



IMPACT FILTER- Stage 2 Due Diligence

To be completed **PRIOR** to discussion with the startup

| Requirements | | | |
|--|--|---|----------------------------|
| | Questions | KPIs (Annual Report) | References |
| Intentionality | How committed is the company to its social mission |  | ARC |
| Positive Change | WHAT (is the change)? | | SDGs/ Impact Themes/ Other |
| | WHO (is benefitting)? | | SDGs/ Impact Themes/ Other |
| | WHERE (is the intended geography)? | | SDGs/ Impact Themes/ Other |
| Quantifiable | Is the positive change quantifiable? |  | SDGs/ Impact Themes/ Other |
| | Is evidence (or proxy data) of performance available? | | Yes / No / Maybe |
| | How much (is the change)? | | Units / % |
| | <u>Data Additionality:</u> Will the product or service generate meaningful additional data? | | Versus existing data |
| | <u>Qualitative Impact:</u> Narrative of the depth of impact | | ARC |
| Scalable | How (will it scale)? | | ARC |
| | What is the total addressable market (TAM)? | | Company / ARC |
| Does product at scale make meaningful change? | (What is the) Ultimate impact goal If this becomes a unicorn - what does the world look like? | | Company / ARC |
| | Does the product or service reduce the burden on social infrastructure? | | ARC |
| | Does financial success directly correlate to solving the impact of the pain point? | | ARC |

| Preferences | | | |
|----------------------------------|--|----------------------|----------------------------|
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| Catalytic (to the sector) | <u>Catalytic - Individual:</u> Does the product or service decrease the pain point of the individuals served? | | ARC |
| | How important is the product or service to the people or planet experiencing it? | | ARC |
| | <u>Catalytic - Industry/ Sector:</u> Is the product/service revolutionary to the industry? | | ARC |
| Underserved Market | In what dimension is the market underserved? | | SDGs/ Impact Themes/ Other |
| Developing Countries | Which countries? | | SDGs/ Impact Themes/ Other |
| Ecosystem Building | How will success change the sector? | | ARC |

IMPACT REPORTING

Reporting Requirements

| | |
|----------------|----------|
| <i>KPI # 1</i> | units/ % |
| <i>KPI # 2</i> | units/ % |
| <i>KPI # 3</i> | units/ % |