

Sprint Activator Inc.

# Your Impact Thesis

The following is a guide to help you to develop your impact thesis statement. Follow these steps and revisit them at least annually as you, and your thesis, evolve over time.

Don't forget to share them with your colleagues and friends to expand the dialogue, receive feedback, and sharpen your perspective.

## Step 1:

My personal values are \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Step 2:

My personal Why (why I do what I do) is:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

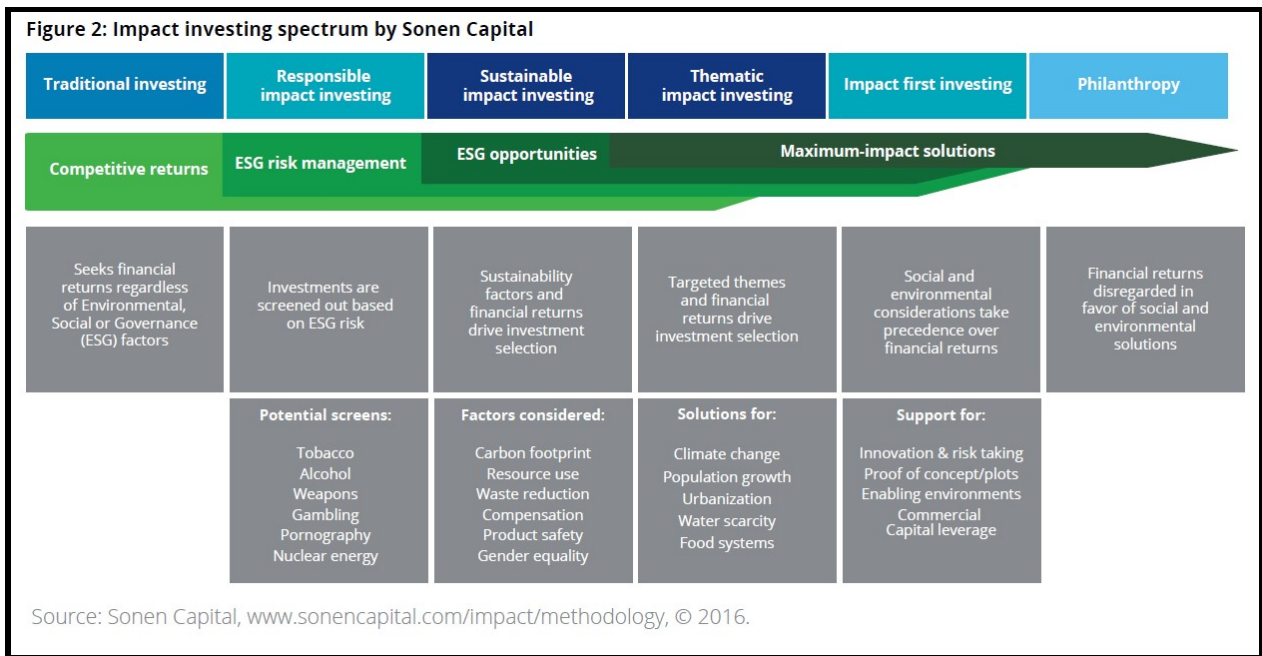
Step 3:

When I look across the UN Sustainable Development Goals, while I value all of them, the ones that resonate with me the most are :

<p><b>1</b> NO POVERTY</p> 	<p><b>2</b> ZERO HUNGER</p> 	<p><b>3</b> GOOD HEALTH AND WELL-BEING</p> 	<p><b>4</b> QUALITY EDUCATION</p> 	<p><b>5</b> GENDER EQUALITY</p> 
<p><b>6</b> CLEAN WATER AND SANITATION</p> 	<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p> 	<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p> 	<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p><b>10</b> REDUCED INEQUALITIES</p> 
<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p><b>13</b> CLIMATE ACTION</p> 	<p><b>14</b> LIFE BELOW WATER</p> 	<p><b>15</b> LIFE ON LAND</p> 
<p><b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 	<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p> 			

### Step 4:

Where do I see my investing lens to be on the spectrum of impact investing - how much impact am I trying to create?:




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### Step 5:

I want to help the following people:

- Include demographics, and descriptions. This can include, for example, gender diverse founders, Youth, BIPOC, etc. Consider groups that self identify with, that speak to your desired impact, that you active support or have supported in the past.

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### Step 6:

The sectors, or industries, that I want to impact include:

- Examples can include: Agriculture, Blockchain/Artificial Intelligence for Good, Blue (Oceans) Economy, Circular Economy, CleanTech, Financial (Fintech) Tech for Good, Food Security, Healthcare, Impactful marketplaces and/or ecommerce, Medical, etc.

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### Step 7:

The stage of business that I want to impact include:

Idea Stage	
Launch Stage & Pre Revenue	
Early Revenue and Startup (up to \$100,000 a month in monthly revenue)	
Early Stage and Growing	
Growth and Scale	

### Step 8:

I want to invest in the following places:

- Name the cities, countries, and regions where you would like to invest to maximize your impact

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### Step 9:

If I look out 10 years, I want to say that I made the world a better place by:

- Dream big about how many organizations, and how much impact according to each of your SDGs
- What metrics might you use to measure?

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### Step 10:

What are your expected returns and timelines?

- What return do you want? By when?

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## My Investment Thesis

- Summarizing all of the above, write into words a statement you could share with an entrepreneur, a fellow investor, and even friends and family. Don't try and get it right the first time, consider this the first draft to share and evolve:

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## Digging deeper:

Here are some questions to consider as you review and evolve your thesis:

I think the place(s) with the greatest need for impact capital are?

- Why?
- Do you have evidence or data to support?

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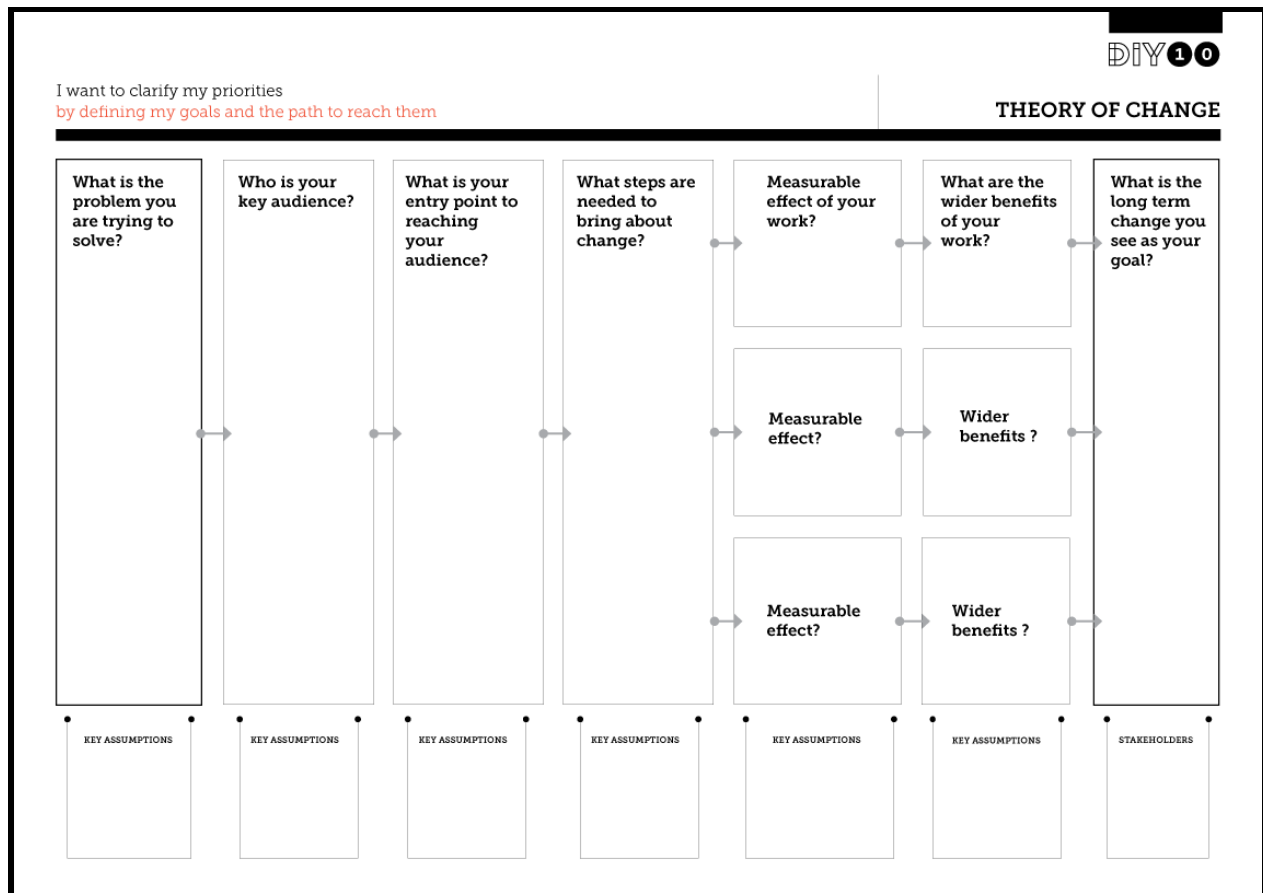
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Can I develop a Theory of Change to support my thesis?



Notice that you draw on:

- Problem: Steps 3, 5, 6
- Key Audience: Steps 5-8
- Entry Point: Steps 5-8
- Measures: Steps 9,10
- Wider Benefits, Steps 3, 9, 10