

Impact

Strategy Advisors

Strategy | People Capital | Investments

The Social Blueprint Toolkit: Impact Optimization Quad

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Foreword: Identifying Social Venture Types

Social ventures vary in how much they prioritize their dual financial and impact objectives. This variability has often been described using a single axis spectrum between financial and impact interests, with business models being referred to as financial first or impact first.

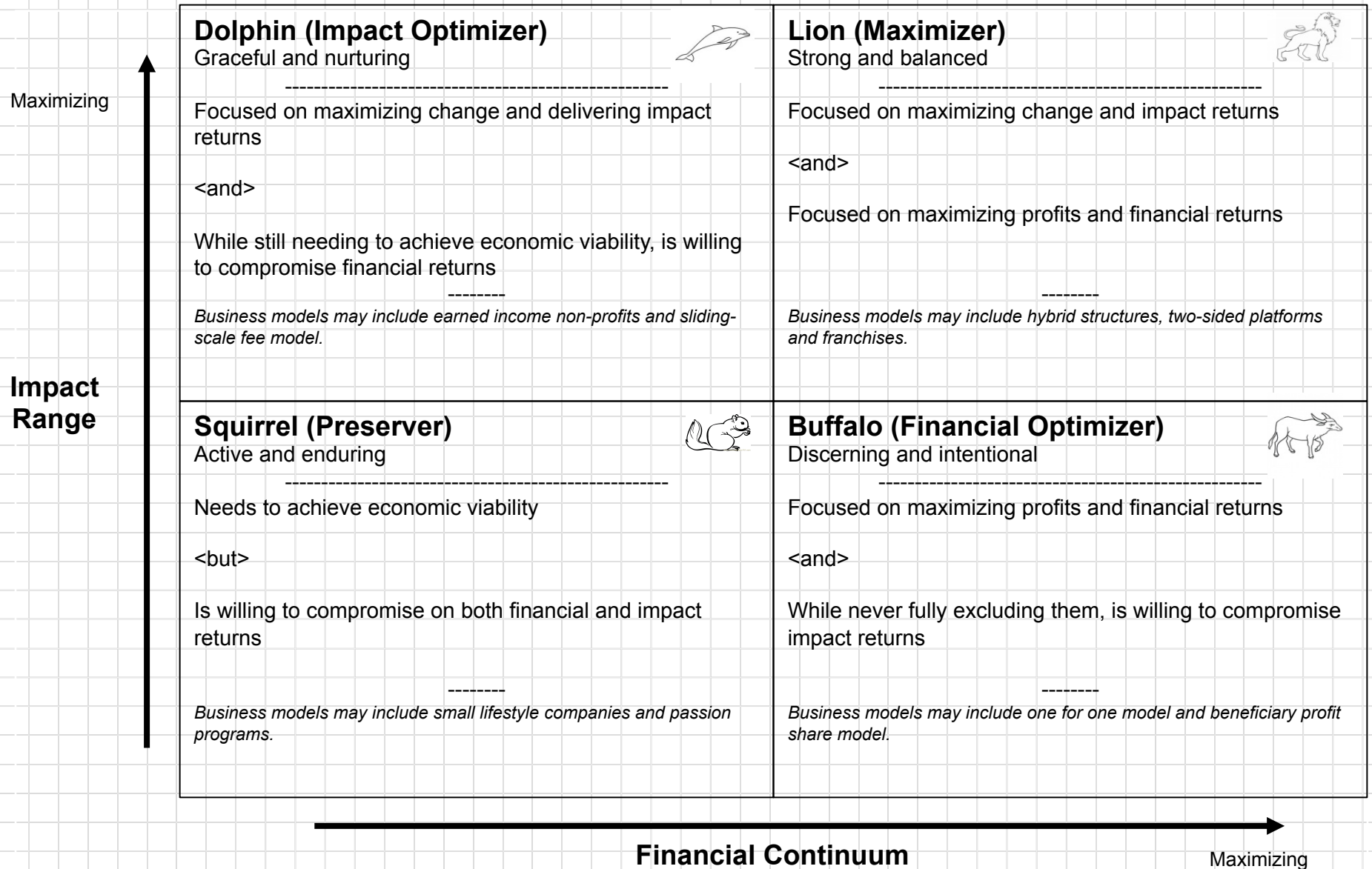
To help advance the social venture taxonomy, the Impact Optimization Quad recasts the dimensions along separate axis to create four social venture segment types.

For easy recall, each of the four quads has been given an animal symbol and a practical name.

The tool supports a variety of use cases, including (but not limited to):

- Part of a business design process to identify your intended social venture type
- As the outline for a market landscapes
- As part of the criteria or rubric of analysis or diligence process
- To define target investment strategy elements

Impact Optimization Quad Defined



Impact Optimization Quad: Blank Template

