



# Making Impact Work For Startups

**HOW FOUNDERS CAN MAKE PROGRESS ON THE SDGs**

**#ForProgress | [Fi.co/Progress](http://fi.co/Progress)**



# The World's Largest Pre-Seed Startup Accelerator

## Creating 800 - 1,000 Companies Each Year



Countries  
**90+**

Portfolio  
Companies  
**5,000+**

Mentors  
**20,000+**

Meetup & Social  
Media Followers  
**750,000+**

Alumni Funding  
**\$1B+**





# Today's Agenda:

1. 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.

**2020**



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.**

## Indirect 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:

TOTALCTRL 

 **Braze**<sup>TM</sup>  
MOBILITY

## Indirect Impact:

SWÖRKIT

FAIRLY







# Progress Planner for impact metrics

Go now to [Fl.co/progress](https://fl.co/progress)

## Plan your Progress

Don't be intimidated by seemingly impossible goals. Instead, find specific SDGs or iKPIs ("Impact Key Performance Indicators") that your business can positively influence.

Search by keyword or by browsing the SDGs below.

Enter keyword...



## ← Back 1. No Poverty

- 1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.

Number of people removed from extreme poverty (less than \$1.25 / day)

Save

- 1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.

Number of people removed from poverty according to local/national definitions.

Save

- 1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

Number of poor people, as determined by local/national definitions, added to Social Protection Systems that provide a floor.

Save

- 1.4 By 2030, ensure that all men and women, in particular, the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.

Number of poor, and vulnerable added to households with access to basic services.

Save

Number of poor, and vulnerable living with increased access to natural resources.

Save

Number of poor, and vulnerable living with increased access to microfinance.

Save

- 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and

## ☆ Prioritize your Progress 3

Sort your chosen iKPIs below, and then download them to share with your team.



Number of poor, and vulnerable living with increased access to microfinance.



Increase in the proportion of people with access to financial services.



Increase in total investment for least developed countries.



Download PDF & Image



# 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)*

1. Make a copy at <http://bit.ly/impact-worksheet>
2. **Go to [Fi.co/Progress](http://fi.co/Progress) to access the Progress Planner tool**
3. *Note: If you are feeling stuck, try searching the Progress Planner by Keyword instead.*





# For Progress



**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 specific impact problem exists)* *(UN SDG sub-Goal)*

My company can help \_\_\_\_\_ tracked by \_\_\_\_\_.  
*(how you create impact)* *(your iKPI metric)*



**Announcing the Pitch for Progress competition !!!**

Live now at → [PitchForProgress.com](http://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](http://DustinBetz.com))**

