



# An Introduction to our Impact Reporting Process

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Powered by

impactable<sup>x</sup>

## Executive Summary

As an impact fund, it is critical that we can measure, track, and report on impact performance across our portfolio – not just to make funding decisions and satisfy our investors, but to ensure that our best intentions are supported by empirical evidence.

As early-stage investors, we understand that portfolio companies may not have much (or any) impact data yet. We encourage our portfolio companies to build impact models which, like financial models, can be built upon estimates initially, and evolve over time. In our experience, impact modeling unlocks immense practical value for our portfolio companies because it supports fundraising, sales, and brand integrity.

Allow us to introduce you to our partner and recommended resource, explain why we approach impact reporting the way we do, and outline what to expect when working with us.

# Meet ImpactableX

RevHub has partnered with ImpactableX to make this simple and easy for our portfolio companies.

Here's why:



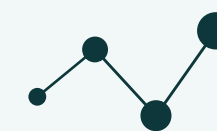
## Designed For Startups

Their platform is designed to be startup friendly. You can begin at any stage of development or impact measurement and evolve your models over time.



## Built for Interconnectivity

Metrics align with global standards, and the platform enables users to easily share their reports across networks. Build one impact model that you can use over time to track and report across multiple stakeholders.



## Smarter, Market-based Analytics

Their AI-powered analytics generate meaningful, contextualized insights for market-based founders & funders. We're committed to both financial returns and maximum impact value creation. The insights they generate enable us to make smarter investment decisions.

## Why value impact?

When an innovation prevents negative outcomes or catalyzes positive ones for marginalized populations or strained resources, it creates massive value. But revenue reflects only the portion of that value that can be monetized, often excluding value created for third parties like students, patients, employees or the commons.

### Impact valuation enables us to:



Account more holistically for both the breadth and depth of outcomes



Aggregate impact at a company and fund level across apples and oranges metrics



Integrate impact into traditional financial analysis, especially ROI, so we can make smarter investment decisions.

# A Strategy for Growth

Impact modeling & management will help you capitalize & grow your company. Your metrics will enable you to sell more effectively, build lasting partnerships & differentiate your brand.



## Fundraising

Investors & LPs invest in a future state. Forecast impact potential alongside financial projections per dollar invested.



## Sales & Revenue

Impact analytics is sales data. Show improved outcomes and cost savings, create customer portals and impact receipts. Give customers the data they need for CSR & ESG reporting.



## Brand Integrity

Today's consumers are savvy and skeptical of impact washing. Numbers and transparency drive credibility and loyalty, and differentiate brands.



## Operational Efficiency

Managing, synthesizing and reporting using multiple data streams from multiple sources is a heavy lift. Founders, Funders, and Brands outsource it all to Impactable.

## What to Expect

We keep our due diligence and reporting requirements as light weight as possible.

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### GETTING STARTED

Onboard with Impactable. Click [\*\*HERE\*\*](#) to get started.

Note: RevHub does not cover impact modeling costs. We recommend, but don't require you to use Impactable.

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### DUE DILIGENCE

Export your initial Impactable report to RevFund.

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### POST INVESTMENT

Report back to us annually at least either directly via Impactable or complete our survey. Quarterly reporting is encouraged.

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### QUARTERLY CALLS

When we meet, expect us to ask you about:

1. Revenue
2. Funding
3. Employee count
4. Diversity



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