“IMPACT MEASUREMENT IS THE BACKBONE OF IMPACT INVESTING”

G7 Taskforce on Impact Investing
1. FOCUSED ON COMPANY NEEDS
2. MOBILE/TECH BASED
3. SOCIAL & BUSINESS INSIGHTS
4. STANDARIDIZED SURVEYS & BENCHMARKING
190+ PROJECTS,
100+ ENTERPRISES & FUNDS

58,000+ SURVEYS
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
Global Off-Grid Lighting Association

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

BENCHMARKS

Frontier Markets

Greenway

HUSK

BioLite
WHAT IS AN INCLUSIVE BUSINESS?

75% OF CUSTOMERS LIVE BELOW $6/DAY

% of customers

Below $1.90  Below $3.10  Below $6  Below $8  Below $11  Below $15

- Lighting and power company
- Acumen portfolio benchmark
Our lighting expenditure was eliminated and we can use that money to buy good food for the family once in a while.

- Eleazaari Ntamuhiiira, SolarNow, Uganda
INVESTIGATING HOUSEHOLD WELFARE

Acumen’s benchmark: 100% (average performance of our portfolio for each indicator)

White indicates more impact than the benchmark
Grey indicates less impact than the benchmark

NEGATIVE IMPACT
EXAMPLES FROM SOLAR HOME SYSTEMS

COMPANY 1

- Improved Safety (Perception)
- Quality of Life: 129%
- Daily Light: 169%
- Income Generation: 60%
- Study Hours: -8%

COMPANY 2

- Safety (Perception): 77%
- Quality of Life: 50%
- Daily Light: 0%
- Income Generation: 449%
- Study Hours: 217%
EXAMPLES FROM CLEAN COOK STOVES

COMPANY 10
- Quality of Life: 84%
- Safety (Perception): 101%
- No Product Stacking: 104%
- Time Savings: 79%
- No Cookstove Before: ✔️

COMPANY 12
- Quality of Life: 161%
- Safety (Perception): 21%
- No Product Stacking: -102%
- Time Savings: 117%
- No Cookstove Before: ✔️

COMPANY 13
- Quality of Life: 70%
- Safety (Perception): 0%
- No Product Stacking: 131%
- Time Savings: 426%
- No Cookstove Before: ✔️
COMPANIES SEE THEIR RELATIVE PERFORMANCE TOO

- Outperforming relative to Energy Lean Data Benchmark
- Within ± 5% of Energy Lean Data Benchmark
- Underperforming relative to Energy Lean Data Benchmark
- Energy Lean Data Benchmark

<table>
<thead>
<tr>
<th>Category</th>
<th>Energy Lean Data Benchmark</th>
<th>79%</th>
<th>74%</th>
<th>82%</th>
<th>55%</th>
<th>66%</th>
<th>39%</th>
<th>35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty reach</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of life</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Promoter Score®</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Effort Score</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First access</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to alternatives</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

First access Value for money Customer Effort Score Ease of use Access to alternatives
LOOKING ACROSS A PORTFOLIO

Increasing Financial Performance (rank)

Increasing Social Performance (rank)

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