



In Partnership With:



Measuring Social and Environmental Impact

Measuring social and environmental impact has proven to be a challenge for both investors and investees. For investees, the resource intensity of measurement is burdensome. On the other hand, investors are unsure how to track the social and environmental return on their investments.

Diversity, Equity and Inclusion

To paraphrase national impact investing expert Henry McKoy, if impact investing replicates the existing white male investing arena, we will have failed miserably. Impact investing ecosystems have an opportunity to create something different but will have to be intentional in doing so.

Connecting Investors and Entrepreneurs

There are currently no formal systems in place to connect social entrepreneurs with the funders who have compatible impact investing interests. A symptom of this disconnect is an apparent absence of deal flow.

Investment Consultants and Advisors

Investment consultants and investment advisors have enormous influence over potential impact investors and impact investing institutions. In some cases, we have

observed traditional investment consultants acting as barriers to foundations engaging in impact investing.

Communication Platforms, Language, and Technology

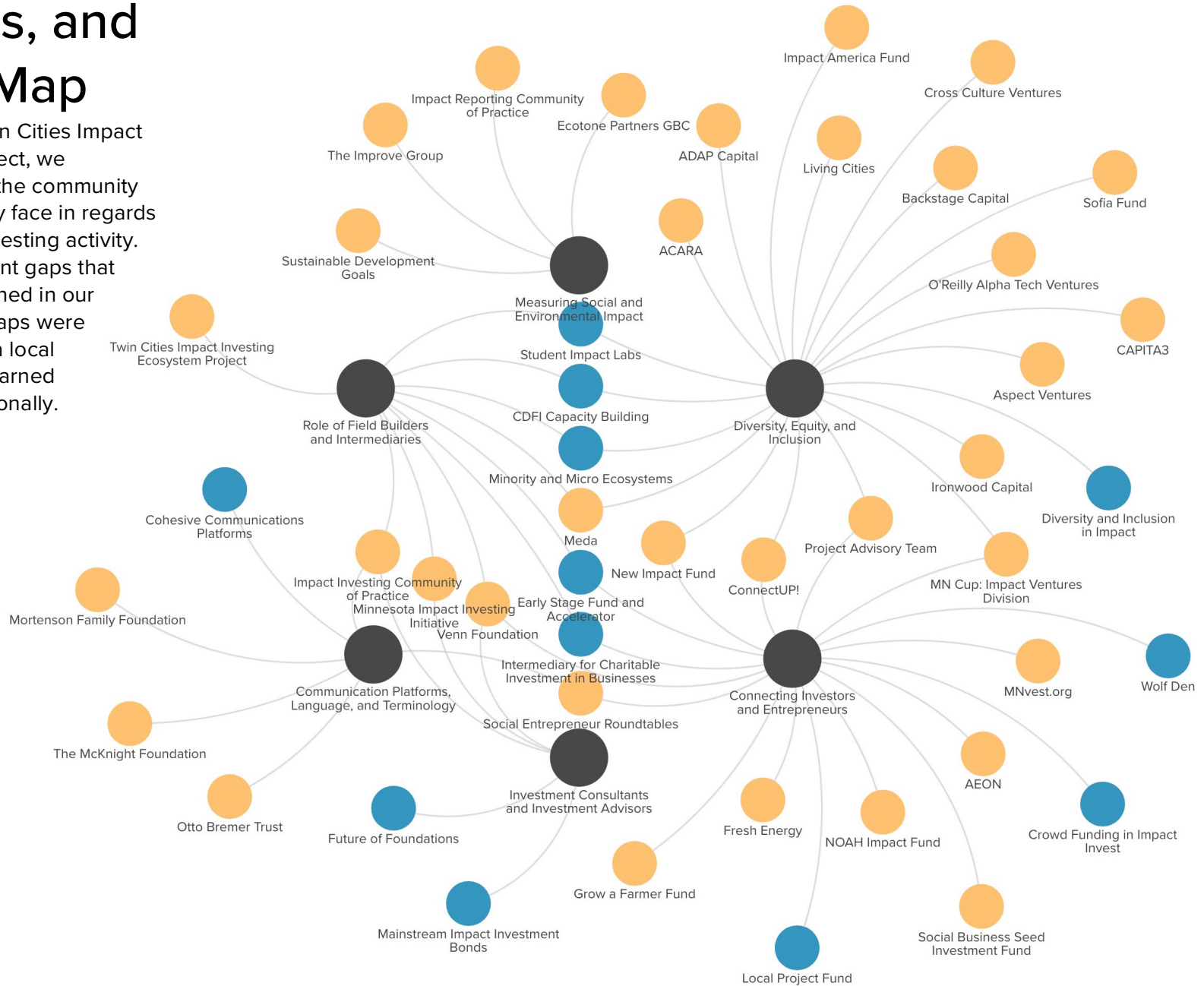
The language of impact investing has been cobbled together from traditional investing and philanthropic jargon. Terminology is inconsistent across organizations and communities which hinders the evolution and exchange of best practices and constructive criticism. Furthermore, impact investing ecosystems comprise siloed organizations that lack open communication channels with each other.

Role of Field Builders and Intermediaries

Field building is the crucial activity of supporting and expanding the ecosystem through actions that are not impact investing. Field builders can take the form of either individuals or institutions and perform a broad range of services including impact investing advocacy and education, talent and network development, and thought leadership. Similarly, intermediaries of capital take many different shapes. Each is unique in its structure and form, but is essential in bridging the capital flow between investors and entrepreneurs.

Gaps, Ideas, and Initiatives Map

In the first year of the Twin Cities Impact Investing Ecosystem project, we interviewed members of the community about the challenges they face in regards to scaling their impact investing activity. We identified six prominent gaps that were consistently mentioned in our interviews. While these gaps were initially observed within a local context, we have since learned that these gaps exist nationally.



- Legend**
- Ecosystem Gaps
 - Ideas
 - Initiatives