

IMPACT FILTER- Stage 3 Due Diligence

To be completed **AFTER** 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			
	Questions	KPIs (Annual Report)	References
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/ %