

## ABOUT IMPACTABLEX

ImpactableX was launched in 2020 after 3 years of testing and development by an award-winning accelerator founded by ex-VCs. We now offer impact measurement & management (IMM) as a service to world-class startups, & the accelerators & impact funds that support them.

### Superior Credibility

Our reports feature data & analytics that are evidence based, reviewed & fully aligned with global standards



### Proven Track Record

We offer a legacy of success with award-winning founders, backed by leading Impact Funds and Accelerators.

**\$130M**

Total raised by customers within 1 year of working with us.

**53%**

Of customers are referrals

### Accessible to All

We offer an affordable, start-up friendly point of entry for customers at all levels, and tools to evolve as they grow.

**90%**

Less expensive than alternatives

**90%**

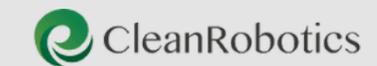
Faster than alternatives

## OUR CLIENTS

We've served over 60 startups & 6 impact funds to date, and pride ourselves on generating credible and meaningful insights within a management framework that delivers real, lasting value.

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We serve best-in-class startups who are setting the standard for both financial & impact ROI - all over the globe



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Our customers go on to raise capital from the most sophisticated venture-tech VCs & Impact Investors alike.



## OUR PROCESS

We've designed a standard framework that enables any company, at any stage, in any impact vertical, to build dynamic, evidence-based impact models that reflect & build upon their business model - and evolve with them as they grow.

**01**

### DEFINE

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We start at the beginning: by defining key metrics and outcomes, and aligning these with global IMM standards.

**02**

### ATTRIBUTE

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Then we identify the core unit(s) that drives growth, and gather impact data - or initial estimates - to quantify the degree to which an innovation can uniquely affect change on a baseline problem. We build algorithms between revenue & attributable impact.

**03**

### VALUE

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Impact creates value, value that's often not reflected in financials. We capture this value, and generate analytics that offer unique insights into impact leverage per dollar of revenue & capital invested.

**04**

### REVIEW

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iX analysts review all data, estimates and citations, to validate their credibility, accuracy and quality before generating each model.



### LEVERAGE

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We generate qualified reports and enable customers to use their impact models for scenario modeling, primary data collection & performance tracking & reporting. Our team supports customers to leverage its value with investors, partners & customers.

## WHAT WE OFFER

### PRIVATE COMPANIES

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#### IMPACT MODELING

Define, quantify value & forecast social & environmental impact within a stable framework that reflects & builds upon your business model.

Start where you are. We'll guide you.

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#### MANAGEMENT & OPTIMIZATION

Our impact models provide a synthesized and centralized framework for scenario modeling & decision-making to optimize for both revenue & impact.

Our platform enables seamless integrations with real-time sales data & primary impact data. This data feeds into an impact model to generate real-time performance tracking and refined impact analytics.

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#### CREDIBLE IMPACT CLAIMS

In order for data points to populate a model, they must align with global standards - like The UN Sustainable Development Goals - and be substantiated by recent, credible third-party research.

All analytics referenced in an iX report come with full transparency - visibility into sources referenced and assumptions made.

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#### REPORTING

We generate succinct impact reports for our customers annually, at least, after our analysts review any new impact data collected and qualify the quality and duration of underlying data.

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#### POWERFUL ANALYTICS

Our models generate retrospective, snapshot and forward-looking Impact quantities and valuations. We contextualize these analytics by articulating percentage impact on a defined problem over a given term.

Then we go even further to generate impact multiples of revenue & impact, lending insight into the relative efficiency and efficacy of a business model as a lever for impact and enabling comparability across impact verticals.

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#### ECOSYSTEM CONNECTIVITY

We have built a wide network of NGOs, industry experts, Corporates, municipalities & impact investors. We provide critical enabling technology, and the analytics we generate are compatible with all IMM frameworks.

We work with our customers to connect with the resources they need to raise capital, drive sales and effectively execute on their mission.