# 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



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### Impact Optimization Quad Defined

Dolphin (Impact Optimizer)	Lion (Maximizer) Strong and balanced
Focused on maximizing change and delivering impact	Focused on maximizing change and impact returns
returns	
	<and></and>
<and></and>	Feelland on maximizing profits and financial ratiums
While still needing to achieve economic viability, is willing to compromise financial returns	Focused on maximizing profits and financial returns
Business models may include earned income non-profits and sliding- scale fee model.	Business models may include hybrid structures, two-sided platforms and franchises.
Squirrel (Preserver)	Buffalo (Financial Optimizer)
Active and enduring	Discerning and intentional
Needs to achieve economic viability	Focused on maximizing profits and financial returns
 but>	<and></and>
Is willing to compromise on both financial and impact	While never fully excluding them, is willing to compromise
returns	impact returns
Business models may include small lifestyle companies and passion programs.	 Business models may include one for one model and beneficiary profit share model.
	Graceful and nurturing         Focused on maximizing change and delivering impact returns <and> <and>         While still needing to achieve economic viability, is willing to compromise financial returns         Business models may include earned income non-profits and sliding-scale fee model.         Squirrel (Preserver)         Active and enduring         Needs to achieve economic viability         study         Is willing to compromise on both financial and impact returns</and></and>

#### **Financial Continuum**

Maximizing



# Impact Optimization Quad: Blank Template **Dolphin (Impact Optimizer)** Lion (Maximizer) ez FAI Maximizing Impact Range **Squirrel (Preserver)** LG? **Buffalo (Financial Optimizer) Financial Continuum** Maximizing

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