

Welcome! We will begin at 12:00 p.m. CT.

CHICAGO IMPACT INVESTING SHOWCASE 2022

Session #4: Private Funds as Impact Investors

PRESENTED BY



SUPPORTED BY



MacArthur
Foundation

Moderator:

Jessica Droste Yagan

Partner + CEO, Impact Engine



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COMMUNITY TRUST

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Foundation



WE ARE A PUBLIC BENEFIT CORPORATION with the mission “to engage more investors, entrepreneurs, and advisors in a market where financial returns are linked to positive social impacts.”

10TH YEAR

hosting a public event to highlight impact investing in Chicago

8,692

individuals reached about impact investing through our events and others in the past 2 years

8,175

subscribers receiving our monthly newsletter about impact investing

Venture Capital and Private Equity

strategies at work for our investors and to build the field, with \$124M AUM

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SESSION #1 - April 5th, 12:00 p.m. – 1:00 p.m. CT
Governments as Impact Investors

SESSION #2 - April 12th, 12:00 p.m. – 1:00 p.m. CT
Individuals as Impact Investors

SESSION #3 - April 19th, 12:00 p.m. – 1:00 p.m. CT
Foundations as Impact Investors

SESSION #4 - April 26th, 12:00 p.m. – 1:00 p.m. CT
Private Funds as Impact Investors

SESSION #4:

PRIVATE FUNDS AS IMPACT INVESTORS

Tue, April 26, 2022, 12 - 1PM CDT



JESSICA DROSTE YAGAN
Moderator

Exploring the role of private funds as impact investors, and how they aggregate and deploy capital on behalf of governments, individuals, foundations, and others



Tasha Seitz
Partner
Impact Engine



Feyi Olopade Ayodele
CEO
Cancer IQ



Mindi Knebel
Founder & CEO
Kaizen Health



Andy Zopp
Managing Partner
CAST US



Sergio Suarez
CEO
Tackle AI



Pertee Spencer
Co-Founder
AYO Foods

IMPACT INVESTING: INTENTIONALITY & MEASUREMENT

PRODUCT

Impact through **products** and services that directly create positive impact while driving revenue

PLACE

Impact through businesses that base their operations where jobs are scarce or offer little upward mobility can drive positive impact in that **place**

PEOPLE

Impact through businesses or funds that are founded by and/or create opportunity for **people** historically underserved by existing markets

PROCESS

Impact through businesses that actively manage and improve environmental, social, and governance (ESG) impacts through business **process**

PARADIGM

Impact through the disruption of existing **paradigms** can create change at the systems level

Welcome!

Tasha Seitz

*Partner,
Impact Engine*



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100% Impact Investor Since 2012

We have invested in **6** funds** and **68** companies**, have \$124M AUM¹, and have been recognized as a **leading impact firm** by Impact Assets for 4 years in a row.

Accelerator Funds
(2012-14)

Ventures Funds I (2015), II (2018), and III (2022)

Private Equity Funds I (2019)
and II (2022)

All data as of 12/31/21 unless noted with *, which is as of 9/30/21, or with **, which is as of 3/1/22

1 - AUM is calculated with 12/31/21 valuations for Accelerator, Venture I, and Ventures II funds and 9/30/21 valuation for Private Equity Fund I

Multiple Layers of Impact in Our Work

Impact through our investments

- 100% of our investments are made with an **impact theory of change** and metrics
- **ESG and DEI** are core considerations to help our companies manage as they grow
- **Investing early** in new companies and funds

Impact on the finance industry

- Women-owned and led
- Our team is **63%** women and **69%** non-white
- We have invested in companies led by **33%** women CEOs and **36%** non-white CEOs since 2012

Impact with our investors

- **Thought partnership** on personal and institutional impact investing strategies
- Regular **educational events and blog** posts to share why we invest and what we are learning

Data is as of 3/1/22.

Confidential & Proprietary - 4/13/22 - See Disclaimer for important information

Investment Impact with Depth and Rigor



ECONOMIC
OPPORTUNITY



ENVIRONMENTAL
SUSTAINABILITY



HEALTH EQUITY

- Our investment approach requires **strong alignment between financial and social returns**, typically through the company's core product.
- Every step of our investment process reinforces this relationship: **Side letters, impact commitment agreements**, and **advisory seats** create engagement and accountability with investees.
- We **measure** and **report impact** bi-annually.
- We also review for **ESG risks** and support **proactive improvement** on material ESG issues, including **DEI**.

Impact Thesis and S-E-A Metrics for Every Company

We develop an impact thesis and agree on a pragmatic yet meaningful set of impact metrics with every portfolio company, then we seek improve impact fidelity over time. We are often the first investors to bring up impact metrics with each company.

	SCALE METRICS	EFFECTIVENESS METRICS	ACCESSIBILITY METRICS
	<ul style="list-style-type: none"> + How many people are impacted by the company? + How many units of impact are generated by the company? 	<ul style="list-style-type: none"> + What is the efficacy of the solution? + To what degree are people impacted? 	<ul style="list-style-type: none"> + Who is impacted by the company, and to what degree are they underserved? <p>No matter how compelling the company, its impact is limited unless it is serving the customers that truly need it.</p>
	How Much?	How Much? What Risk Contribution?	Who?

IMP
Alignment

Impact & Financial Returns that are Linked & Scalable



ECONOMIC OPPORTUNITY



Hourly & Gig Workers
Upskilling
Responsible Financial Services
Student Success



ENVIRONMENTAL SUSTAINABILITY



Clean Energy Transition
Energy Efficiency
Supply Chain Solutions
Sustainable Food/Ag
Waste Reduction & Circularity



HEALTH EQUITY



Affordability of Care
Mental & Behavioral Health
Social Determinants
Virtual Care
Aging
Gender Inclusive Care

Impact Grows with Financial Returns

ECONOMIC OPPORTUNITY



- + BookNook is a virtual literacy and math tutoring platform with proprietary software and processes that are proven effective.
- + 1.0 reading level improvement on benchmark (F&P Levels) after using BookNook.

ENVIRONMENTAL SUSTAINABILITY



- + Measurabl is a sustainability performance platform for commercial real estate that provides actionable insights and facilitates reporting, certification, and compliance.
- + 11,722,322,857 gross sq. footage (GSF) of commercial real estate using the platform

HEALTH EQUITY



- + Workit Health offers an end-to-end virtual solution for addiction treatment rooted in evidence-based care
- + 1,501 individuals completed the kickstart module, 60.9% saw a reduction in usage and 95.0% reported an improvement in their quality of life

Welcome!

Feyi Olopade Ayodele

*CEO,
Cancer IQ*



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Our Vision and Mission

Our Vision

To end cancer as we know it by detecting it earlier or preventing it altogether.

Our Mission

To connect a broader population of patients and providers to the latest innovations in cancer prevention, early detection and treatment.

Why does CancerIQ exist?



Too many **high-risk patients are missed** by the current system



Female: age 46
Grandmother: ovarian cancer
Father: lymphoma
Met NCCN genetic testing criteria
Undiagnosed TP53 mutation

Dx: Late-stage ovarian cancer



Female: age 37
Grandmother: breast cancer
Tyrer-Cuzick Lifetime Risk: 45%
Annual breast MRI:
Non-compliant

Dx: Late-stage breast cancer



Female: age 62
Lifestyle: Previous smoker
Smoking history: 25 pack years
Low-dose lung CT scan: NO

Dx: Late-stage lung cancer



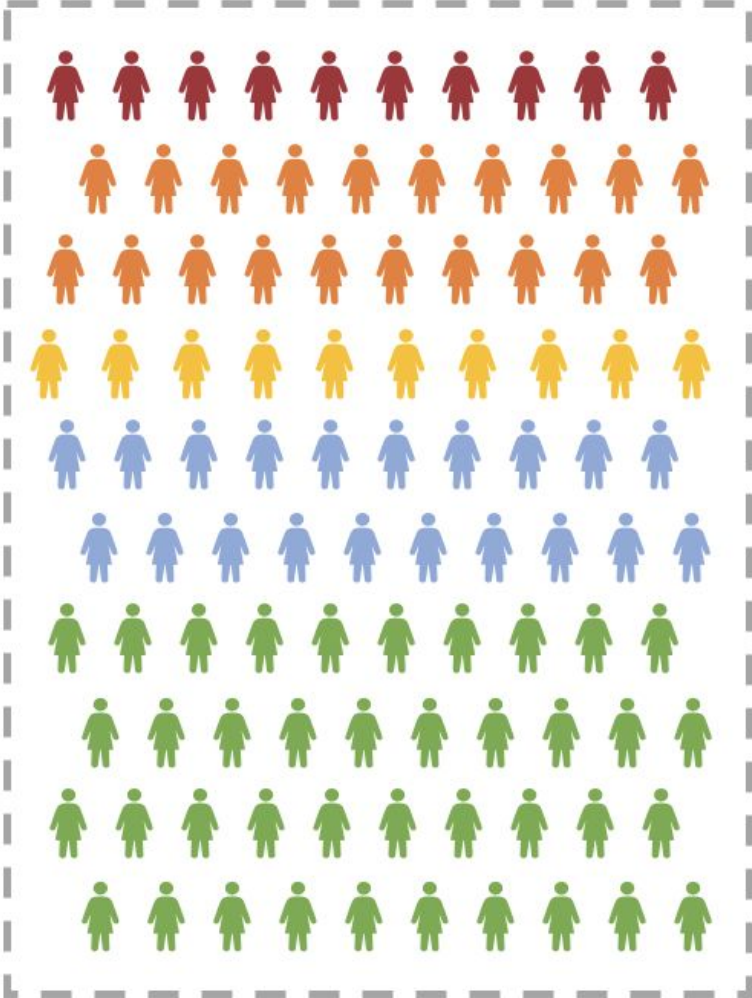
Male: age 58
Family history: Unknown
Colonoscopy recommended: YES
Colonoscopy adherence: NO
Other CRC Screening: NO

Dx: Late-stage colon cancer

Segmenting the patient population

Your patient population

Elevated Risk



Known Genetic Mutations

87% lifetime cancer risk

Family History

24% lifetime cancer risk

Lifestyle

22% lifetime cancer risk

Adherence

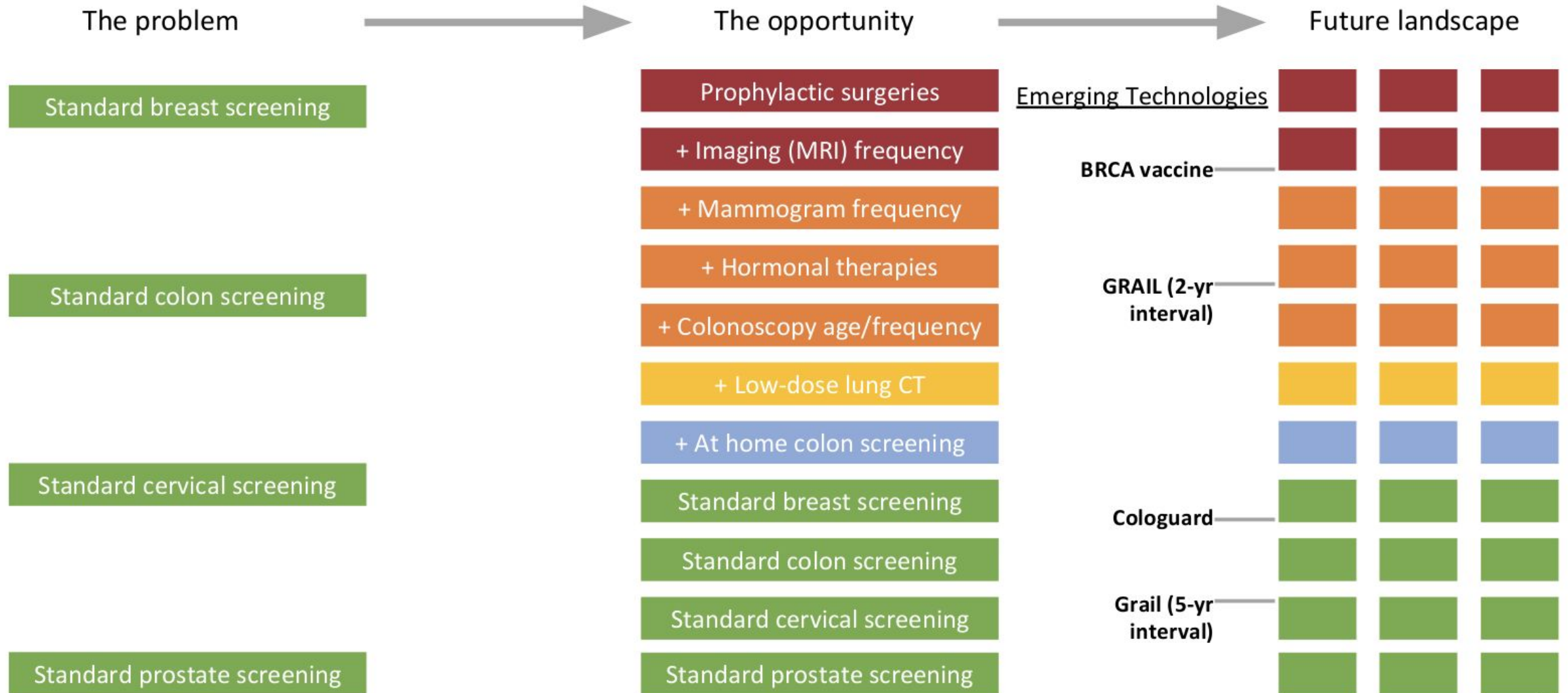
Elevated risk of late-stage detection

Average

12% lifetime cancer risk

Cancer screening and risk-reduction programs require a more precise approach to population risk segmentation

Precision prevention is the future



CancerIQ Company Overview



We help providers stay ahead of cancer with our precision prevention platform

End-to-end cancer prevention platform



Digital engagement (patient/family Hx)



Screening guidelines/risk models



Genetic testing decision support



Care management workflows



Population Analytics



Broad adoption across service lines



Genetics



Imaging



Oncology



Gastro



OBGYN



Primary Care

Health system partners



How we create value

- Improve specialist productivity
- Generate more downstream revenue
- Early detection/prevention of cancers
- Clinical quality/screening compliance
- Reduce health system leakage

Diagnostic company partners



How we create value

- Accelerate physician adoption of genomic testing
- Increase identification of patients eligible
- Improve prior-authorization process & lower insurance denials

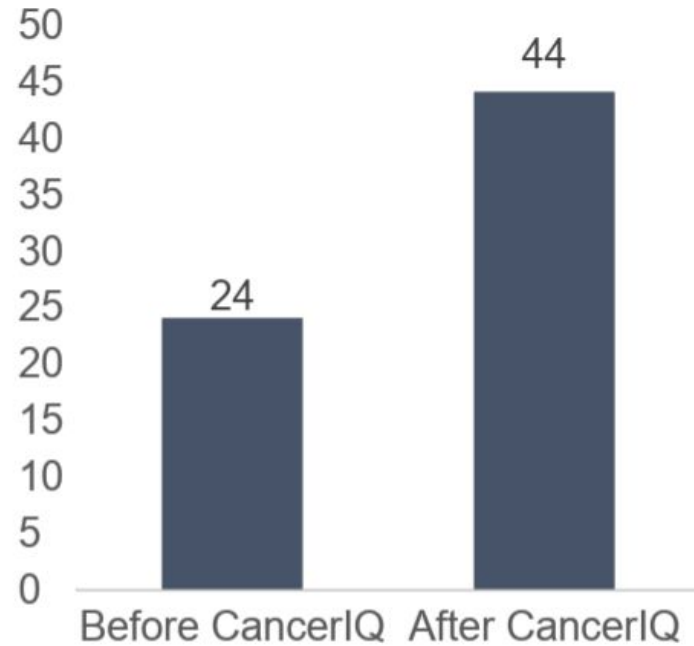


Dignity Health : the value proposition in oncology

“CancerIQ allows our cancer geneticists to perform at the top of the scope of their license”

Genetic Counselor Productivity

Increase in Monthly Visits / Genetic Counselor

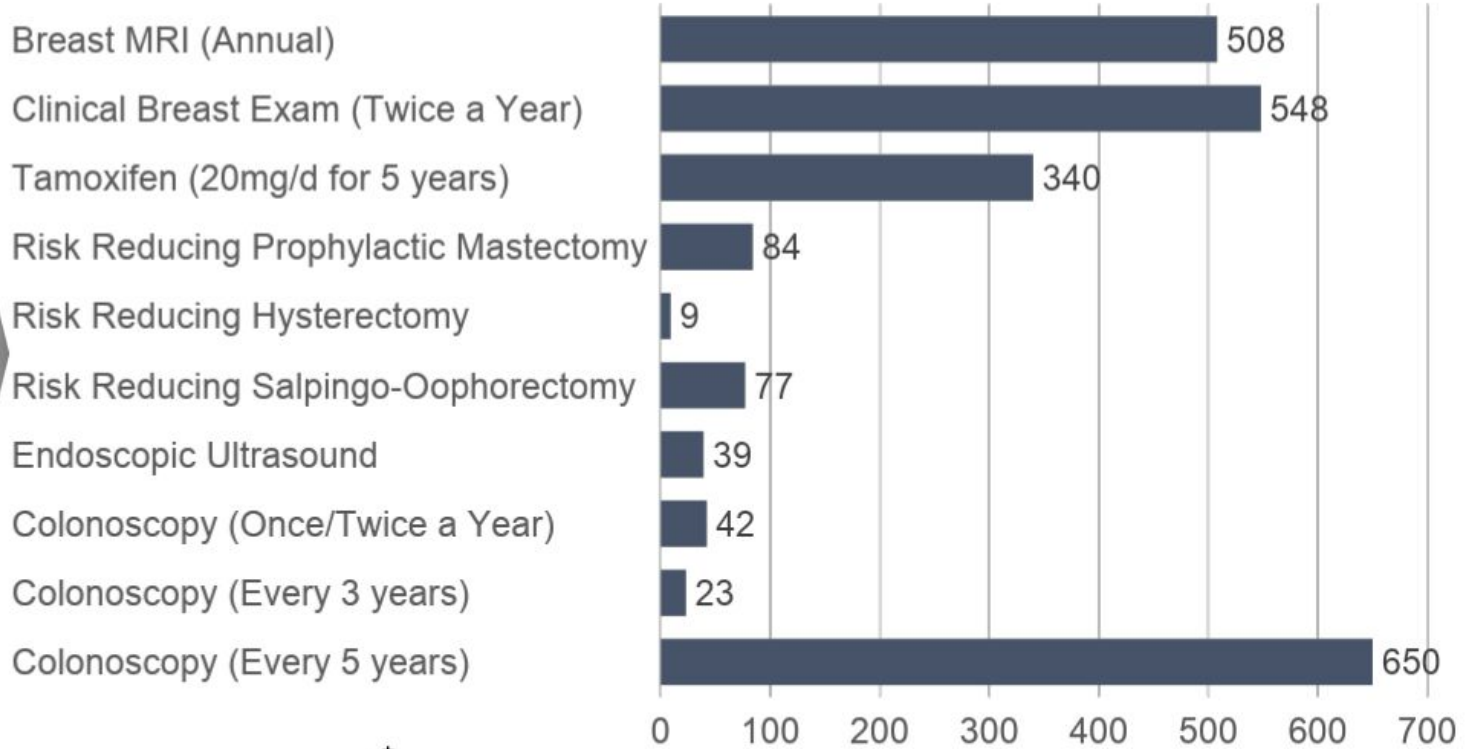


1.8x

more patients seen

Downstream Revenue

Medical Management Changes Recommended by Genetic Counseling Team



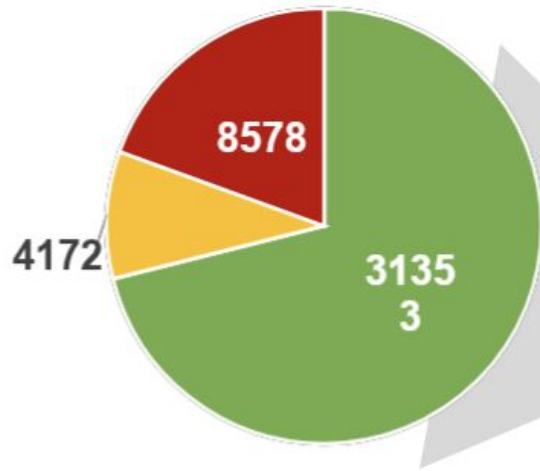
\$2.1mm

preventative service revenue

Adventist Health : the value proposition in preventative care

“Through our partnership with CancerIQ, we’re helping providers to manage high-risk patients. [That] will ultimately drive early detection and prevention made possible through genetic testing.”

Risk Stratification Outcomes

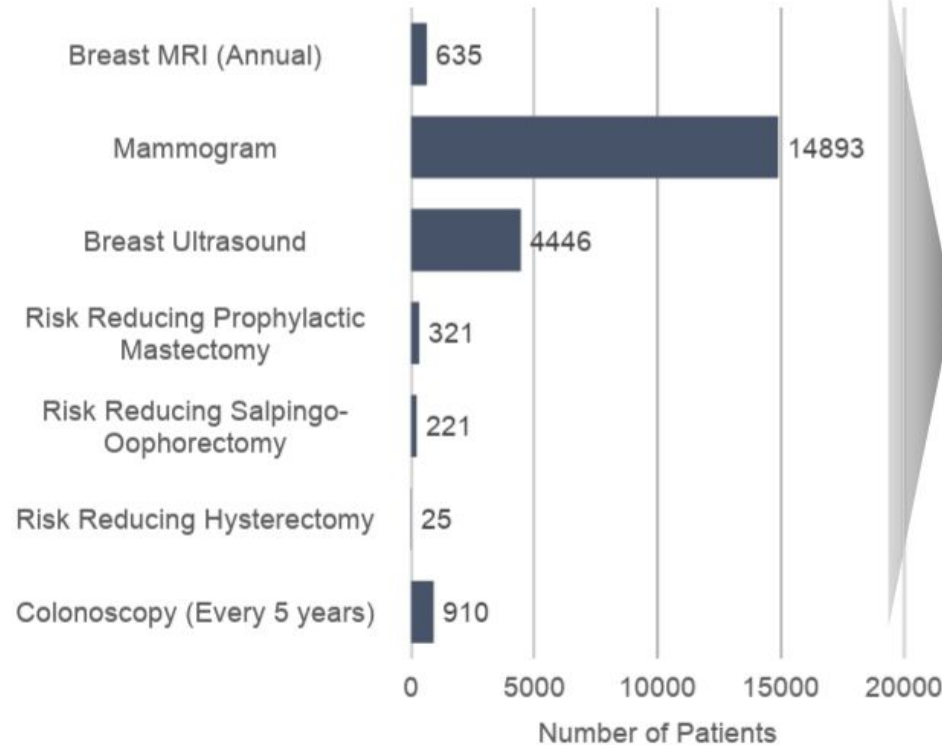


■ Average Risk
■ Familial Risk
■ Genetic Risk

44k

patients screened

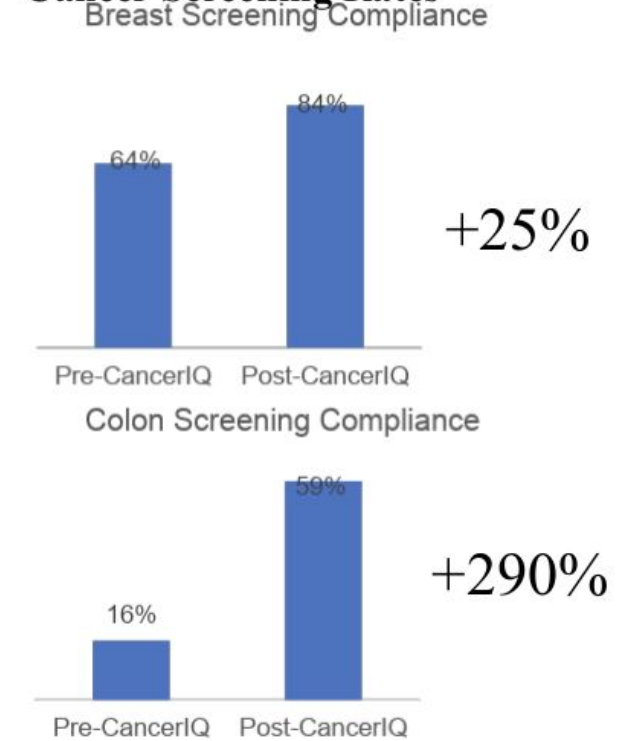
Downstream Preventative Services Recommended



\$7.2m

preventative service revenue

Cancer Screening Rates



improved quality scores

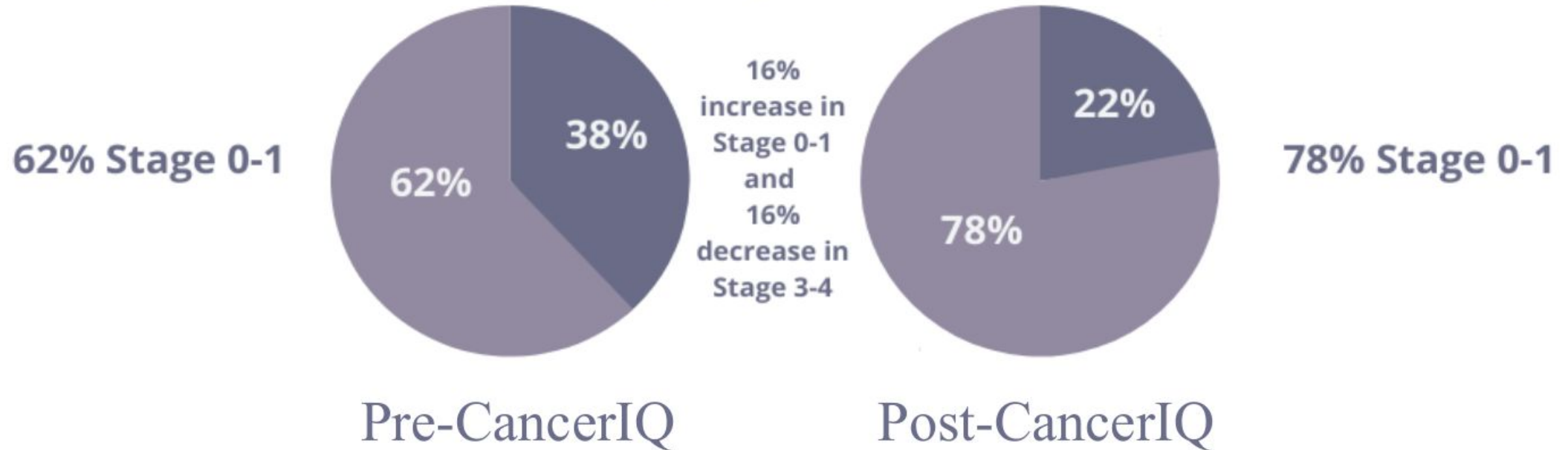


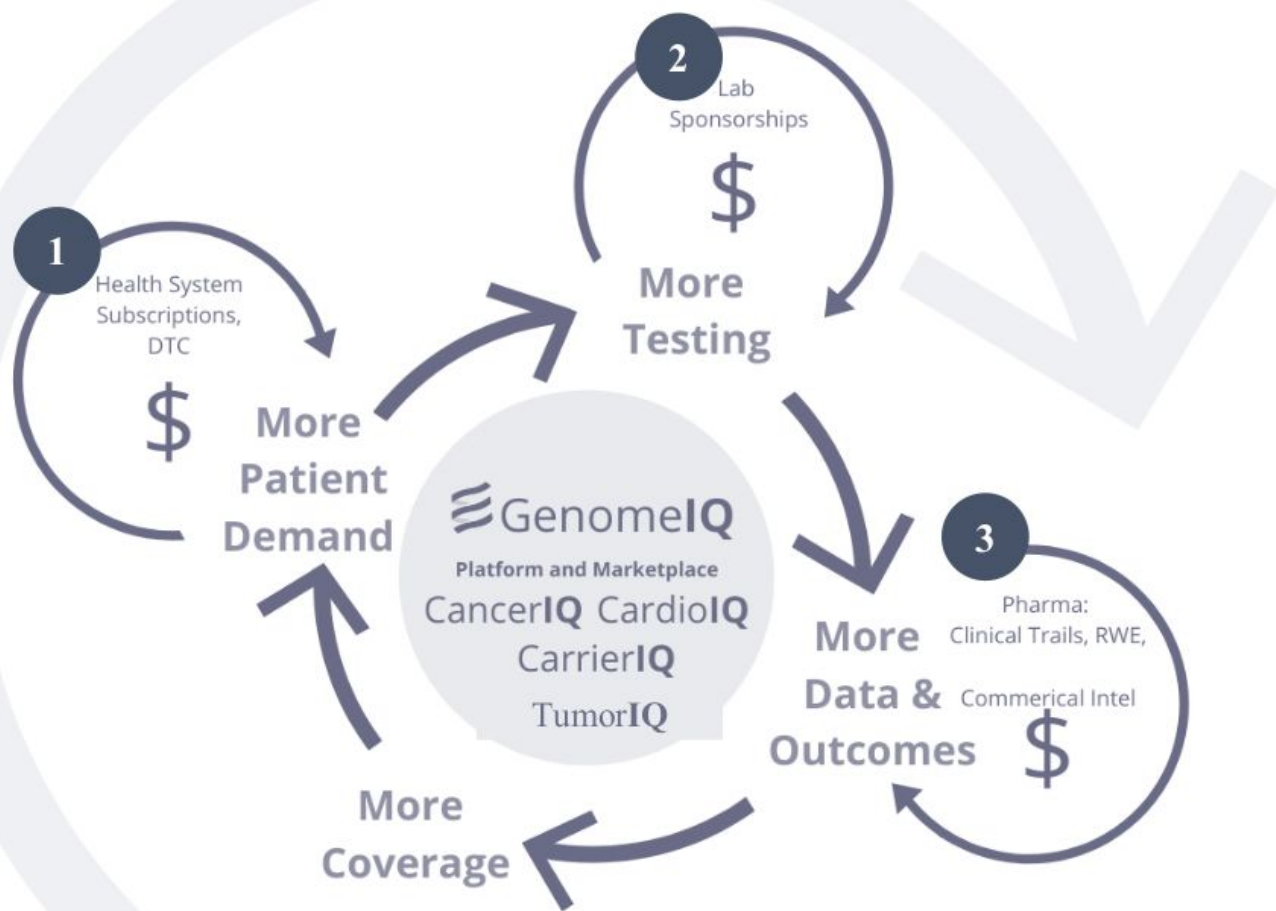
METHODIST
JENNIE EDMUNDSON

: the value proposition in population health

CancerIQ Improves Patient Outcomes by Moving More Patients to a 0-1 Stage Diagnosis

Early Diagnosis Rate





The “IQ” Network Effect

1

2

3

Welcome!

Mindi Knebel

*Founder & CEO,
Kaizen Health*



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Transportation
should always
connect, never
divide.

- Pete Buttigieg

PUBLIC TRANSIT



Expand the Geography Reach and Hours of Availability

- Combined the GoBus Pace System, rideshare and private wheelchair accessible vehicles
- One place to go with extended capabilities



INFANT MORTALITY



Highest rate of infant mortality
in the US

- Lack of transportation to pre-natal and post-natal appointments
- Lack of access to fresh food

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

FOOD INSECURITY



COVID caused many people to be affected by food insecurity

- Worked with a North Carolina Health System and local restaurants to get prepared meals and groceries delivered based on the disease state of the person



Diverse Learners Lacked Transportation to School

- Implemented dynamic solution to augment the traditional school bus to get the Diverse Learners to the best school for them
- Routed students for maximum efficiency and to limit their time on the vehicles



Welcome!

Andy Zopp

*Managing Partner,
CAST US*



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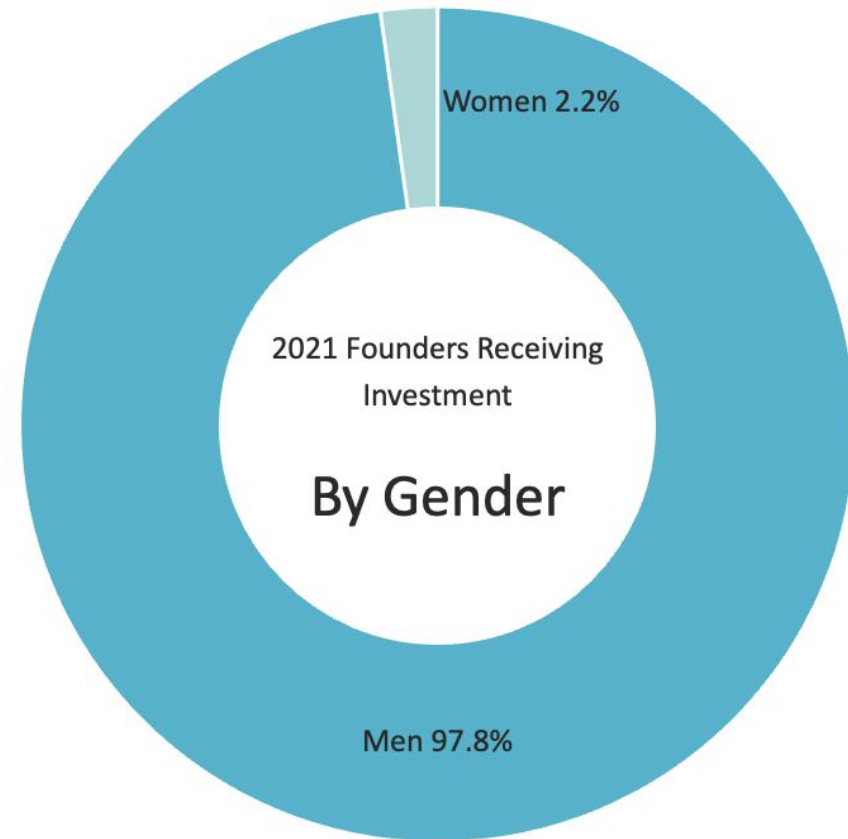
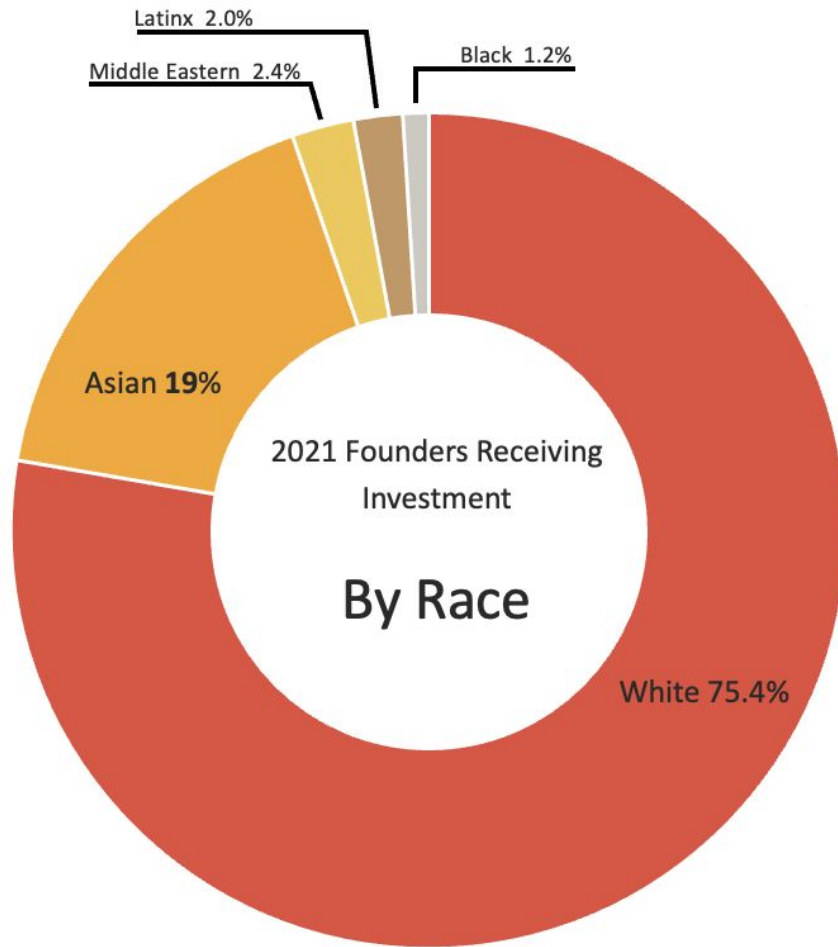
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A group of business professionals, including men and women, are sitting on white chairs in a meeting room. They are dressed in professional attire. One person is holding a laptop, and another is holding a smartphone. The image is overlaid with a semi-transparent white box containing the title text.

The Reality Today for Entrepreneurs of Color

Black, Latinx and Women founders receive disproportionately low levels of venture capital support



Source: Crunchbase; [Crunchbase Diversity Spotlight 2020: Funding to Black & Latinx Founders](#), January 2021
Source: Crunchbase; [How entrepreneurs access opportunity in America](#), 2022

The equity capital gap in Chicago

80%

Black and Latinx entrepreneurs in Chicago have 80% of their equity capital needs go unmet, compared to 46% of White-owned businesses

\$146M

There is a gap of at least **\$146M** between supply and demand for equity capital among Black and Latinx entrepreneurship in Chicago

Too Few

There are **too few Chicago** equity capital providers of scale focused on entrepreneurs of color and providing the type of capital required by their businesses

1.2%

Of venture capital funding goes to African American founders

2x

Loan denial rates for businesses owned by people of color as compared to non-POC businesses

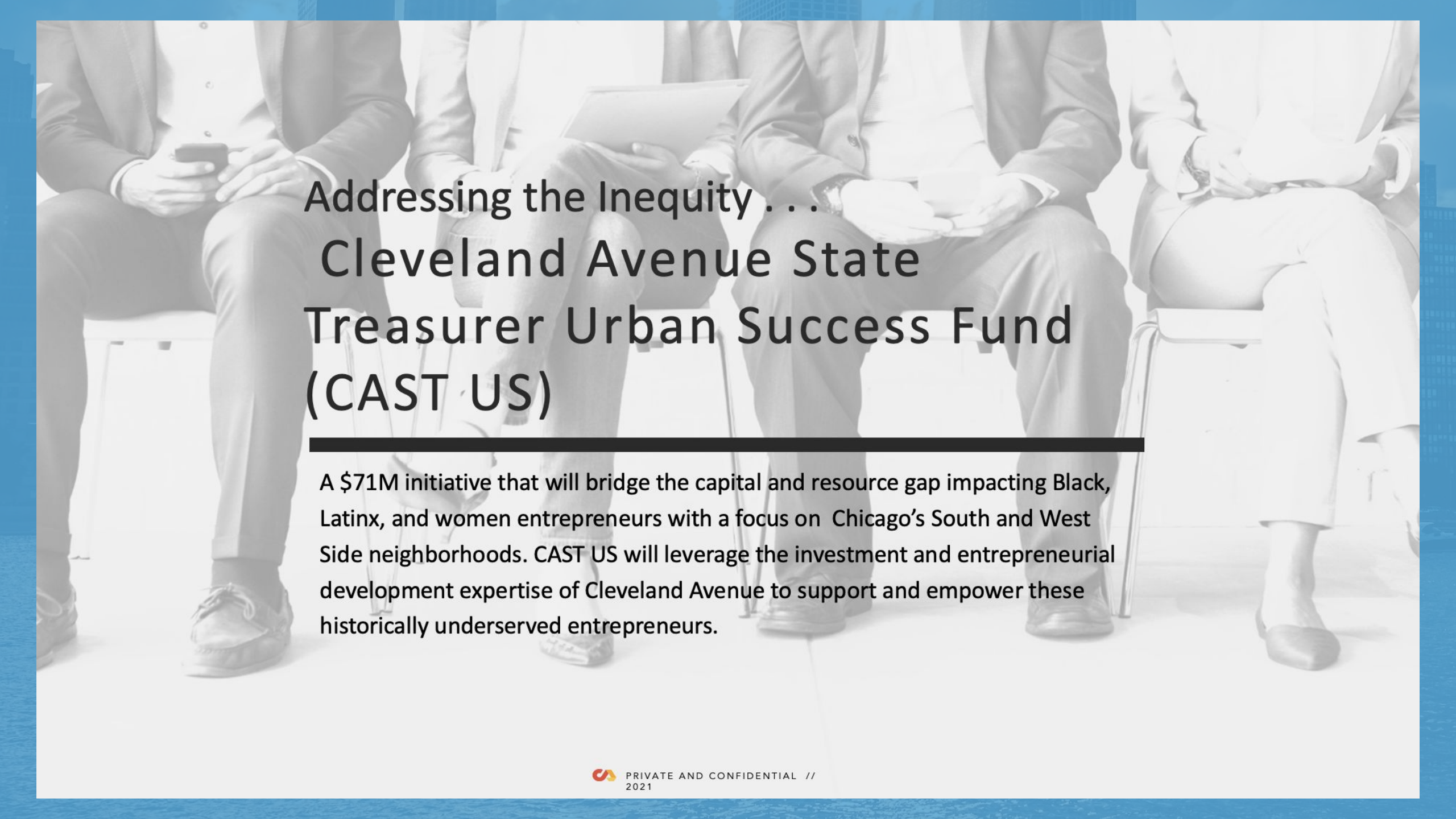
+22%

Average loan interest premium (7.8% vs. 6.4%) to business owners of color

-39%

Difference between average POC- business loan (**\$363k**) and average non-POC business loan (**\$592k**)

Source: NextStreet ["The Equity Capital Gap for Entrepreneurs of Color in Chicago"](#) June 2020.



Addressing the Inequity . . . Cleveland Avenue State Treasurer Urban Success Fund (CAST US)

A \$71M initiative that will bridge the capital and resource gap impacting Black, Latinx, and women entrepreneurs with a focus on Chicago's South and West Side neighborhoods. CAST US will leverage the investment and entrepreneurial development expertise of Cleveland Avenue to support and empower these historically underserved entrepreneurs.

Investing in People & Communities



**\$71M Industry
Agnostic Fund**

75%

Of the fund will be invested
in **Black and Latinx** owned
companies

75%

Of the fund will be invested
in businesses positively
impacting **Chicago's South and
West Side**

50%

Of the Fund will be
invested in **Women
Entrepreneurs**

Current Investments



Welcome!

Sergio Suarez

*CEO,
Tackle AI*



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Welcome!

Perteet Spencer

*Co-Founder,
AYO Foods*



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THE FACTS



Nearly 50% of our calories
come from **THREE** crops.

AYO
MEANS
JOY



What we're about

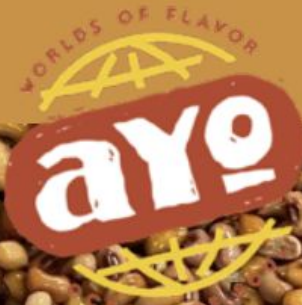
AYO exists to celebrate the ingredients and flavors of the West African diaspora

Delivering joy through flavor to diversify our palates and create a new platform in grocery



Farm to Fork Innovators

WE BUILD DIRECT FARM PARTNERSHIPS IN WEST AFRICA AND STATE
SIDE AT ORGANIC FARMS LIKE ANSON MILLS, BRINGING FARM TO
TABLE FLAVORS TO THE GROCERY AISLE



Environmentally Additive

WE ARE UPCYCLING ORIGINATORS THAT CELEBRATE SOIL
ENRICHING, CO2 REDUCING CROPS LIKE EGUSI SEEDS & MILLET
LEAVES AS THE HERO OF OUR FOOD



Chef Credibility

WE PROVIDE A PLATFORM FOR LEADING DIASPORA
CHEFS TO CONNECT WITH CONSUMERS TO DRIVE
EXCITEMENT & ADOPTION





WORLD OF FLAVOR
ayo
OCEANS OF SOUL

WORLD OF FLAVOR
ayo
OCEANS OF SOUL

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WORLD OF FLAVOR
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OCEANS OF SOUL

ayo
PEPPER SAUCE
NET WT 5.0Z (142g)

PUFF PUFF
THE SIMPLE INGREDIENTS LIGHTLY FRIED INTO A PUFFED, SWEET, SWEET BREAD
AUTHENTIC WEST AFRICAN FLAVORS
MADE IN THE USA
DELICIOUS AS A SNACK OR SAVORY TREAT!
KEEP FROZEN | SERVING SUGGESTION

TOP/CHEF
ERIC ADJEPONG'S
CHICKEN YASSA
MARINATED CHICKEN THIGHS, CAMELIZED ONIONS, AND LEMON SERVED OVER JASMINE RICE
AUTHENTIC WEST AFRICAN FLAVORS
MADE IN THE USA
SPICE LEVEL: MEDIUM

TOP/CHEF
ERIC ADJEPONG'S
WAAKYE BEANS & RICE
RED PEAS AND RICE SLOW COOKED WITH RED SORGHUM LEAVES
AUTHENTIC WEST AFRICAN FLAVORS
MADE IN THE USA
SPICE LEVEL: MILD

EGUSI SEED SOUP WITH CHICKEN
GROUND MELON SEEDS, FRESH PEPPERS AND ONIONS, AND SPINACH SLOW COOKED INTO A SAVORY SOUP
AUTHENTIC WEST AFRICAN FLAVORS
MADE IN THE USA
SPICE LEVEL: MEDIUM

CASSAVA LEAF STEW
GROUND CASSAVA LEAVES, CHICKEN, AND SPINACH SLOW COOKED INTO A SAVORY STEW
AUTHENTIC WEST AFRICAN FLAVORS
MADE IN THE USA
SPICE LEVEL: MILD

ayo
SHITO SAUCE
NET WT 5.0Z (142g)

AYO is closing a meaningful gap in the market with **90x** expansion since launch

Current
4700 Doors

July 2020
50 Doors





AYO Foods Farm

Monrovia, Liberia

Our impact extends beyond the aisles of grocery through high impact work because we believe that real food can do real good.



If you want to go fast,
go alone. If you want to
go far, go together.

- African Proverb

Join us - perteet@ayo-foods.com or fredspencer@ayo-foods.com

IG/FB/Twitter: @ayofoods

Chicago Impact Investing Landscape Funds 2022



AVATHON

Benefit Chicago



CAST US



chingona ventures



ENERGIZE VENTURES



IMPACT ENGINE

NMSC



K A B O U T E R

LSC CHICAGO

MAZARINE



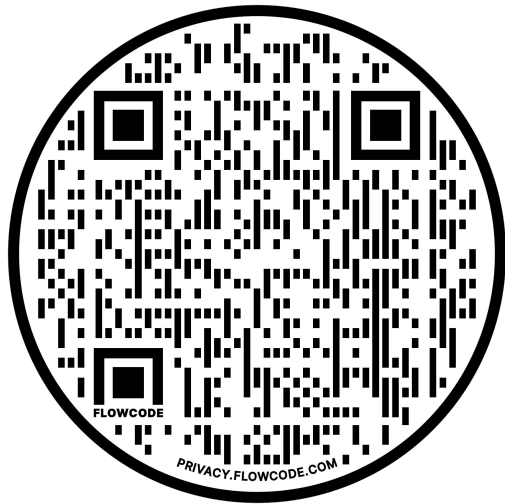
NCIE

s2g ventures



IMPACT ENGINE

Thank you for joining! Please complete our survey. Scan the QR code below or follow the link in the chat:



<https://forms.gle/hCQC4Xio2tsCbvAC7>

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