

University Impact (UI) Philanthropic Criteria

We are proud to facilitate the UI Philanthropic Fund. Grants are awarded on a rolling basis in correlation with the needs of the grantees and donors.

UI is focused particularly on a social and environmental return on investment. We build, with the organization seeking funding, a detailed and comprehensive impact analysis. Through this analysis, we work with the organization to track impact and report to the donors regularly.

At each stage of the following process, findings and analysis are presented to the firm. A decision is then made to continue the process or feedback will be provided to the organization as to why the decision has been made not to continue.

Deal Screen (7-10 days):

- Several associates will review the introductory material to determine how well the organization fits with UI's criteria. This is followed by a conference call between the appropriate parties at each organization discussing the details of the project.

Due Diligence (4-6 weeks);

- UI will request appropriate information from the organization in order to continue. The speed with which the organization provides the information is key to continuing the process.
- UI will assess key variables for the success of the grant.
- An in-depth memo will be created and presented to the fund.

Presentation to the Investment Committee:

- The memo will be presented to the investment committee for approval.
 - Approved companies will be showcased on our investor portal.
 - Companies that are not approved will 1) be asked for any additional information needed to make a final decision or 2) not be showcased on the portal and receive no funding.
- As you know, we do not invest from a traditional fund, but rather work closely with all our donor-advisors/investors to identify opportunities and syndicate capital on a deal-by-deal basis.
 - While unlikely, there is a scenario where the investor syndicate does not show interest, and the deal is not funded.

Milestones and Followup:

- Once the grant has been awarded, UI will work with the organization to reach project-based milestones. These milestones will be used to inform UI and the donors of the project's progress towards projected social impact.

Philanthropic Project Criteria

1. **Ability to show true market pain point** – Be able to quantify the social problem and the value of your solution to the problem.
2. **Working Solution** – Have a working solution that is out of the R&D stage of engineering or development and is ready to be taken to market or is currently in the market.
3. **Some degree of traction** – Need to show that the product not only works but also is wanted by the appropriate community. This can be in the form of sales, revenue, transactions, letters of intent, a waitlist, etc.
4. **Milestones for scaling the project** – Possess a growth plan and an understanding of the milestones needed to achieve either sustainability or the next stage of growth. Or an understanding of why certain parts of the project need to be subsidized on an ongoing basis. Be able to show how the funding will help achieve goals and milestones.
5. **Strong management** – The management team needs to show the knowledge, experience, and passion needed to complete the proposed project. And the management team needs to be able to recognize where there are knowledge or experience gaps within their team and have a plan to fill those gaps.

Impact Criteria

6. **Aligns with UN SDGs** – University Impact evaluates social impact as the degree to which a company's activities further the United Nations Sustainable Development Goals (<https://sustainabledevelopment.un.org/sdgs>).
7. **Solution is needed, works, and will be used in the right way.**
8. **Clear theory of change** - The outputs, outcomes, and impact of the company's actions should be tracked with a clear theory of change for future action.
9. **Methods and Evaluation** - An evaluation method for impact needs to be either currently implemented, or plans for creation and implementation should be built out.