Being Investor Ready

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Executive Director

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Building Mission-Driven Companies that have . . .

- Strong Teams
- Strong Business Case
- Strong Impact
- Strong Story
“FINN Lab is everything a social entrepreneur needs: a community to cheer you on, a space to create and learn, and resources to help you scale and thrive.”

Jacquie Berglund
### FINNOVATION Fellowship Program

**Investing in leaders building sustainable social enterprises.**

<table>
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<tr>
<th>What Fellows Get:</th>
<th>What Fellows Learn:</th>
<th>What Fellows Do:</th>
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<tbody>
<tr>
<td>• $50,000 living stipend</td>
<td>• Lead, Manage, Sell</td>
<td>• Fellowship Plan &amp; Reflections</td>
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<tr>
<td>• Workspace</td>
<td>• Understanding the Problem</td>
<td>• Business Plan</td>
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<tr>
<td>• Curriculum</td>
<td>• Design Thinking</td>
<td>• Pitches &amp; Presentations</td>
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<tr>
<td>• Mentorship</td>
<td>• Test, Feedback, Iteration</td>
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<tr>
<td>• Support &amp; Connections</td>
<td>• Assumptions &amp; Milestones</td>
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**Funded by:**

[Logo of the Bush Foundation]
Who are Fellows?

They:
- Are passionate about the issue they’re addressing
- Have applicable experience
- Are resilient
- Show leadership potential
- Are entrepreneurial

Their Idea:
- Addresses a real need
- Is innovative
- Has the potential to scale or have deep impact
- Has business potential (financial sustainability)
Mission Fuel

15 Weeks
Cohort
Learning

Business Accelerator
Designed for Nonprofit Leaders

Value Proposition

Move nonprofits from financial dependency to self-sufficiency through earned income strategies, innovation, and leadership development.
How to be investor ready?

Diversify Revenue Streams
Apply Innovation Mindset
Balance Mission and Margin
Develop Leadership Capacity

Have Vision, Bust Silos
Grow the Pie,
Stop Fighting Over the Crumbs
8 month program for Social Impact / Mission Driven entities that focuses on
- Lean human centered design
- Building strong business models
- Storytelling and pitching
- Customized support
  - assigned coaches
  - individual financial mentors
- Connections connections connections

Partner Sponsors
CROWDFUNDING - Speak to your tribe

EQUITY crowdfunding platforms

WEFUNDER

Republic

seedinvest

startengine

DreamFunded

truCrowd

nextseed

more at
Financial Industry Regulatory Authority -- www.finra.org

NON-EQUITY crowdfunding platforms

gofundme

KICKSTARTER

INDIEGOGO

FUNDLY

JustGiving

Facebook

DEBT crowdfunding platforms

Kiva

Loans that change lives
What I look for in mission-driven companies:
Passionate, intelligent founders
A product that has life-changing potential
Obvious path to profitability

“Largely, I look for the same things in any company I’m investing in. The founders need to be highly dedicated and have a clear understanding of their business. And although I want to see a healthy business model, I’m focused on mission-driven companies in particular because improving others’ quality of life is a lot more meaningful than simply earning a return on investment.”
SOCIAL IMPACT FUNDS – Prove scalable impact

BIG & GROWING
$502 B (US est. 2019)
Total Capital 13%↑
# Investments: 14%↑

MULTI-SECTORED

SCALABILITY FOCUSED
- Growth stage: 67%
- Venture stage: 54%
- Seed/start-up stage: 35%

MEASURING IMPACT IS CRITICAL
98% measure impact investing

QUESTIONS?

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