

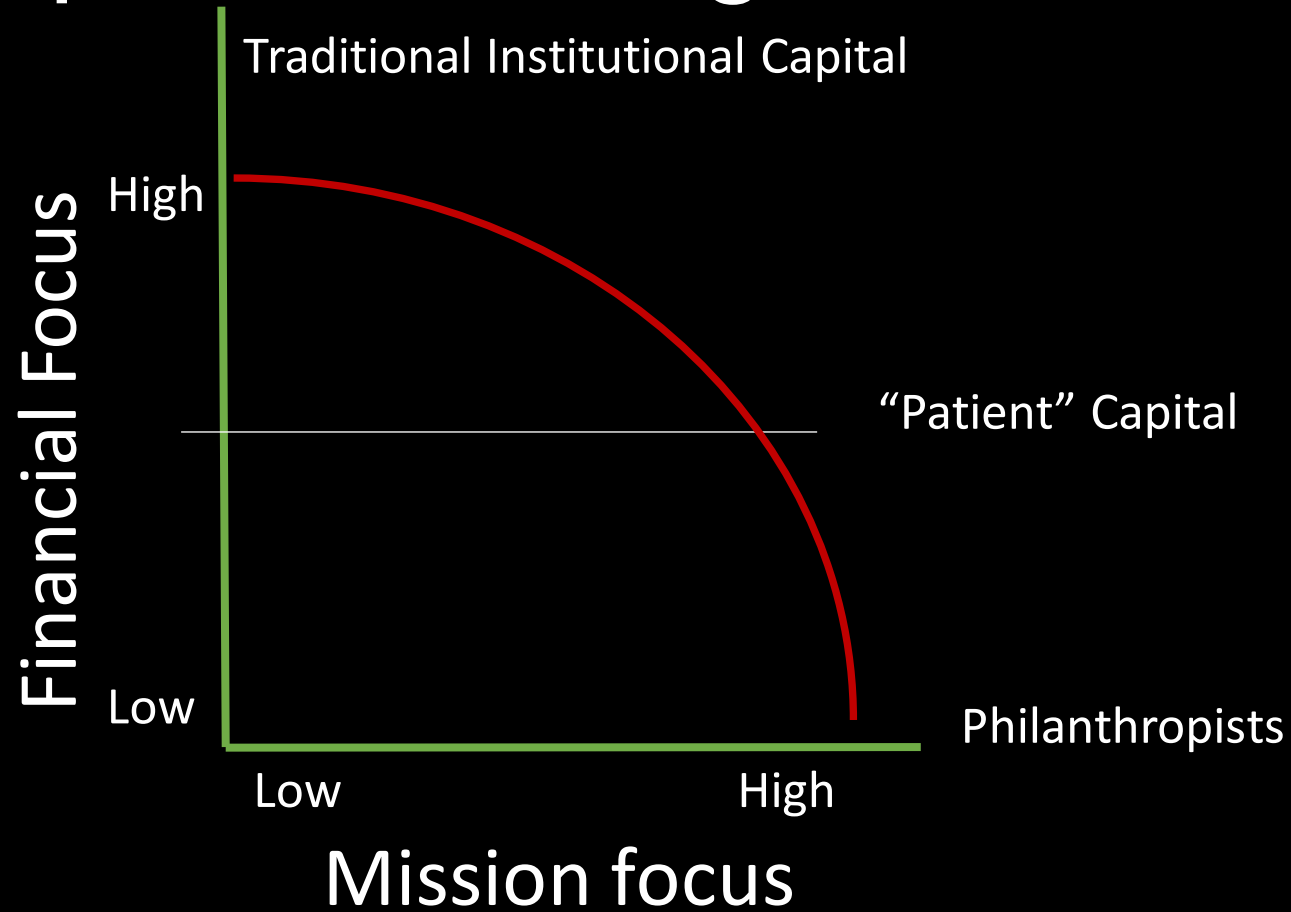
Impact Investing The US View

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and Social Venture Partners

What is impact investing?

- Investments are motivated by the motivation to create social good
- Financial and societal returns are measured

Impact investing

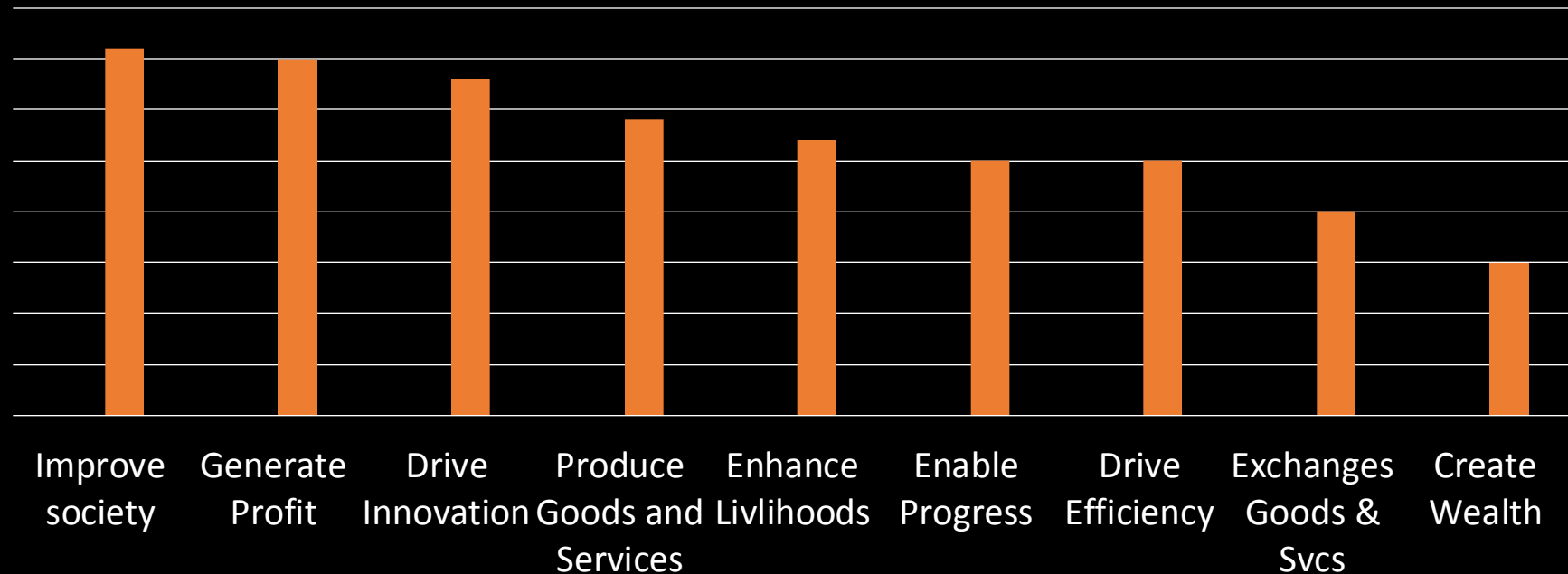


Source: Acumen Fund

Why impact investing?

- Private investment to tackle social challenges can create tremendous social change
- Competitive advantage
- Huge generational wealth transfer Gen X and Millennials will inherit \$41 trillion

Millenials: Primary Purpose of Business

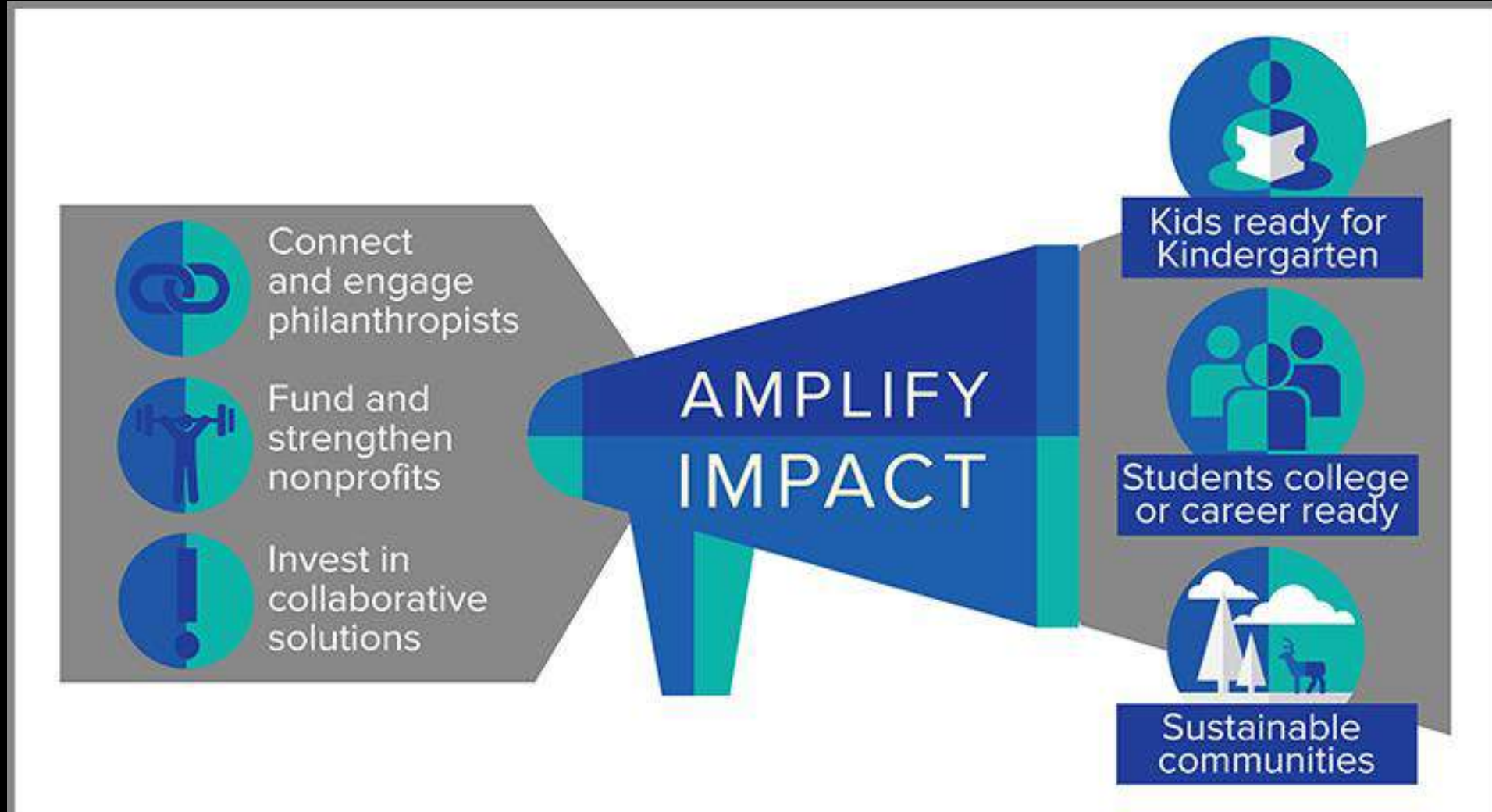


Where are impact investors putting money?

- 2012 survey by JP Morgan
 - \$46 BN
 - 50% fund managers; 22% foundations
 - 50% want competitive market rate
 - 23% close to market rate
 - 23% capital preservation
- Where the money goes
 - 21% to Microfinance
 - 21% Financial Services
 - 11% Energy
 - 8% Housing
 - Food & Agriculture; Health; IT; Sanitation; Education etc



Social Venture Partners Seattle



Thank you

Questions?

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Spectrum of Social Investing







What are impact investors looking for

- Financial returns
- Impact intentionality
- Direct impact