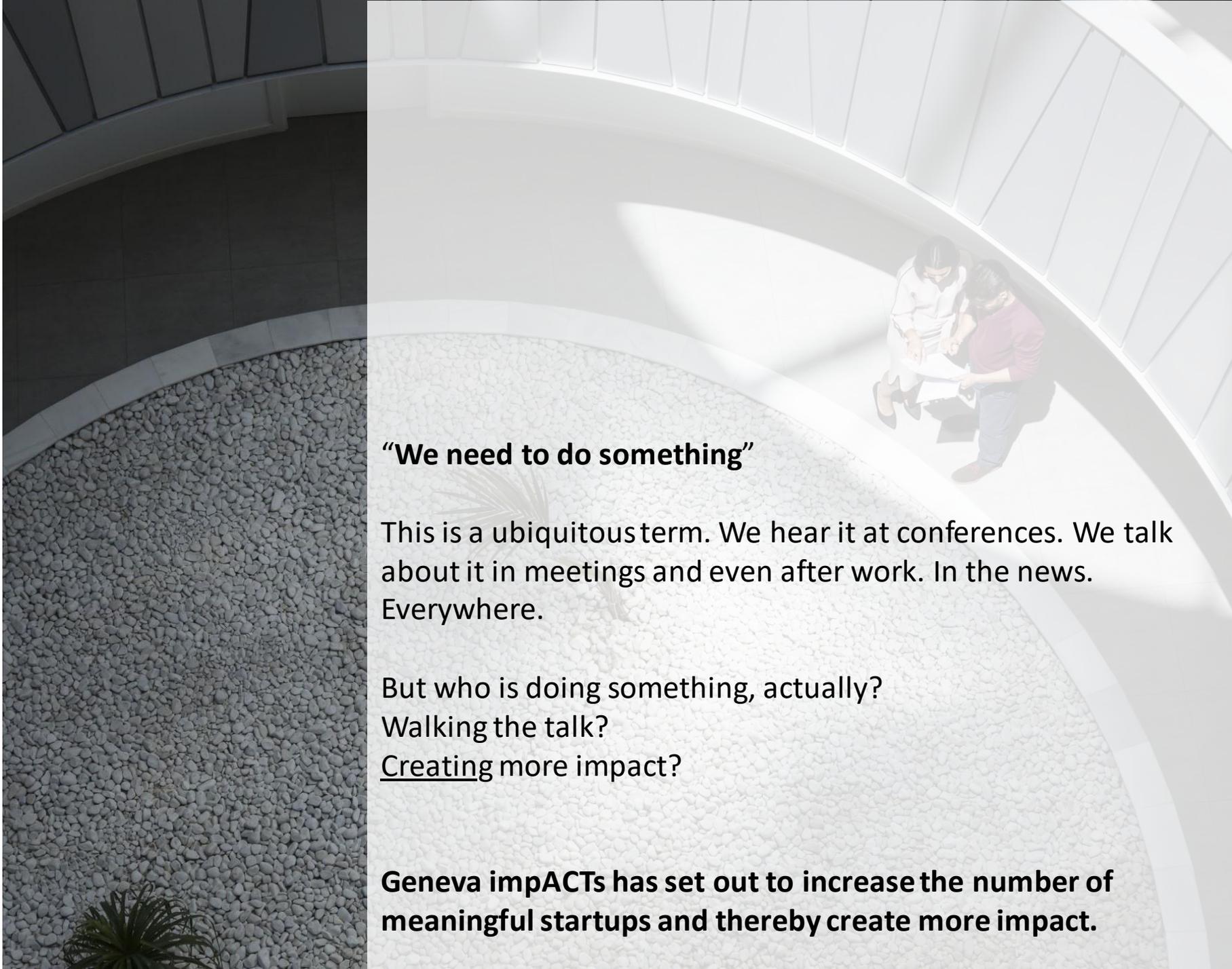




GET SUSTAINABILITY DONE

Geneva impACTs  
Investment Proposition

# Too much talking



## **“We need to do something”**

This is a ubiquitous term. We hear it at conferences. We talk about it in meetings and even after work. In the news. Everywhere.

But who is doing something, actually?

Walking the talk?

Creating more impact?

**Geneva impACTs has set out to increase the number of meaningful startups and thereby create more impact.**

# High demand, few projects



“Too much risk”,  
“I don’t trust the team”,  
“We don’t do early stage”.

As investors we often don’t believe in a teams’ capability to execute, to meet the market, to make profit. So, we reject.

However, there is a huge demand for innovative impact projects. We think that we cannot afford to miss out on this opportunities.

**Geneva impACTs benefits from a community-driven process to create new projects for the most pressing needs in our society. So we know the market. A pitch competition selects the best team to execute it and safeguard it to success.**

True  
Impact  
High yield  
Low risk



In 2020 we have grown our Geneva Macro Labs community to over **1,000 followers**. **Experts** from various fields and industries contribute to finding new ideas. They **listen to the market** and identify the most pressing needs.

We count on our community's **collective intelligence** to develop new concepts. While being inclusive we ensure the **interest of many**. The results are **unbiased** and the market is **known** from the get go. That means that product market fit is **engineered into our projects**.

A **public pitch competition** is used to find the best team to execute that concept. This is our approach to mitigate one of the highest risks: **execution and go-to-market**. It **preserves** your investment and **generates profit**.

# Our focus

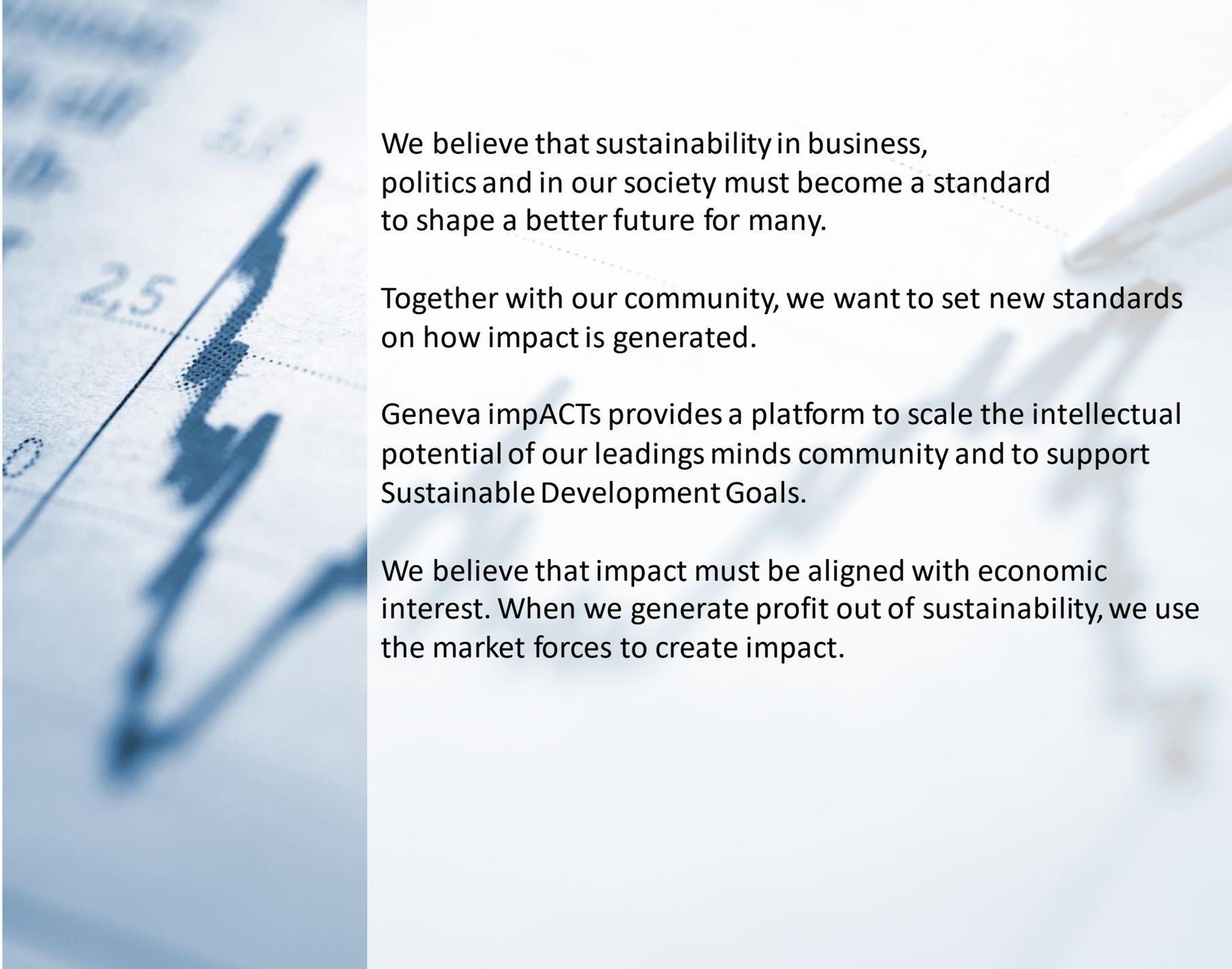
## **We focus on creating impact.**

The Sustainable Development Goals of the UN (SDGs) have inspired us to walk the sustainability talk. Our future and those of further generations depend on how successful we are. And there is not much time left until 2030.

Geneva impACTs looks for technology driven solutions to create impact. Our main focus is on Blockchain, Artificial Intelligence and information technology in general.

New startups coming out of our Geneva impACTs process will mostly be in the tech space. They develop technology-driven solutions to the most pressing needs of our society.

# Our Mission and Vision

The background of the right side of the slide is a blurred image of a document. A blue pen is visible, having just finished writing a checkmark on a line. There are some numbers and lines visible on the paper, such as "2.5" and "3.0".

We believe that sustainability in business, politics and in our society must become a standard to shape a better future for many.

Together with our community, we want to set new standards on how impact is generated.

Geneva impACTs provides a platform to scale the intellectual potential of our leading minds community and to support Sustainable Development Goals.

We believe that impact must be aligned with economic interest. When we generate profit out of sustainability, we use the market forces to create impact.

# Investment Proposition

Geneva impACTs are not a financial service provider.

We don't collect funds. We develop impact projects and mitigate your investment risk.

- You invest into new tech startups directly
- We bear the cost of concept development
- We initially ask for your non-binding financial commitment (we do not raise or collect funds, but commitments).
- You tell us what budget you want to commit. Typical ticket sizes range from CHF 50,000 to CHF 500,000.
- Before we commence the pitch competition, we need to have the project's financing secured. Therefore, your commitment needs to be made binding at the start of the competition.
- The total commitments from all participating investors need to cover the required budget for the project.
- For our pilot project we aim at a CHF 1 million budget.

# Our Status Quo

Currently, our focus groups are developing sustainable impact projects in the area of:

- Transparency & Tracing (incl. circular economy)
- Local Economy & Bio Farming
- Fair Climate Trade
- Tokenization of CO2 sequestration of living mammals (e.g., whales)

One of these topics will be chosen by our jury in April 2021. Afterwards we'll be using a pitch competition to scout for the best team to execute it.

The start-up that wins will fully benefit from your investment.

We offer you a seat in our jury to vote for the best project and the best start-up.

# Mitigating early-stage investment risks

## **Ensuring Product Market Fit**

Our focus group experts create new projects that meet our society's most pressing needs, considering aspects of circular economy and valuing natural capital. Product market fit is engineered in from the beginning and the risk is mitigated.

## **Go To Market and Yield**

Market interest and generating impact are key. All projects will be created to yield profit.

## **Limiting Executional Risk**

By using a pitch competition we scout for the best team to execute a project (a start-up). We make sure to hire experienced senior entrepreneurs with a proven track record.

## **Disinvesting**

As with all equity investments – early or later stage – disinvesting from a company can be difficult at times. If you wish we can use Swiss digital companies as start-ups and tokenise their shares to ease trading.

# Key Investment Facts

Geneva impACTs develops innovative impact projects.

Actual business plans will be filed by participants during the pitch competition. These will also contain the use of funds and the equity stake offered.

- A unique opportunity to invest into sustainability and impact creation while making profit.
- We target a funding range between CHF 800,000 and CHF 1 million. Typical ticket sizes range from CHF 50,000 – CHF 500,000.
- The focus groups develop different proposals. Naturally they have different funding requirements and we will determine the particular budget when the jury votes on the project to be executed.
- Generating yield from early investments with exceptionally low risk in that sector.
- Geneva impACTs operates self-sustained by charging a 10% success fee to the startups, once they are started and funded.

# Stake- holders

Innovation Partner

**ENGAGEMENT**  
A DEVELOPMENT FUND OF THE MIGROS GROUP

- Our expert team to develop actionable and profitable impact projects.
- You as an investor who commits to a funding budget before we start the pitch contest and later invest straight into the start-up that wins the pitch competition.
- The pitch testers – experienced start-ups, entrepreneurs, teams, companies – who apply for the execution of the project.
- Our partner Engagement Migros enables our pilot project.

The Engagement Migros development fund supports pioneering projects, tackling the challenges of social change. They break new ground and test future-oriented solutions. To ensure the effectivity of this support, Engagement Migros supplements funding with coaching services provided by its Pionierlab. Engagement Migros is made possible by the companies of the Migros Group through an annual grant of approximately CHF 10 million. It has been supplementing the Migros Culture Percentage since 2012.

# Contact

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