asia IIX

shujog
Opportunity for Impact ™

GSMA workshop

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May 2014

Asia IIX (Impact Investment Exchange)

Asia IIX – 3 capital raising platforms



IMPACT INCUBATOR™
Operated by IIX

A platform to connect seed-stage enterprises investment opportunities with mentorship and private capital



IMPACT PARTNERS™
Operated by IIX

A private marketplace where accredited impact investors are introduced to selected investment opportunities



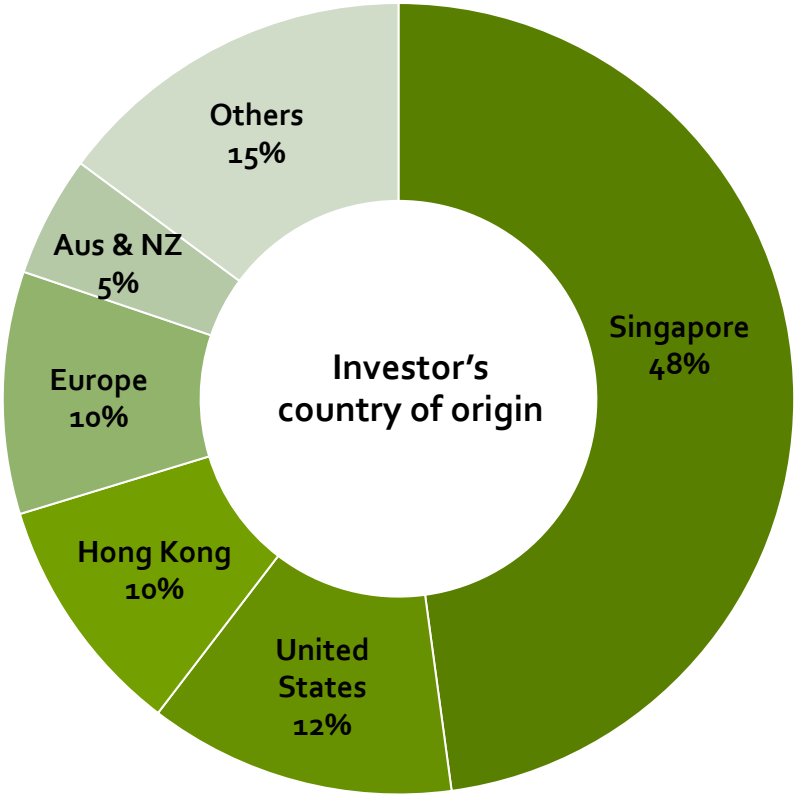
IMPACT EXCHANGE™
A product of IIX

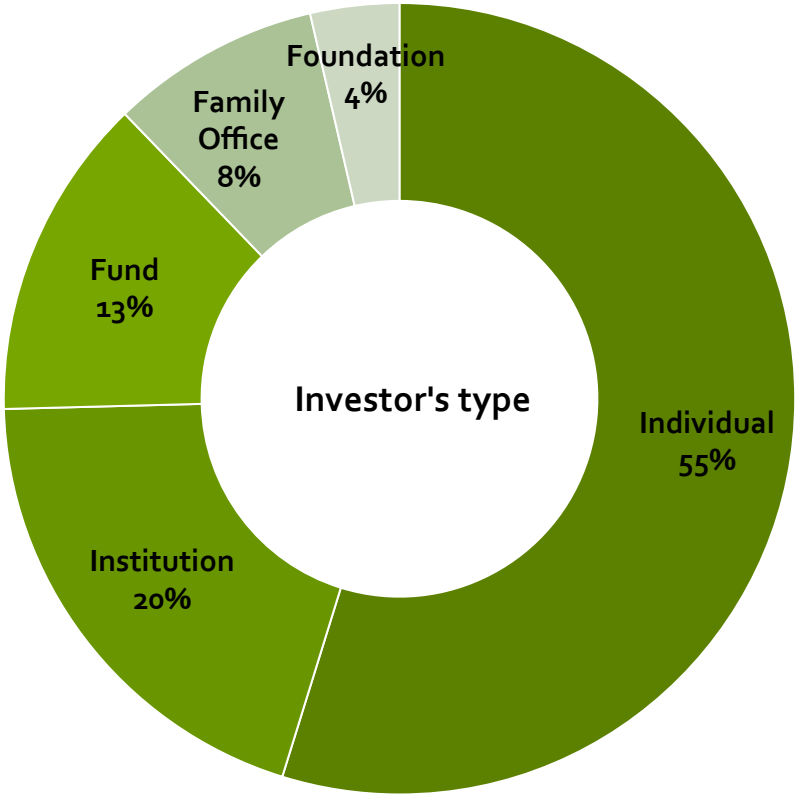
A capital-raising platform where impact investors can invest in and trade securities issued by enterprises in Asia and Africa

Impact Partners ™ Platform

IMPACT PARTNERS™
Operated by IIX

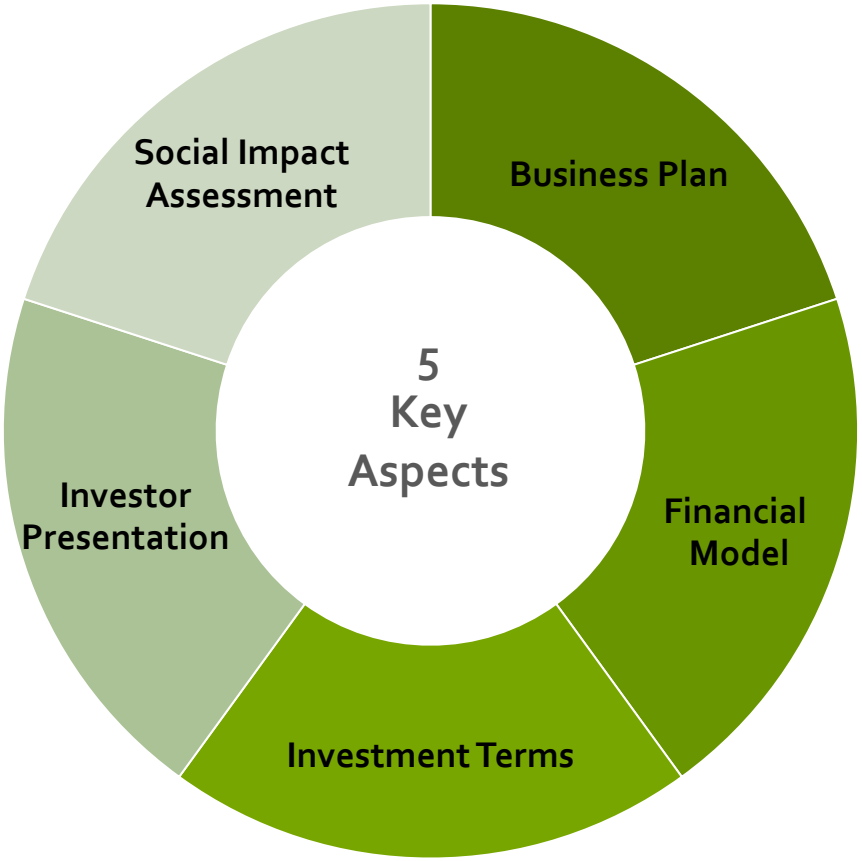
- IIX has **over 300** registered Impact Partners™ on its platform – plus access to additional investors across Asia Pacific





Asia IIX – Investment readiness services

- Enterprises need to become "**investment ready**" in order to attract investors



Our focus: Social Enterprises

***Organizations** that use **business methods** to achieve a **social or environmental mission** that benefits a poor, underserved or otherwise disadvantaged group or population.*

Energy related enterprises - Examples

- IIX are a partner in ADB's Energy for All Partnership
  - This partnership has assisted the following entities to date:

– eee

Prakti

TIPAWAT
Your Logical Choice
TIPAWAT CORPORATION LIMITED

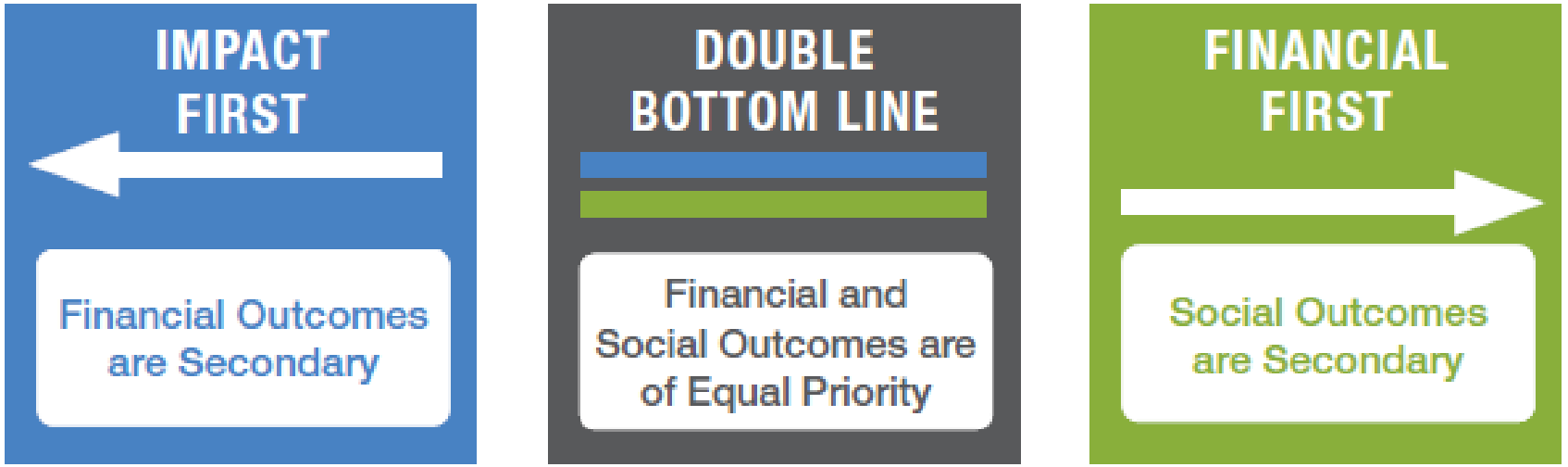
simpanetworks
radical affordability

SOLshare

Frontier Markets

ONergy

Different types of investor for different businesses



- Foundations
- Philanthropic individuals
- Patient capital

- **0-5% returns**
- **Scaled impact**

- Impact investment funds
- HNWI/Family Offices

- **5-10% returns**
- **Moderate+ impact**

- Venture capital/ private equity funds
- Clean Tech Funds
- Family Offices

- **15-20+% returns**
- **Some impact**

Impact Investing in Tower & Mobile industry

A compelling business proposition:

Financially Viable Business Model

- Product / service with real customer demand
- Realistic pricing that can generate profit

Scalable Social / Environmental Impact

- Strong commitment to a social/environmental mission
- Demonstrable and scalable impact

Strong Management Team

- Experienced and committed management team
- Local involvement in management

Impact is important:

- Environmental benefit to be identified and quantified
- Social benefits to be determined
  - direct and indirect

Shujog (opportunity)

Shujog Services







Shujog Assessment

Impact Mark

Accredited Impact Assessor

Shujog ACTS

Shujog UNITES

Advisory Services

Impact Forum

Impact Chat

Research

Impact Academy

SE = Social Enterprises

What is impact measurement?

- Measures the social and environmental changes that the organization creates as a result of their activities

Motivations for impact assessment

Fundraising

- Investment, grants and donation
- Business overview with unique selling points
- Evidence of impact and impact projections

External accountability

- Communicate results to stakeholders
- Transparent social performance
- Alignment of expectations

Internal organization

- Strategic management
- Alignment of mission and activities

How do you measure impact

- Create a framework to define:
  - **Theory of change**: Link between activities and the changes experienced by the suppliers, employees, consumers, and the environment
  - **Define metrics** for data collection to measure the scale of the impact
  - **Make projections** for the performance on these metrics alongside the growth projections
  - **Document the actual impact** and share the findings

Sample metrics

Tower Provider
Number of new towers ..of which are powered by clean energy
Average decrease in fosil fuel usage ..per tower per period
Average green house gas emission savings ..per tower per period
Total Annual Environmental Benefit ..$s per period

Service Provider
Number of clients (users of product)
..of which are: New clients this reporting period
..of which are: Poor and/or living in rural areas
..of which: Received discounted/free product/service
..of which: Had little/no prior alternative service
Average benefit resulting from service/product, (eg. Cost savings, communication, safety, travel savings etc. ($ per month for end user)
Units sold (cumulative) and this reporting period
Cost of using product (avg. $ per month for end user)
Net benefit associated with the product ($ per month all users)



ABD Business Modelling Workshop
Friday 30 May 2014