

INVESTMENT READINESS TRAIN-THE-TRAINER PROGRAMME



The Framework

SOCIAL FINANCE
ACADEMY

The 5 categories of Investment Readiness



The Social Problem

› **Goal:** Understanding the scope, roots cause(s) and consequences of the social problem, as well as the target group(s) and existing (competing) solutions.

› **Key words:** Business model canvas, root cause analysis, theory of change, ecosystem analysis, user personas, SWOT analysis, competitive landscape analysis, etc.



Solution & Impact

› **Goal:** Verifying the solution's distinct value add and impact chain through pilot projects, as well as installing processes for impact measurement.

› **Key words:** Theory of Change, Impact Management Project (IMP), Lean Data, competitive analysis, social lean canvas, field visits, etc.



Market & Distribution

› **Goal:** Checking the necessary knowledge about market and pricing dynamics, access to customers, distribution channels and supply chains.

› **Key words:** market mapping, competitive analysis, last mile research, resource management, SWOT analysis, supply chain management etc.



Growth & Scaling

› **Goal:** Preparing the entire organisation for growth, incl. products, planning, information systems, business and impact models, team structures, governance.

› **Key words:** Product roadmap, resource planning, process management, MIS, governance structures, advisory board, change management, etc.



Financing & Forecast

› **Goal:** Making sure that financial model, key performance indicators, accounting system and knowledge of financial instruments are in place to allow for scaling.

› **Key words:** Financial modeling, cash flow analysis, (impact) KPI, cost-income profiles, financial instruments, innovative & Impact-Linked finance, etc.

The 5 categories of Signing Readiness



Investor Approach

› **Goal:** Ensuring that impact enterprises research the right types of investors for their next growth stage and understand which preparations are needed to successfully approach these investors.

› **Key words:** investor long list, investor short list, investment criteria, pitch deck, executive summary, etc.



Management Presentation

› **Goal:** Verifying that the impact enterprises are ready to make a compelling presentation, tell their story, answer critical questions and convince investors in a personal meeting.

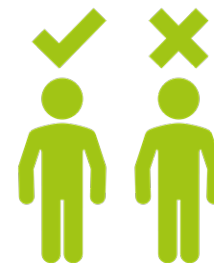
› **Key words:** management presentation, impact story, storytelling, pitching, etc.



Investor Due Diligence

› **Goal:** Checking if the impact enterprises are prepared and able to answer the extensive and thorough due diligence questions raised by potential investors in a written and satisfying way.

› **Key words:** due diligence questionnaire (DDQ), impact/ business/ legal due diligence, DD preparation with team, etc.



Investor Selection

› **Goal:** Ensuring that the impact enterprises are fully conscious about what they need from investors and what the consequences of certain investor roles and financing instruments will be.

› **Key words:** Financial support, non-financial support, investor types, pro's and con's of financial instruments, etc.



Negotiation

› **Goal:** Testing if the impact enterprises are ready to negotiate the terms of a financing contract, understand the market standards, and define clear no go's for key terms and conditions.

› **Key words:** Term sheet, financing contracts, market standards, legal advice, negotiation techniques, etc.

Typical IR TTT Program Structure

Module 0



Module 1



Module 2



Module 3



Module 4



Mid-term Exam

Module 8



Module 7



Module 6



Module 5



Final Exam

