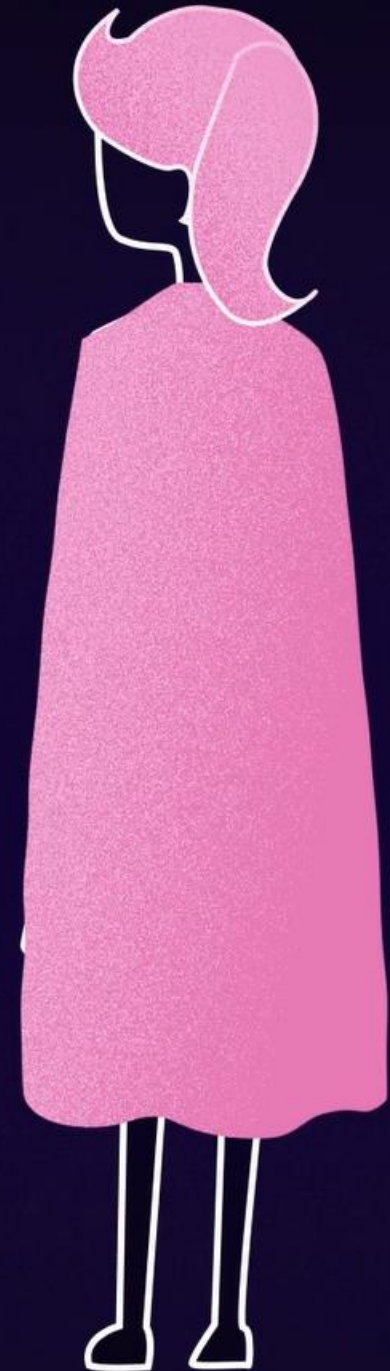


LEAN DATA

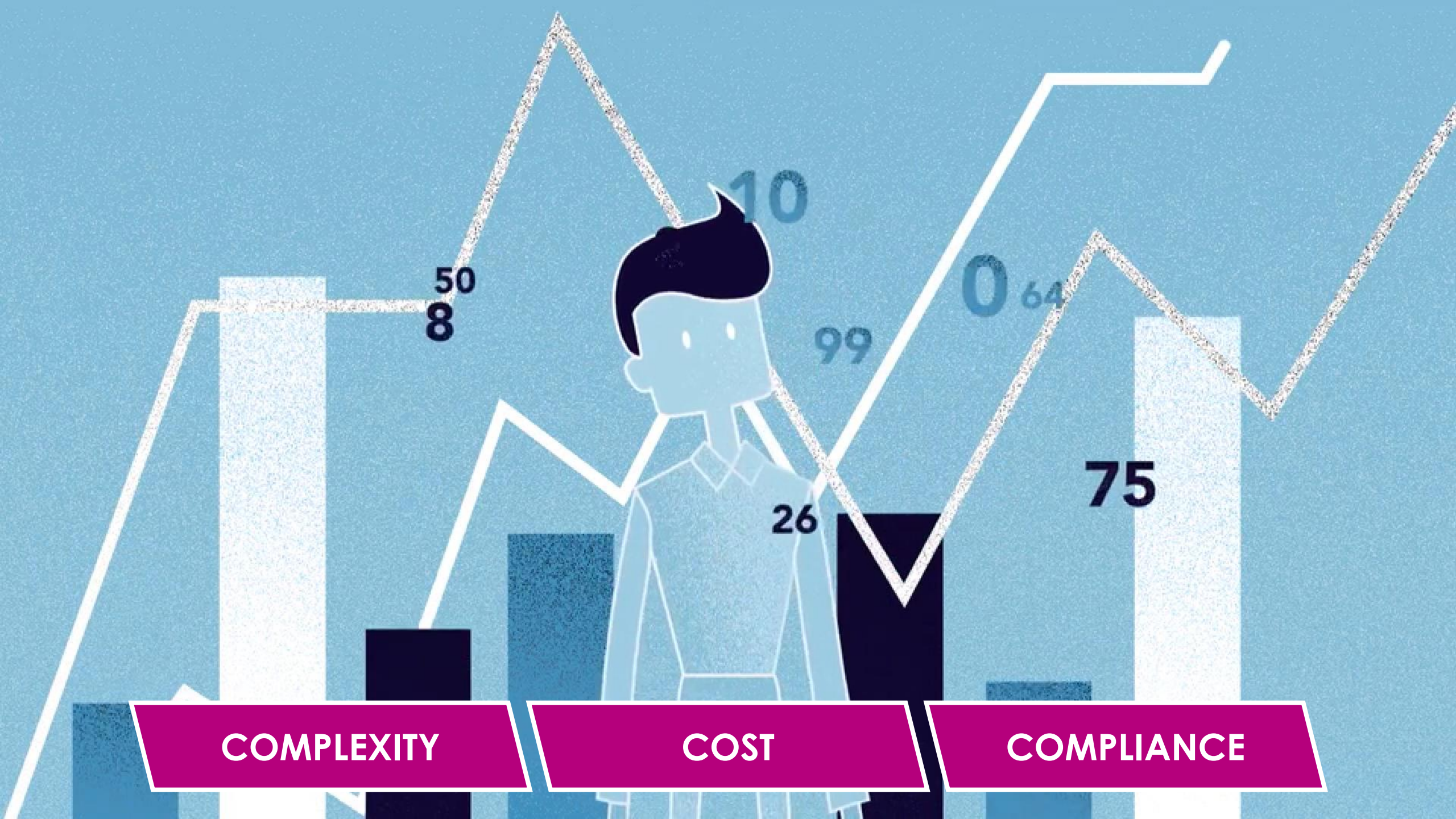
**EUROPEAN INVESTMENT BANK**

MARCH 2018



“IMPACT MEASUREMENT IS THE  
BACKBONE OF IMPACT INVESTING”

G7 Taskforce on Impact Investing



**COMPLEXITY**

**COST**

**COMPLIANCE**

**LEAN DATA**

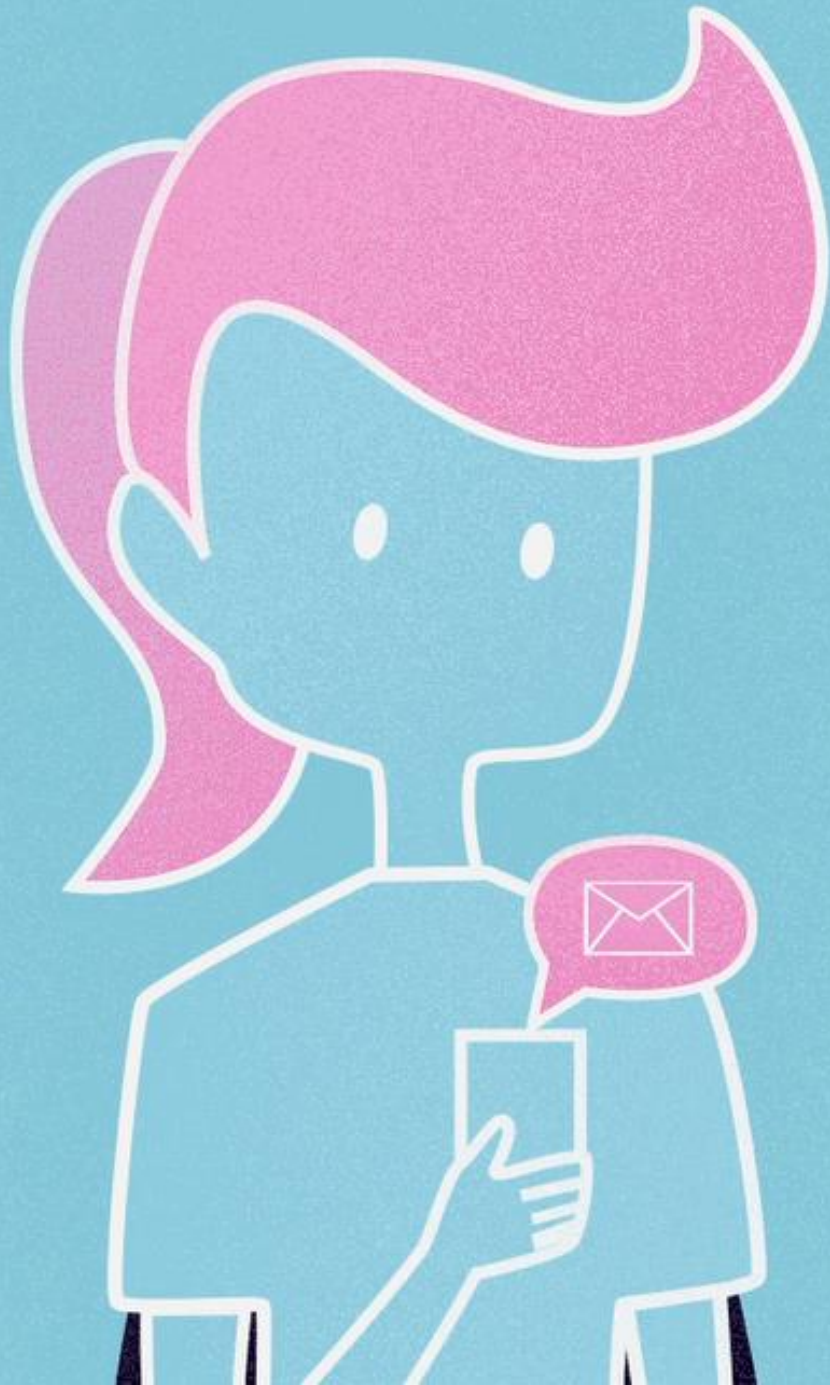
**1. FOCUSED ON COMPANY  
NEEDS**

**2. MOBILE/TECH BASED**

**3. SOCIAL & BUSINESS  
INSIGHTS**

**4. STANDARDIZED SURVEYS  
& BENCHMARKING**





190+ PROJECTS,  
100+ ENTERPRISES & FUNDS

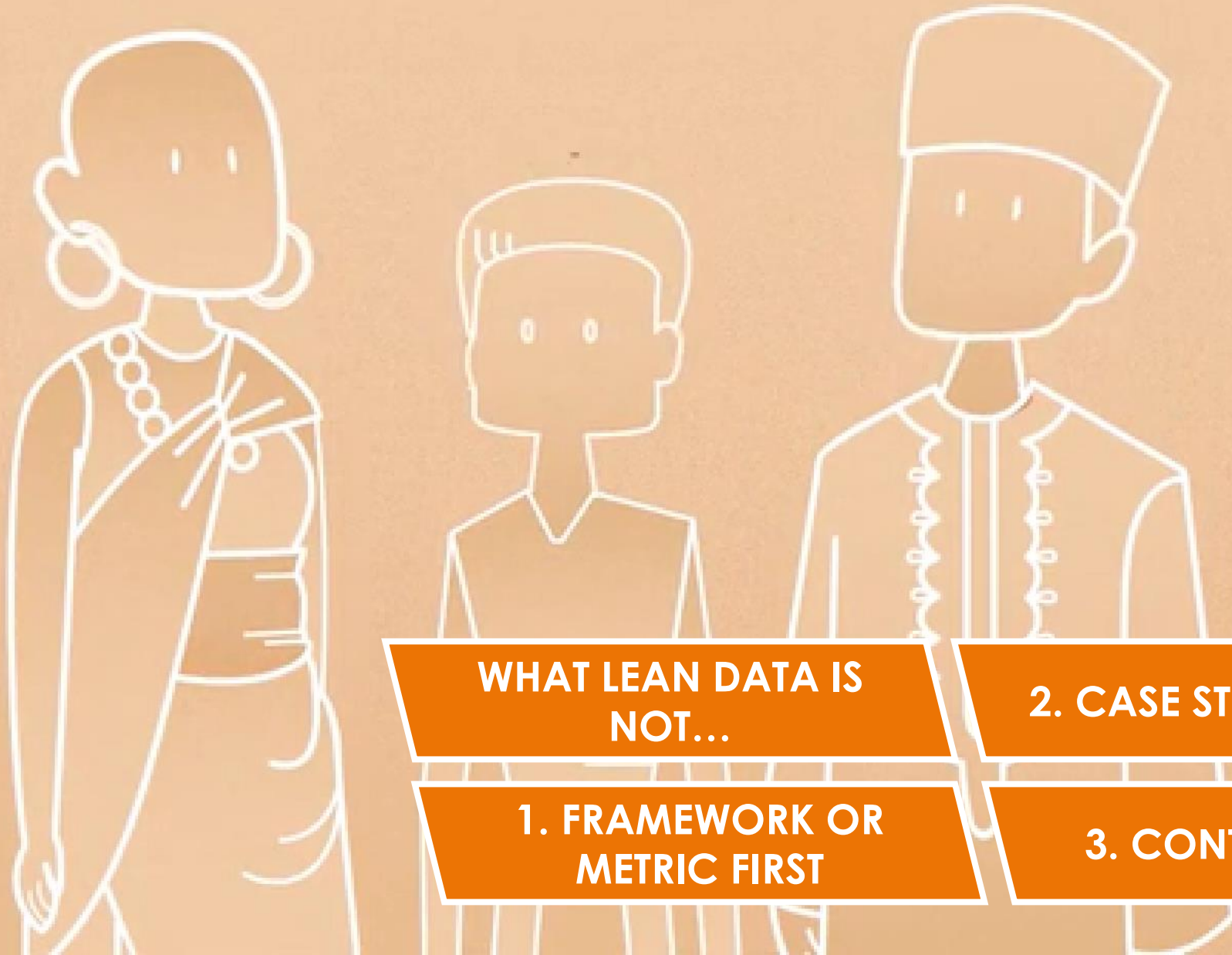
58,000+ SURVEYS



StanfordSOCIAL  
INNOVATION<sup>REVIEW</sup>  
*Informing and inspiring leaders of social change*



HARVARD  
BUSINESS SCHOOL



**WHAT LEAN DATA IS  
NOT...**

**1. FRAMEWORK OR  
METRIC FIRST**

**2. CASE STUDY BASED**

**3. CONTROL TRIALS**

# THE SOCIAL PERFORMANCE OF OFF-GRID ENERGY

21 COMPANIES (10  
ACUMEN)

LEAN  
DATA

G<sup>O</sup>GLA  
Global Off-Grid Lighting Association

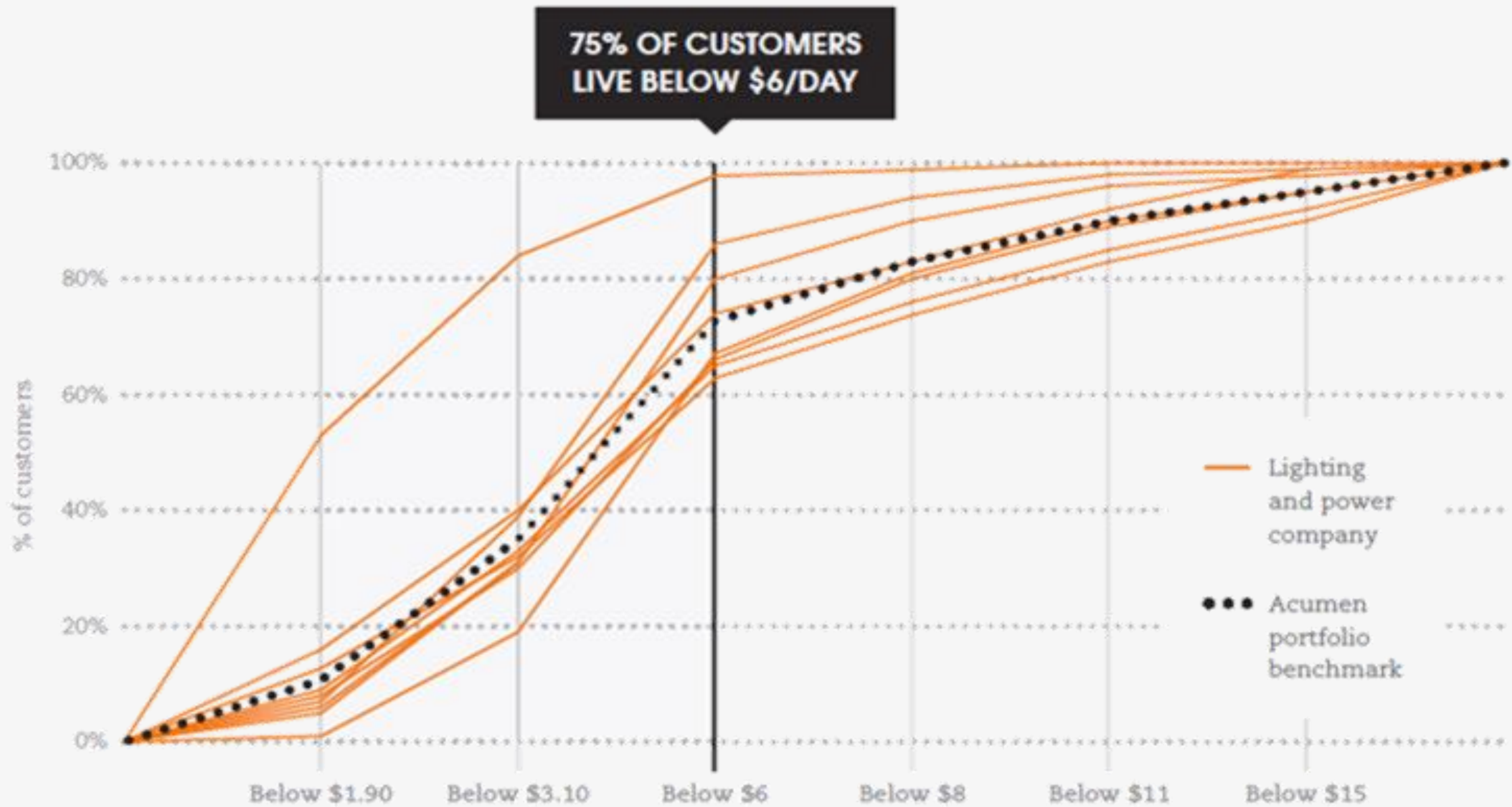
GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES

10,000+ SURVEYS,  
750,000 DATA PTS.

BENCHMARKS



# WHAT IS AN INCLUSIVE BUSINESS?





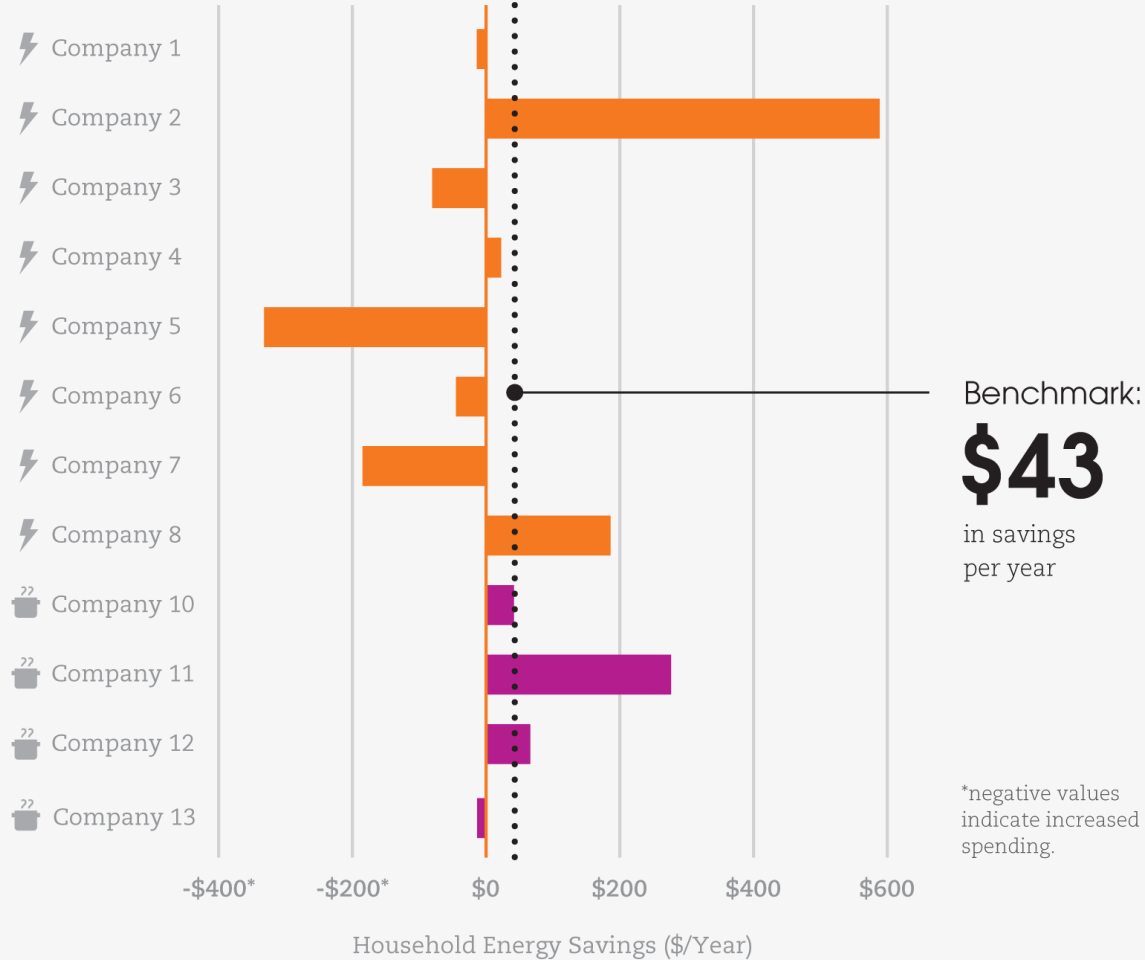
# VARIATION IN CHANGES IN HOUSEHOLD EXPENDITURE

HOW MUCH CUSTOMERS ARE SAVING ACROSS OUR PORTFOLIO

⚡ Lighting and power company

🔪 Cookstove company

⋮ Acumen portfolio  
⋮ benchmark



Benchmark:  
**\$43**  
in savings  
per year

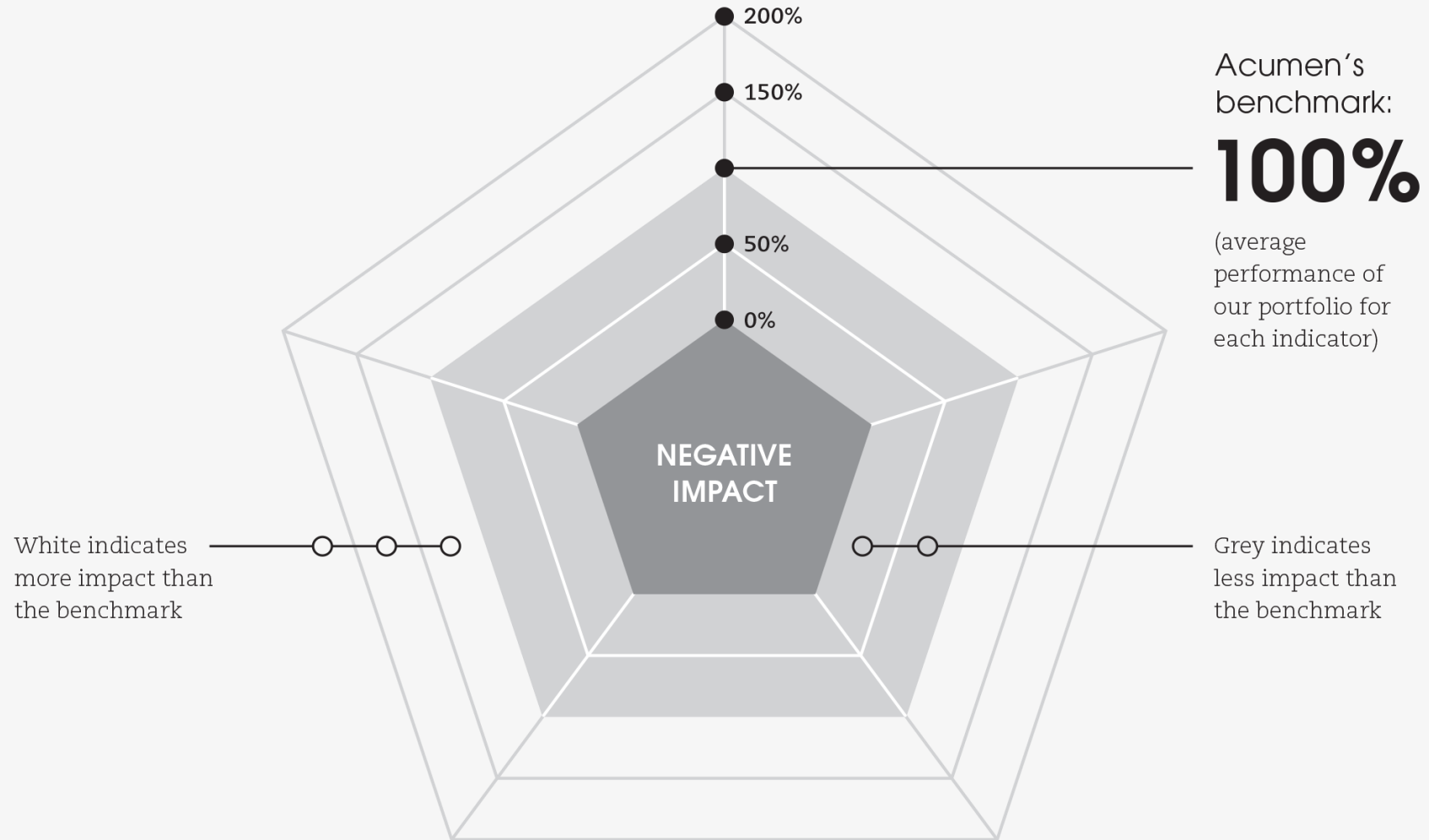
\*negative values  
indicate increased  
spending.

“

Our lighting expenditure was eliminated and we can use that money to buy good food for the family once in a while.

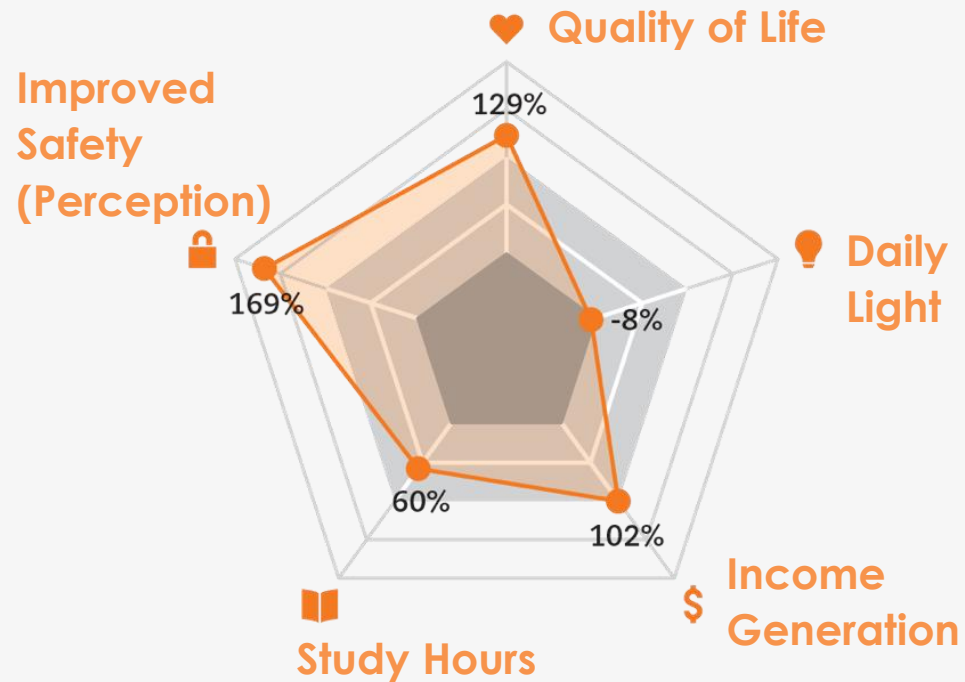
- **Eleazaari Ntamuhiira,**  
**SolarNow, Uganda**

# INVESTIGATING HOUSEHOLD WELFARE

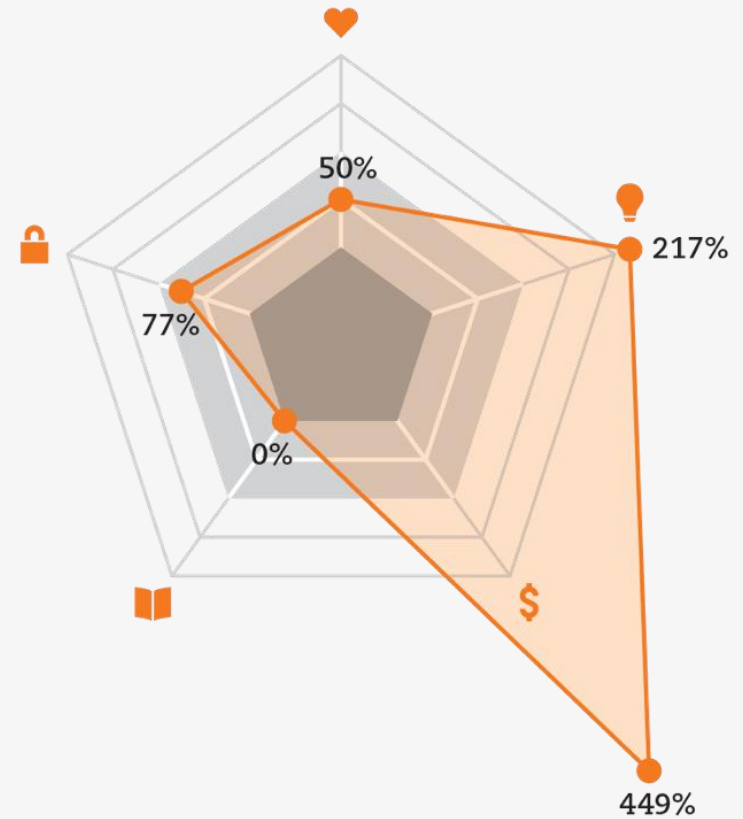


# EXAMPLES FROM SOLAR HOME SYSTEMS

COMPANY 1

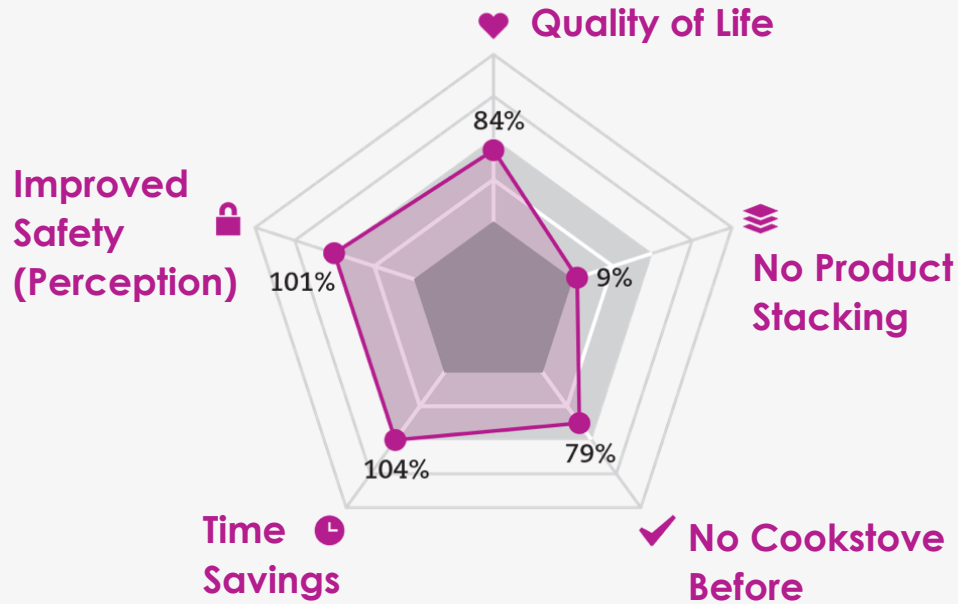


COMPANY 2

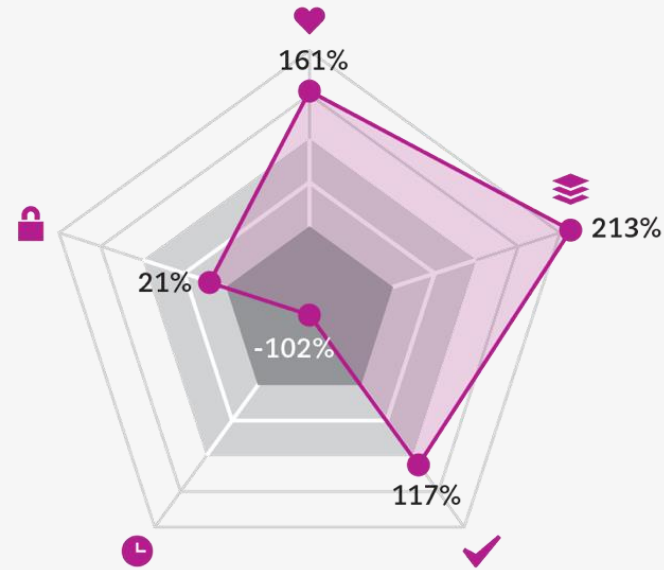


# EXAMPLES FROM CLEAN COOK STOVES

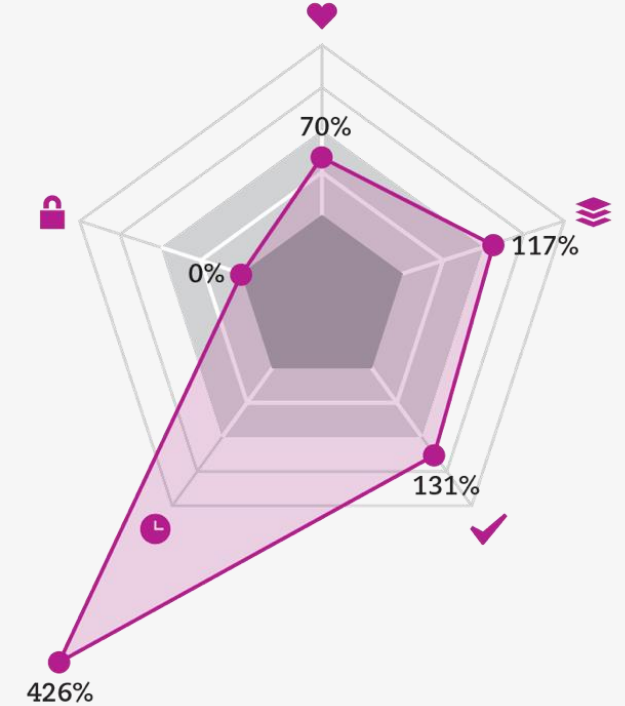
COMPANY 10



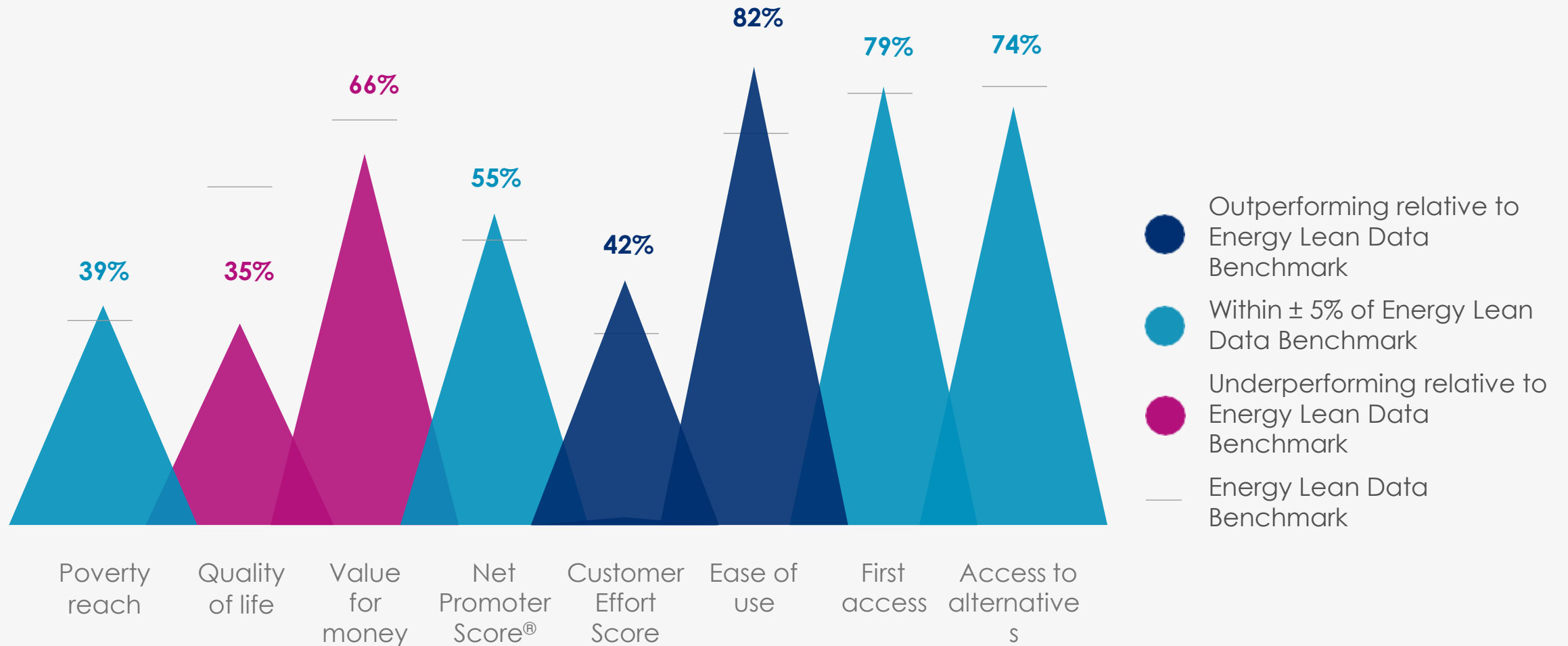
COMPANY 12



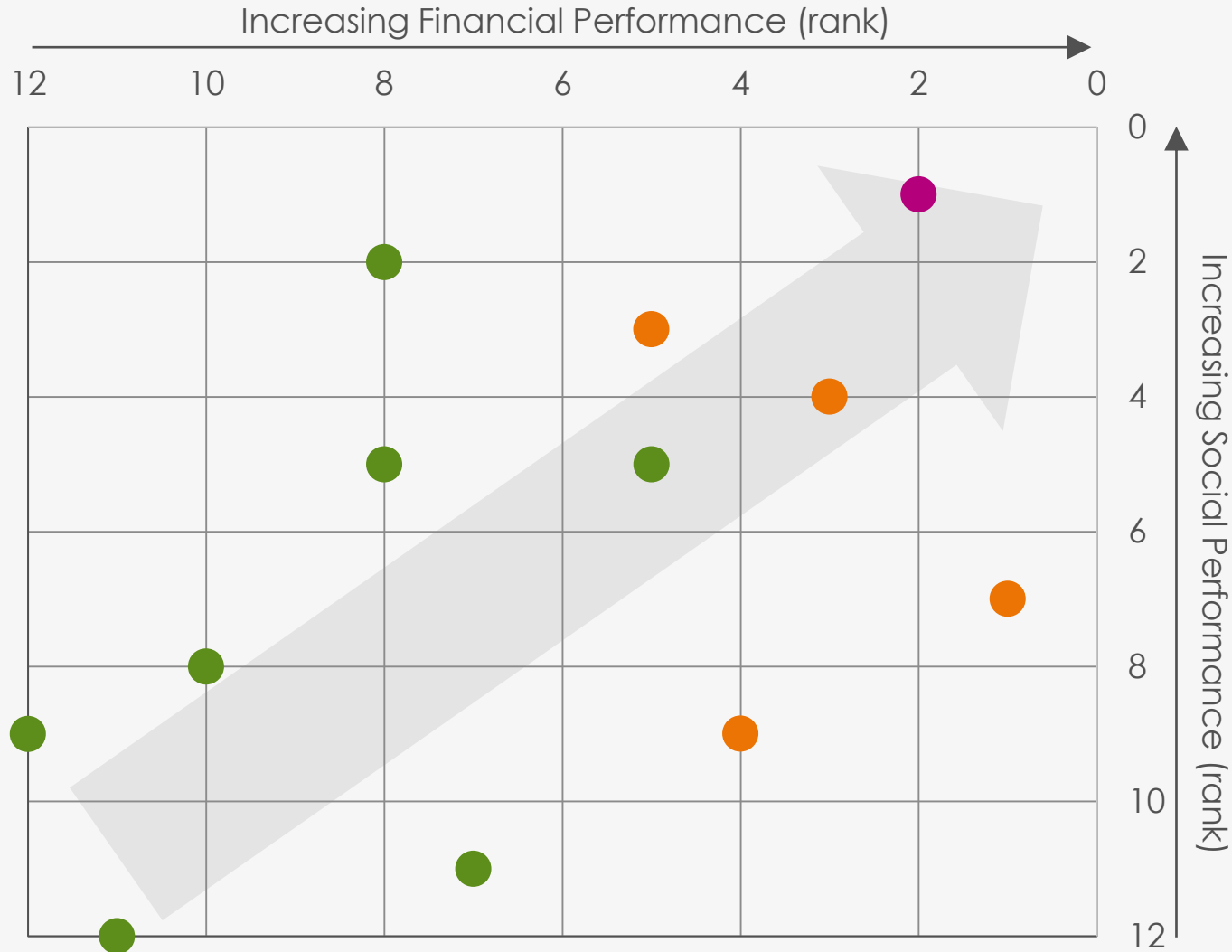
COMPANY 13



# COMPANIES SEE THEIR RELATIVE PERFORMANCE TOO



# LOOKING ACROSS A PORTFOLIO



**Social Impact Ranking  
Based on a Composite  
Index Across Breadth,  
Depth & Business Inclusivity**

## COMPANY STAGE

- Validate
- Prepare
- Scale



**SaaS PLATFORM MVP  
LAUNCH**

**NEW BENCHMARKS**

**MACHINE LEARNING**