



INVESTMENT GUIDELINES

PROFIT AND PURPOSE

Fundie Ventures grows early-stage startups by investing in and providing business consultancy services to companies with a double bottom-line. We aim to generate social and financial returns for social enterprises by employing business acumen to optimise profit and purpose. Profit without purpose lacks social impact, while purpose without profit is ultimately unsustainable, both for the organization itself and its end users.

To that end, Fundie's investment criteria focus on those conditions. To what extent is each enterprise:

- *Purposeful*: Is social responsibility at the core of the business? Does the enterprise focus on one of our core areas of education, environment, food systems, health, or wellbeing? And to what extent is their social impact measurable?
- *Profitable*: Is the business financially viable? Is the business registered in the European Union? Is there already a minimum viable product? When are operating revenues projected to cover operating expenses? Is the business model scalable to reach more end users?

PROCESS

The analyst team is responsible for doing a thorough analysis of each deal so that we can present the most accurate analysis of the best possible investment deals to our investor partners. This due diligence process typically takes 3 weeks and involves the following steps: market and competitor analysis, business model analysis, team analysis and financial modelling. This is used to create an Investment report for each startup. After completing an investment report, the team completes a final Investment Criteria Rubric. For a deal to be considered by the investment committee, it must score a minimum of 18 without any 0s in any categories.

FOLLOW-UP

After the Investment Committee decides on whether to invest, the Deal Analysis team should return to the enterprise with

1. The decision result (if the investment decision is a no, the enterprise should be provided with a feedback sheet stating why the investment decision was not favourable and recommendations of what should be implemented to improve their score)
2. An offer to share the investment report
3. An offer to host a strategy session with the founders.

LOOKING FORWARD

By adhering to these guidelines for making investments, Fundie Ventures can help secure its own profit and purpose in the future.