

# INVESTMENT CASE STUDY: IMPACTPHL VENTURES



## THE CHALLENGE

### FINANCING HOMEGROWN, IMPACT-DRIVEN TECH VENTURES

While Philadelphia's reputation as an emerging entrepreneurship, tech, and impact hub grows, it continues to lag in dollars invested compared to other major U.S. cities.

## THE OPPORTUNITY



Credit: thephiladelphiacitizen.org

### MOVING LOCAL CAPITAL OFF THE SIDELINES

Struck by the fascinating variety of impact-driven tech companies in its portfolio, Ben Franklin Technology Partners of Southeastern PA (Ben) set out to engage additional partners committed to invest. Philadelphia is home to 12 public Fortune 500 companies, global private companies, world class "eds and meds", and other potential institutional and individual investors. By enlisting these sources, local capital can be unlocked for the benefit of our region while incentivizing outside capital to follow.

## A SOLUTION

### BEN FRANKLIN FORMED IMPACTPHL VENTURES AS A LOCAL IMPACT CAPITAL CONSORTIUM



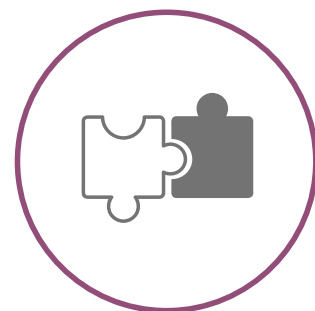
powered by:



Ben identifies deal flow of impact-driven tech ventures



Ben conducts due diligence on prospective deals



Partners are given option to invest in funding round



Ben deploys capital and manages investment



Ben supports investment and tracks impact

## THE INVESTMENT

### EIGHT LOCAL PARTNERS COMMIT \$16MM TOTAL

The participating investors commit to fund local entrepreneurs and enterprises using technology as solutions for environmental, educational, health and wellness, civic and other social issues. Capital investments range from \$50K - \$1MM per venture and include advisory and other resources.



# \$16MM

To-date, ImpactPHL Ventures has allocated almost \$9MM of the \$16MM in committed capital to 39 local ventures.

## THE INTENDED IMPACT

### SHORT- AND LONG-TERM POSITIVE IMPACT FOR A DIVERSE RANGE OF STAKEHOLDERS

The ultimate impact is to start and scale impact-driven, tech-focused enterprises in the Greater Philadelphia region to compete at a local, regional, national, and/or global level.



#### LOCAL ENTREPRENEURS

Entrepreneurs receive values-aligned local capital, advisory support, and community



#### LOCAL INVESTORS

Local investors gain deal flow to investments that aim to provide an impact and financial return



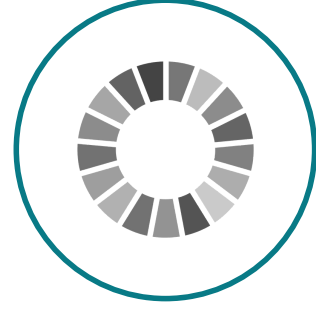
#### TECH AND IMPACT SECTORS

The region's tech and impact sectors grow with the support of local capital and other resources



#### GREATER PHILADELPHIA

The region is able to create jobs, retain and attract talent, attract outside capital, benefit from innovations



#### UN SDGs

Our region is empowered to create solutions that address the UN SDGs for scale or replication