transportation costs, the rise in energy prices is creating pressure for individuals everywhere. Companies within the oil industry have seen record windfall profits due to constrained supply globally that largely derived from the Russia-Ukraine crisis. These companies are receiving some backlash now, as some politicians call for a windfall tax. Many young people entering the workforce are actively avoiding oil companies due to their effect on the climate.

The following articles showcase various perspectives. **To read an article, click on the image.**



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## Business Ethics in the News: Patagonia

In perhaps one of the most unconventional business moves in modern capitalism, Patagonia's billionaire founder Yvon Chouinard handed the company in its entirety to a specially designed non-profit. Valued at about \$3 billion, the non-profit will now face the task of operating the company independently as it has been operating, bringing in roughly \$100 million in profits annually, and then taking those profits and using them in a way that defends the planet against climate change. Check these articles out to learn more:





# NEW ADDITIONS TO THE HOFFMAN CENTER



## Elina Crosby Sullivan Scholar

Elina Crosby is from Barrington, RI, and originally from Brooklyn, NY. She is excited to be here and become more involved with the community! She plans on joining a sorority spring semester and is actively attending recruitment events. But currently, she has involved in the Multi-Cultural Center as well as the on-campus real estate group. She is also interested in exploring the ski and snowboard club. She has spoken to some community leaders and peers regarding the idea of creating a women's lacrosse club.



## Makenna Muigai Sullivan Scholar

Attended Aga Khan Academy, Nairobi, Kenya, from 2018 to 2020 and African Leadership Academy, Johannesburg, South Africa, from 2020 to 2022. She was a non-profit founder and business owner of Naturally Aware. Makenna initiated the baking and selling of over 500 palmier cookies at markets and restaurants based in Nairobi and used the money to plant trees at a primary school. Makenna is currently involved in the African Student Association, a club that promotes and educates on Africa and its various cultures. In addition, she is also involved with Project CI (Project Creative Industries) a club that is a hub for creatives on campus.



## Carson Tams Advisory Board Member

He is the founder and CEO of Emagence, LLC, a consulting boutique in New York. His passion is to partner with leaders in Ethics & Compliance to design high-engagement, high-impact E&C programs that employees value and use. Carsten frequently shares his insights for designing high-impact E&C programs as a speaker and author.

(Blog: <https://www.emagence.com/blog>)



## David A. Falkowski Advisory Board Member

David is a seasoned executive with more than 25 years in a variety of compliance, financial and operational leadership positions. He is Executive Vice President and Chief Compliance Officer at CVS Health®. Before assuming the Chief Compliance Officer role in 2015, David served as Vice President and General Auditor of CVS Health for four years. During that time, David helped enhance the company's audit practices and focus on compliance assurance. Prior to CVS Health, David held executive roles at National Grid in the United Kingdom and the United States.



## Ryan Bouldin Faculty Fellow

He is an Associate Professor and the department chair in our Natural and Applied Sciences. He holds a Ph.D. in Chemical Engineering with an emphasis in Green Chemistry. He strongly believes that his work reflects more than mixing chemicals to make new materials.

## ABOUT THE W. MICHAEL HOFFMAN CENTER FOR BUSINESS ETHICS

Established in 1976 at Bentley University, the W. Michael Hoffman Center for Business Ethics (HCBE) is among the world's oldest and most highly-respected business ethics research and educational institutes.



**VISIT US!** HCBE has an extensive business ethics library, and all students, staff, faculty, and the general public are welcome to visit and make use of our resources as well as those on [our website](#).



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Contributors to this edition of the newsletter are the following current HCBE Leon Sullivan Scholars:

**Augustine Peprah and Wasif Shawman.** Augustine serves as the editor of the newsletter. Sullivan Scholars work as interns at the W. Michael Hoffman Center for Business Ethics during their undergraduate years to experience the true meaning of "business ethics."

*W. Michael Hoffman Center for Business Ethics*  
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