

Impact Investment Holding

Investment Criteria



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November 2016

Entrepreneurs are a crucial source of innovative solutions to address some of the world's most difficult challenges of sustainability for low-income people. The Impact Investment Holding (IIH) of Ennovent invests in for-profit enterprises that make a sustainable impact on Indian low-income markets while making a fair profit. The investment strategy is to transform early-stage enterprises into professional, efficient and scalable organizations by providing capital and by adding value. Our investments must be in line with our investment criteria and yield social, economic and environmental returns – sometimes called the triple-bottom line (People, Planet, Profit).



Potential investee companies have to fulfill the following key investment criteria:

Investment Impact	Sustainable – social, economic and environmental – impact
Market Segments	People with low income earning \$5.5 or less
Geographic Region	Underserved – rural or urban – markets in India
Sector Focus	Energy, water, food, health or education
Value Proposition	Unique and innovative products, services or business models
Management Team	Committed team with regional and market experience
Company Stage	Seed to early-stage startups – not idea stage
Revenue Model	For-profit companies with revenue from core business
Ticket Size	€50k seed investment and potential €250k follow-up
Use of Funds	Prototyping, marketing or scaling activities
Financial Instruments	Equity and quasi-equity instruments
Holding Period	5–7 years for each investment
Exit Options	Potential to exit after scaling up

Exclusion Criteria: The Impact Investment Holding will not consider business that: are discriminatory, political, religious, lobbying, immoral, criminal or illegal; sponsor individuals, workshops, conferences or other one-time events; do not respect human rights or comply with current environmental and social legislation; are related to weapons, casinos, drugs, pornography, alcohol, tobacco; or are in the following sectors: real estate and construction activities.

Government personnel or public sector organizations will not be considered, nor will intermediary organizations such as international NGOs that seek to create social value through provision of financial and technical support to local NGOs and community-based groups.

About Ennovent

Ennovent is a business innovations catalyst for sustainability. We believe sustainable solutions for low-income markets can create long-term business value. We partner with the private, public and third sectors to take novel business ideas to these markets in developing countries. Since 2008, Ennovent has accelerated over 250 innovations in 30 countries through 50 projects.