

We guide entrepreneurs on their impact journeys!

PRODUCT BRIEF

Our Capacity Building Solutions

in Impact Measurement & Management (IMM)
and Impact Investment Readiness (IIR)



How to make a real difference in IMM and IIR!

Consider capacity building as a continuous journey with the "Funnel Concept"

Improved readiness to scale impact and access suitable capital, including Impact-Linked Finance



The 5 Steps of the Capacity Building Journey

- 5 We provide advanced training to Impact Entrepreneurs with **Impact-Linked Finance Readiness Bootcamps**, so they identify gaps in their IMM systems and become ready to attract **Impact-Linked Finance** from funders/investors.
- 4 Impact Entrepreneurs train their new IIR skills by using our **Investment Readiness Roadmap** check and continue preparing themselves for future investment with targeted resources.
- 3 Impact Entrepreneurs train their new IMM skills with our **Theory of Change Card Game** in organized multi-stakeholder workshops or by role play with team members and peers.
- 2 Impact Entrepreneurs receive **Core Skills Training** from certified service providers to acquire essential knowledge in IMM and IIR. This can be supported by a **Voucher Scheme**.
- 1 We provide **Train-the-Trainer Programs** in Impact Measurement & Management (IMM) and Impact Investment Readiness (IIR) for accelerators & incubators to become certified service providers to Impact Enterprises.



Find the best combination of capacity building components that fit the current challenges!

1 TRAIN-THE-TRAINER PROGRAM

- High-quality, online or blended training programs in IMM and IIR to accelerators & incubators ("service providers")
- Qualified feedback on assignments and exams to improve the capacity of service providers to address all critical questions when training entrepreneurs

+ LIBRARY OF TOOLS AND RESOURCES

Additional tools and materials for entrepreneurs and service providers, e.g.:

- Access to Impact Investment for Social Enterprises (free online self-learner course)
- Investment Readiness Check and other check tools
- Impact Measurement & Management Toolkit
- Innovative Finance Toolkit

2

CORE SKILLS TRAINING

- Entrepreneurs receive foundational support in core IMM and IIR skills through SFA certified service providers
- SFA supports these service providers in co-developing training plans with impact enterprises via our templates and our service menu

3 THEORY OF CHANGE (TOC) CARD GAME

- A playful but practice-driven and effective way for entrepreneurs to test their IMM skills with team members and/or peers. Role plays enable vital changes of perspective on impact. The TOC card game can be supplemented with live workshops run by SFA

4 INVESTMENT READINESS ROADMAP

- A comprehensive and deeper dive analysis of an enterprise's readiness to attract impact investment. The tool includes a detailed survey in the essential 5 categories of IIR, which leads to a short analysis plus targeted resources for self-study

5 IMPACT-LINKED FINANCE READINESS BOOTCAMP

- Intensive training that prepares impact enterprises for Impact-Linked Finance transactions such as Social Impact Incentives (SIINC), Impact-Ready Matching Funds (IRMF) or Impact-Linked Loans.

+ IMPACT-LINKED FINANCE TRANSACTIONS

- If the capacity building journey was effective, impact entrepreneurs increase their chances to successfully apply for **Impact-Linked Finance programs**, for example for those managed by Roots of Impact (e.g. B-Bridddhi, Impact-Linked Fund for WASH)

Programs that use our Capacity Building Solutions

Scaling Impact Enterprises
of Bangladesh

Impact-Linked Fund
for WASH



EXAMPLE

Capacity Building for “B-BRIDDDHI” - Scaling Impact Enterprises of Bangladesh

What is the program objective?

Biniyog-Briddhi program (“B-Briddhi”) strives to support a thriving impact ecosystem by building vital capacities and introducing catalytic funding. This helps shape an empowering network of entrepreneurs, investors, accelerators, supporters, and advocates in Bangladesh.

How is the program built?

Goal: addressing the most critical elements of the supply and demand sides of the impact ecosystem

SUPPLY

DEMAND

Build a healthy pipeline of investment-ready impact enterprises across different stages

Provide impact-linked rewards for impact enterprises by introducing innovative catalytic funding instruments

TRAIN-THE-TRAINER PILLAR

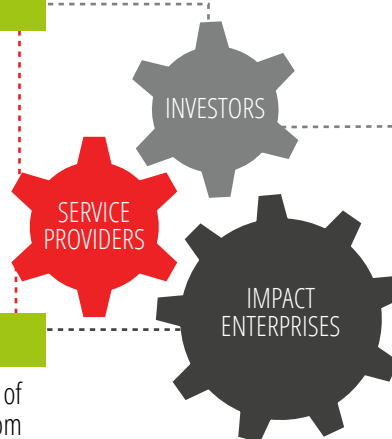
- ✓ Service providers are trained in Impact Measurement & Management and Impact Investment Readiness and receive a library of tools and resources

CATALYTIC FINANCE PILLAR

- ✓ Impact enterprises receive Impact Ready Matching Funds (IRMF) or Social Impact Incentives (SIINC)

VOUCHER SCHEME PILLAR

- ✓ Service providers train impact enterprises. The cost of their services are partially covered by vouchers from the program



THE RATIONALE BEHIND EACH BUILDING BLOCK

1

Service providers (SP) receive training and access to tools and resources through the Train-the-Trainer Program

2

SP work with impact enterprises (IE) to co-develop training plan for participating in the Core Skills Training

3

Impact enterprises receive training from service providers through the Core Skills Training Program

4

IE achieve milestones and make partial payments to SP via vouchers issued by the Core Skills Training Program

5

IE become ready to access finance from investors and can apply for the program's IRMF or SIINC funding



HIGH-END KNOWLEDGE PRODUCTS



THE VISION: WHAT'S IN IT FOR EACH OF THE STAKEHOLDERS?



IMPACT ENTERPRISES

- ✓ Benefit from highly structured, advanced capacity building services and become better equipped to secure finance
- ✓ Receive the opportunity to access growth capital that is strongly aligned with their impact generation
- ✓ Improve their Impact Measurement & Management and harness the insights for higher impact and business performance



SERVICE PROVIDERS

- ✓ Deliver incubation and acceleration services in a highly structured, professional and effective way
- ✓ Gain access to cutting-edge knowledge on Impact Management, Innovative Finance, and Impact Investment Readiness
- ✓ Get compensated for value-added services to impact enterprises



INVESTORS

- ✓ Gain access to a higher number of investment-ready impact enterprises
- ✓ Benefit from financial innovations as well as an increase in opportunities to finance and generate impact in an improved impact ecosystem

“ B-Briddhi's Impact Measurement and Investment Readiness programs are helping to minimize the funding gap by well-equipping the service providers to groom up impact enterprises and make them suitable for the local investors.

- Minhaz Anwar, Chief Storyteller, BetterStories

One of the main things we learned from B-Briddhi are the key skills that we needed around Impact Investment Readiness. This will definitely help unleash our future potential as an emerging global leader in the investment and acceleration of social businesses.

- Sharika Sadaf, Head of Program & Partnerships, YY Ventures

