



# Reasons for choosing Social Impact Incentives (SIINC)

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# IMPACT $\alpha$ ALPHA

INVESTMENT NEWS FOR A SUSTAINABLE EDGE

FULL STACK CAPITAL

## Social Impact Incentives Aim to Tilt Businesses Toward the Needs of the Poor

BY DENNIS PRICE • JANUARY 19, 2016

*ImpactAlpha, 19 January 2016*





# Social Impact Incentives (SIINC)

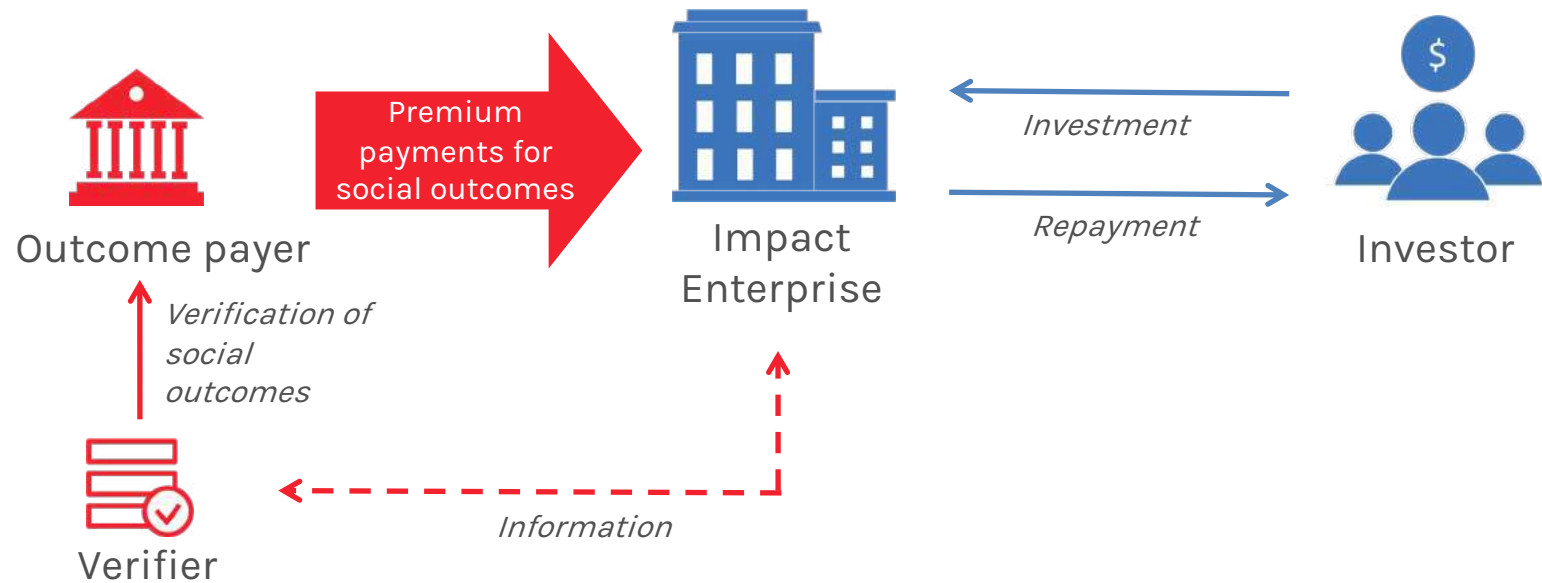
*Make positive impact a choice that pays off*





# Social Impact Incentives (SIINC)

*Make positive impact a choice that pays off*





# Scenario 1

## high impact – low profitability





# Social Value

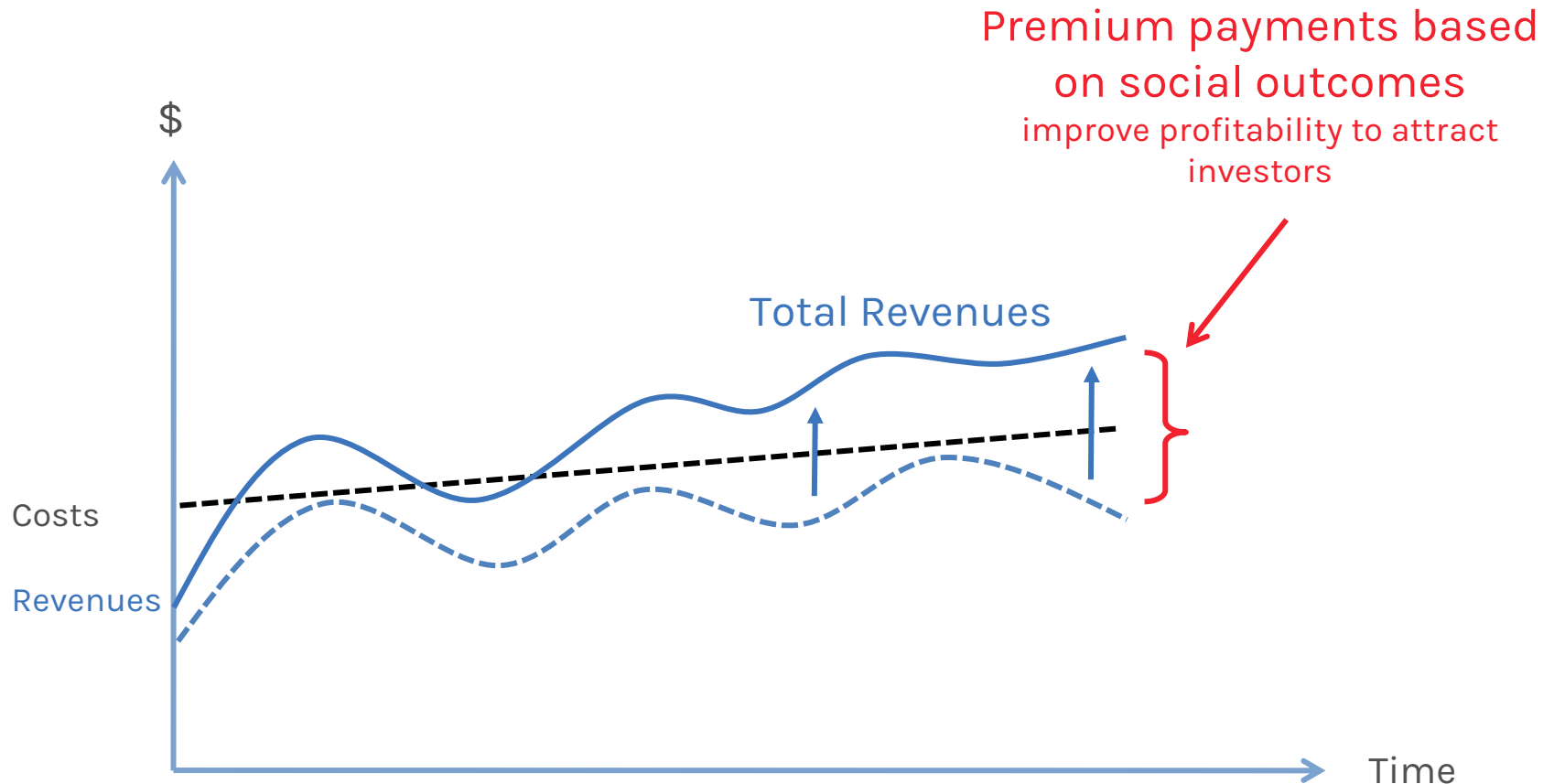
Social value is the value that people place on the changes they experience in their lives. Some, but not all of this value is captured in market prices.

*Source: Social Value International*





# Business case of a high-impact enterprise with Social Impact Incentives (SIINC)





# Scenario 2

## Accelerating impact while scaling

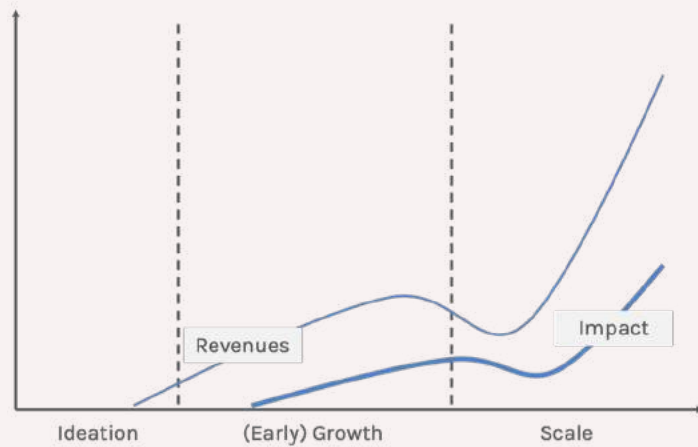




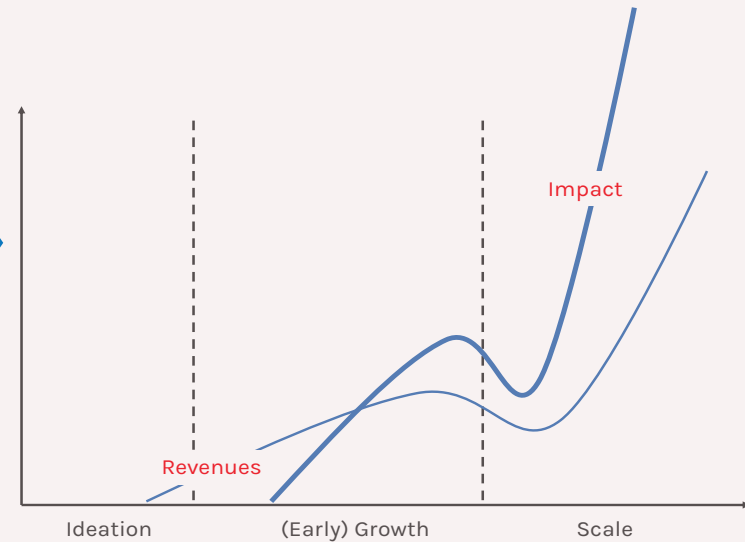


# SIINC supports high-impact companies to scale with exponential growth of their impact

From “aligned“ impact..



.. to exponential impact growth





# Potential for targeting specific outcomes





*“Thanks for motivating us to grow faster  
and scale smarter”*

Greg Krupa, CEO Novulis  
after discussing the terms of SIINC

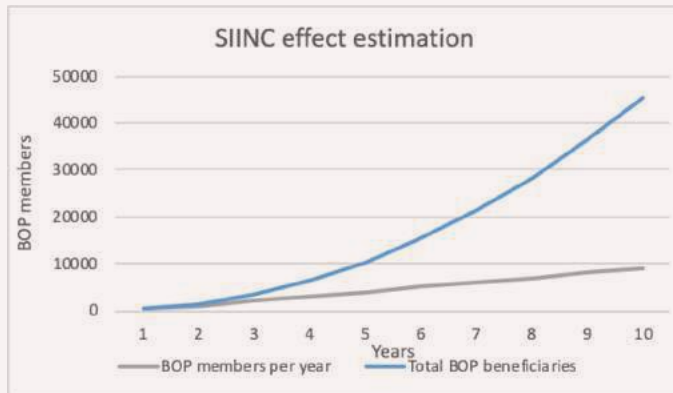




# SIINC additionality: Example Clínicas del Azúcar

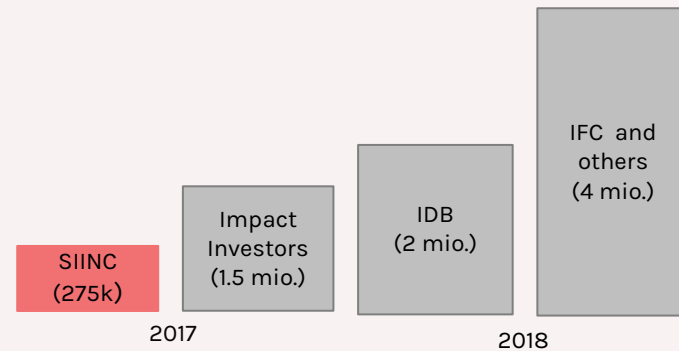
(innovative, low-cost diabetes treatment in Mexico)

## Additional impact



10,000 additional BOP patients  
by year 5

## Financial Leverage



USD 7.5M investment  
within two years



Thank you for your attention!





# Questions to the audience



- In your work – did you come across enterprises where SIINC would have been helpful?
- In which sectors or topic areas do you consider SIINC a **suitable solution**?

