



AdIn Ventures Paper 4: Managing & Measuring Impact

Approach to manage and measure impact

We will manage and measure impact at a portfolio level for the fund and via the portfolio management process at the level of the investee company. The approach will take into account the early stage of investee companies and will be fit for purpose so as not to impose undue costs or resource allocation.

Expected contribution of fund to enable impact

- Target diversity of founding team and equitable rights among co-founders
- Make available technical/market advice including via Advisory Board & strategic partners
- Build community of founders and subject matter experts for continued engagement and knowledge sharing
- Active shareholder participation and support for follow-on fund raising in order to scale impact

Expected contribution of investee to enable impact

- Identify intended impact, for whom, how significant, likelihood and time frame to achieve
- Identify outcome indicators, targets and reporting requirements
- Identify potential risks and mitigants

Monitoring and measurement of impact

- Monitor progress of outcome indicators vs. targets

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- Communicate impact at both the fund portfolio and investee company level

Impact principles

The following principles will be applied for investments:

- Financial inclusion: expand access and use of financial services to enable participation in economy and build financial stability
- Customer value: address financial needs of underserved and vulnerable populations
- Application of technology: Innovate to remove barriers to access and reduce costs while managing privacy and security, fraud risk and digital exclusion
- Responsible finance: maintain standards for transparent terms and pricing, prevent over indebtedness or risk taking and enhance customer service
- Diversity and inclusion: adopt policies to foster a diverse workforce and equal opportunities
- Sustainability: embed sustainability principles in products and services as well as in operations

Processes & Tools

- Impact due diligence
- Social outcome indicators across access, affordability, quality, employees, community and value chain
- Identify specific conditions/outcomes to hold portfolio companies accountable with meaningful consequences
- Framework and format for reporting impact at investee company and fund portfolio level

We will partner with an organization that has requisite experience in impact measurement and reporting to further develop these.