



Making Impact Work For Startups

HOW FOUNDERS CAN MAKE PROGRESS ON THE SDGs

#ForProgress | Fl.co/Progress



The World's Largest Pre-Seed Startup Accelerator Creating 800 - 1,000 Companies Each Year







Zealand



Today's Agenda:

- Quick presentation to introduce 'For Progress' impact framework
- 2. Worksheet Exercise:
 creating your Impact
 Thesis
 http://bit.ly/impact-worksheet
- 3. Open Networking & Small Group Impact Feedback Sessions

Not every entrepreneur will "change the world".

But every entrepreneur can do their part to make progress on the SDGs.











Not going very well, so far.



Very bad, would not recommend.

"One third of the way into our SDG journey, the world is not on track to achieve the global Goals by 2030. Before the COVID-19 outbreak, progress had been uneven, and more focused attention was needed in most areas.

The pandemic abruptly disrupted implementation towards many of the SDGs and, in some cases, **turned back decades of progress**."

- Liu Zhenmin, Under-Secretary-General, U.N.





What are 'For Progress' companies?

A For Progress Company is making a concerted effort to do their part in making progress towards the SDGs, and has:

- 1. A company mission aligned with one or more SDGs
- 2. Creates scalable, positive impact measured by Key Performance Indicators for at least one SDG sub-Goal (i.e. adopts "Impact Key Performance Indicators" or "iKPIs")
- 3. A public webpage that tracks progress on their iKPIs, updated on a regular basis (e.g. quarterly or monthly)







For Progress companies can have

Direct Impact:

Your company is **inherently- focused on its impact**.

Likely already identify with groups like 'impact startup,' 'social entrepreneur,' etc.

Your core value proposition may identically match your impact problem/solution framework.

<u>Indirect</u> Impact:

Most businesses!

Will adopt the for-profits 'for progress' framework to center a scalable impact thesis within a larger business model whose value proposition is not inherently impact-focused.





For Progress company examples

Direct Impact:

Indirect Impact:



SWÖRKIT



FAIRLY

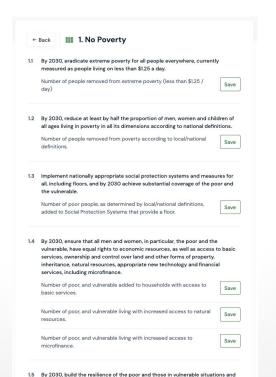


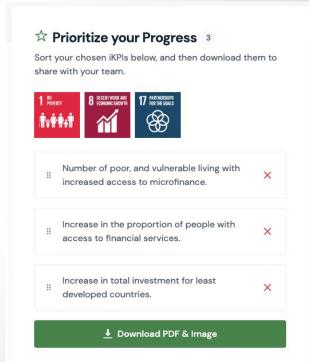


Progress Planner for impact metrics

Go now to Fl.co/progress











Startup Impact KPI Worksheet: Step 1

State the impact Problem, and its aligned SDG.

I believe that		which is aligned with	
	(a specific impact problem exists)		(UN SDG sub-Goal)

- Make a copy at http://bit.ly/impact-worksheet
- 2. Go to Fl.co/Progress to access the Progress Planner tool
- 3. Note: If you are feeling stuck, try searching the Progress Planner by Keyword instead.









































Which SDG sub-goal(s) are you working on?

Share your SDG-aligned Problem Statement in the chat!





Startup Impact KPI Worksheet: Step 2

Propose your impact Solution and measurable Metric(s).

My company can help		tracked by		
	(how you create impact)		(your iKPI metric)	

Note: If an iKPI cannot be measured directly, and instead needs to be inferred or otherwise calculated, it should still correlate or track with some measurable indicator tied to, or influenced by, your core business activities.





Startup Impact KPI Worksheet: Step 3

Putting together your Impact Thesis:

Integrate parts 1 and 2, combining your SDG-aligned Problem statement, with your proposed Solution framework and iKPI metric to measure your progress.

I believe that		which is aligned with)
(a spec	ific impact problem exists)		(UN SDG sub-Goal)
My company can h	eln	tracked by	
my company carris	(how you create impo		(your iKPI metric)





For Progress

Announcing the Pitch for Progress competition !!!

Live now at → PitchForProgress.com

You now have an Impact Thesis: you're already halfway there!





Group Impact Feedback Session

Questions to ask other founders throughout the rest of the event:

Does this iKPI align with the business?

If the impact alignment is not directly tied to the Product Solution or Value Proposition, how does the iKPI otherwise align with the company? e.g. company culture, systems/processes, partners, ongoing activities

Will this iKPI **scale** with the business's regular/core activities?

Remember: As your business grows, so should your impact.

Can this iKPI be **measured** directly?

If not, then what metric can be measured instead, to indirectly quantify or estimate the impact being generated?





Thank you

Can find me @DustinBetz on Twitter & Clubhouse

Also can find me on LinkedIn, and all the other social places (linked at DustinBetz.com)



