## Impact Strategies

### Investing for impact

What financial and non-financial support does the *investee need* to maximise its social impact?

<table>
<thead>
<tr>
<th>Money donated</th>
<th>Financial return</th>
</tr>
</thead>
<tbody>
<tr>
<td>towards market rate</td>
<td>market rate</td>
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### Investing with impact

How to put *money to good cause*?

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#### Financial & Financial Risks

- **Financial risk** is the main decision-making factor and focus on de-risking the financial component
- Focus on social impact as long as the investment is also financially sustainable or it does not entail a higher financial risk

#### Social Purpose Organisations (SPOs) Supported

- **SPOs with a business model that will never be financially/self-sustainable**
- **SPOs with a potentially financially/self-sustainable business model**
- **SPOs with a proven financially sustainable business model**
- **For-profit businesses with intentional social impact**

#### Start Up

- **Social Purpose Organisations (SPOs)**
- **Investee’s data and evidence and/or available standardised metrics** of social impact are (re-)used to make investment decisions

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