

PRODUCT BRIEF

# CRACKING THE “IMM” NUT

## Impact Measurement & Management (IMM)

SFA’s offer is uniquely designed for impact enterprises towards quick data insights, decisions, and revisions, beyond just reporting

### PROBLEM

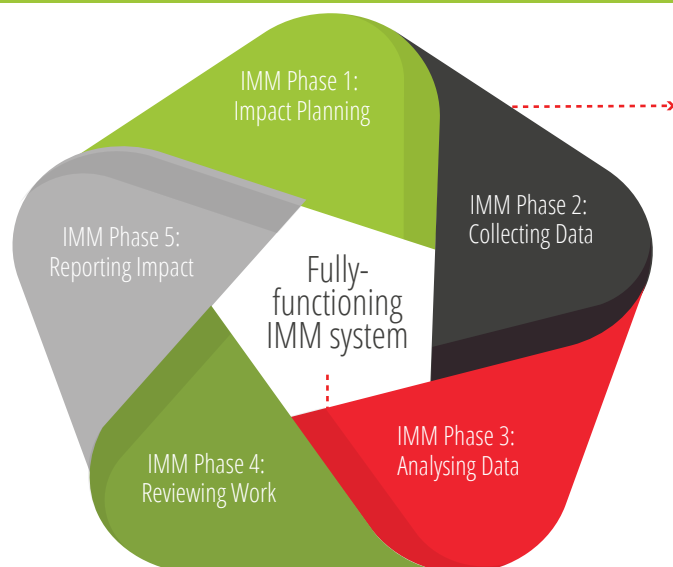
- Impact enterprises lack time to implement Impact Measurement & Management (IMM)
- Impact enterprises view IMM as burdensome (expensive)
- IMM tools available in the market do not address resource-constraint of impact enterprises
- IMM tools available are only designed to justify, prove, and report

### SOLUTION

IMM system designed for resource-constraint IEs towards quick data insights, decisions, and revisions:

- not just identifying indicators, but the most essential indicators
- not just collecting data, but doing it resource-efficiently
- not just reporting impact, but also incorporating data insights into decision making

## Clear added value over market solutions



IMM data can be easily extracted for other uses

Impact-Linked Finance (ILF) Transaction

Data for ILF transaction

Post-ILF / Beyond ILF Transaction

- ✓ Data for fund-raising with other impact investors
- ✓ Data for insights & decisions towards organisation growth

MARKET	vs.	SFA
Focus on 1 - 2 phases of IMM journey		Focus on all phases of IMM journey, enabling a fully-functional IMM system
Theory of Change, covering extensive datasets (suitable for policy-making needs)		Theory of Change with lean data perspectives (suitable for market needs)
No resource-efficient data collection. IMM viewed as burden		Customer touchpoint approach to data collection
No case studies to analyse data		Interconnected case studies to analyse data
No review practices (IMM is considered a static, one-off exercise). No Theory of Change updates		Review practices (IMM is considered a fluid exercise - constantly updated to reflect actual circumstances)
SDG reporting. Promote certain reporting frameworks only		Highlight basic principles of impact reporting that suit all reporting frameworks

