Impact Investment Readiness

The 5 Dimensions
THE 18 STEPS FRAMEWORK: Investment Readiness comes first

1. Theory of change: How exactly do you create impact?
2. Analysis of impact: How do you measure/report your impact?
3. Financing model: How do you finance your activities?
4. Business model & financial plan: What are the effects of your products/services on income/cost?
5. Investment readiness: How do you score in your readiness to raise and use capital?
THE 5 DIMENSIONS 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.
ENJOY TESTING YOUR READINESS!

https://social-finance-academy.org/investment-readiness-check/