



UNCONFERENCE 2016 - INSIGHTS
Workstudio 5 | [#ws_impactinvest](#)

Impact Investment in Sustainable Business Models

Feat. The DO School



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Mainstreaming the impact perspective

The workstudio explored means and measures to identify impact investment opportunities that add value to investors, impact projects and businesses alike. The goal was to spark innovative thinking about how to mainstream impact investing and to unlock its potential to make a difference in people's lives, safeguard the environment and prove an attractive SROI.

Supporting impact investment decision-making

The workstudio explored needs and offers to identify impact investment opportunities that add value to investors and create a positive impact, too.

Florian Hoffmann from the DO School was the workshop's facilitator. He drafted a system map with participants that helped to outline sectors, decisions and criteria of the impact investment process. It became clear, that the impact investment system is a complex one and consists of:

- Financial and non-financial **criteria** that need **definition**
- **Intermediaries** like banks, funds and business angels that have **different interests** concerning financial return and non-financial impact
- **Society actors** that seek **social and environmental benefits** from impact investments

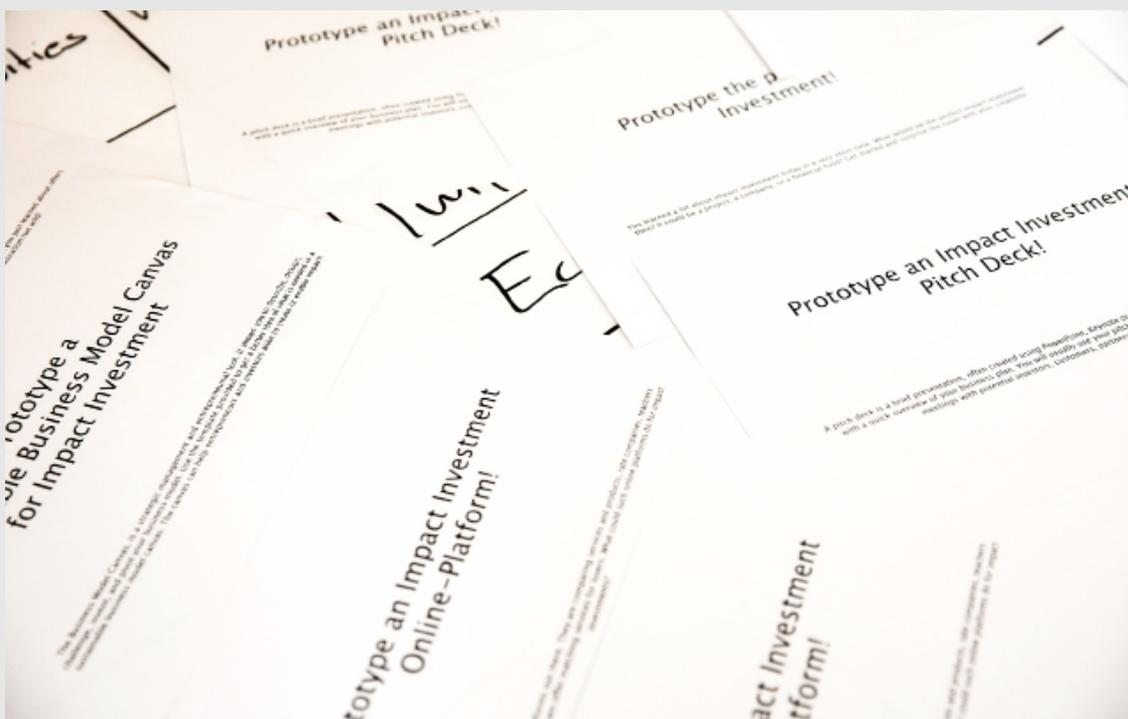


photo by Laura Schleder

Building on these findings, participants were asked to conduct some quick group work to help find suitable KPIs to identify vital criteria for impact investment decision-making. The KPIs should address issues in the economic, social, and environmental realm and were allocated in an extract of the CSCP's Sustainable Business Model Canvas, thereby adding to a structure that might serve as a starting point to further develop a tool supporting decision-making. Resulting KPIs were amongst others:

- **Economic:** e.g. capital structure, cash flow, market share, turnover, costs
- **Environmental:** e.g. resource efficiency, pollution, CO2 emissions, water quality, recyclability
- **Social:** e.g. no. of people educated, no. of women supported, no. of crimes reduced, no. of jobs created

After a quick break and networking session, participants were finally asked to use the insights they shared before to create prototypes for tools that might help impact investment decision-making in the future. Prototypes presented were:

- **App connecting investors (impact enabler) and entrepreneurs (impact creator)**
 - Users set their preferences in order to find projects they like most
 - Automatic notifications are generated to draw users' attention towards a specific project that fits their expectations



photos by Laura Schleder

- A business model would still need to be developed (e.g. drawing commissions in case of successful matching)
- **Online Platform for matching impact projects and investors**
 - Matching via cloud platform
 - Marketing to match investors and projects (search engine optimisation) and increase deal flow
 - Service: screening and qualification of deals; legal and financial set-up
 - Business Model: success fee (% of funds raised)
- **The perfect social business**
 - Consultancy business model
 - Mission and activities based on the 17 sustainable development goals
 - Employees are owners of the business, too
 - The model combines work in developed and developing countries
 - The business allows for a good work-life-balance and helps to combine work and family
- **The social (and environmental) impact pitch deck**
 - The regular pitch deck is broadened by aspects like environmental and social impact of the business
 - It includes stakeholders next to customers
 - It features KPIs for positive social and environmental impact



Quotes

“Crowdfunding has a huge potential to bring impact investment to the mass market”
Marilyn Heib, Managing Director at bettervest



“You need a functioning business model, social and environmental impact alone will not be enough to attract money. We also need, structurally, more venture capital in this area”
Alexis Figeac, Program Director INNEON

What's next?

- Brainstorm with us on your sustainable business model idea!
- Discuss with us your impact investment proposal!
- Check out the offer of csrhub-nrw.de and those on INNEON.EU for eco-innovation entrepreneurs!
- Support us in setting up the INNEON Impact Investment Fund and identifying foundations, family offices and other potential investors!

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