

Investment Readiness Programme Deliverables Menu

The Investment Readiness Programme Deliverables Menu consists of eight components:

1. The IR Framework & Ecosystem
2. The Social Problem & Solution
3. Market & Distribution / Growth & Scaling
4. Financing & Forecast
5. Deep Dive: Innovative Finance Toolkit
6. Investor Selection & Approach
7. Management Presentation
8. Investor Due Diligence & Negotiation

Component		Deliverable Descriptions	Timeline
1: The IR Framework & Ecosystem			
2: The Social Problem & Solution			
2.1	Social Problem	<p>Goal: Understanding the scope, roots cause(s) and consequences of the social problem, as well as the target group(s) and existing (competing) solutions.</p> <p>Key words: Business model canvas, root cause analysis, theory of change, ecosystem analysis, user personas, SWOT analysis, competitive landscape analysis, etc.</p>	2-4 weeks
2.2	Solution & Impact	<p>Goal: Verifying the solution's distinct value add and impact chain through pilot projects, as well as installing processes for impact measurement.</p> <p>Key words: Theory of Change, Impact Management Project (IMP), Lean Data, competitive analysis, social lean canvas, field visits, etc.</p>	2-4 weeks
3: Market Distribution / Growth & Scaling			
3.1	Market & Distribution	<p>Goal: Checking the necessary knowledge about market and pricing dynamics, access to customers, distribution channels and supply chains.</p> <p>Key words: market mapping, competitive analysis, last mile research, resource management, SWOT analysis, supply chain management etc.</p>	2-4 weeks
3.2	Growth & Scaling		2-4 weeks
4: Financing & Forecast			
4.1	Financing & Forecast	<p>Goal: Making sure that financial model, key performance indicators, accounting system and knowledge of financial instruments are in place to allow for scaling.</p> <p>Key words: Financial modelling, cash flow analysis, (impact) KPI, cost-income profiles, financial instruments, innovative & impact-linked finance, etc.</p>	2-4 weeks



5: Deep Dive: Innovative Finance Toolkit

6: Investor Selection & Approach

6.1	Investor Selection	<p>Goal: Ensuring that the impact enterprises are fully conscious about what they need from investors and what the consequences of certain investor roles and financing instruments will be.</p> <p>Key words: Financial support, non-financial support, investor types, pros and cons of financial instruments, etc.</p>	2-4 weeks
6.2	Investor Approach	<p>Goal: Ensuring that impact enterprises research the right types of investors for their next growth stage and understand which preparations are needed to successfully approach these investors.</p> <p>Key words: investor long list, investor short list, investment criteria, pitch deck, executive summary, etc.</p>	2-4 weeks

7: Management Presentation

7.1	Management Presentation	<p>Goal: Verifying that the impact enterprises are ready to make a compelling presentation, tell their story, answer critical questions and convince investors in a personal meeting.</p> <p>Key words: management presentation, impact story, storytelling, pitching, etc.</p>	2-4 weeks
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8: Investor Due Diligence & Negotiation

8.1	Investor Due Diligence	<p>Goal: Checking if the impact enterprises are prepared and able to answer the extensive and thorough due diligence questions raised by potential investors in a written and satisfying way.</p> <p>Key words: due diligence questionnaire (DDQ), impact/ business/ legal due diligence, DD preparation with team, etc.</p>	2-4 weeks
8.2	Negotiation	<p>Goal: Testing if the impact enterprises are ready to negotiate the terms of a financing contract, understand the market standards, and define clear no go's for key terms and conditions.</p> <p>Key words: Term sheet, financing contracts, market standards, legal advice, negotiation techniques, etc.</p>	2-4 weeks

