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SEIF AWARDS 2019
TECH FOR IMPACT

IMPRINT

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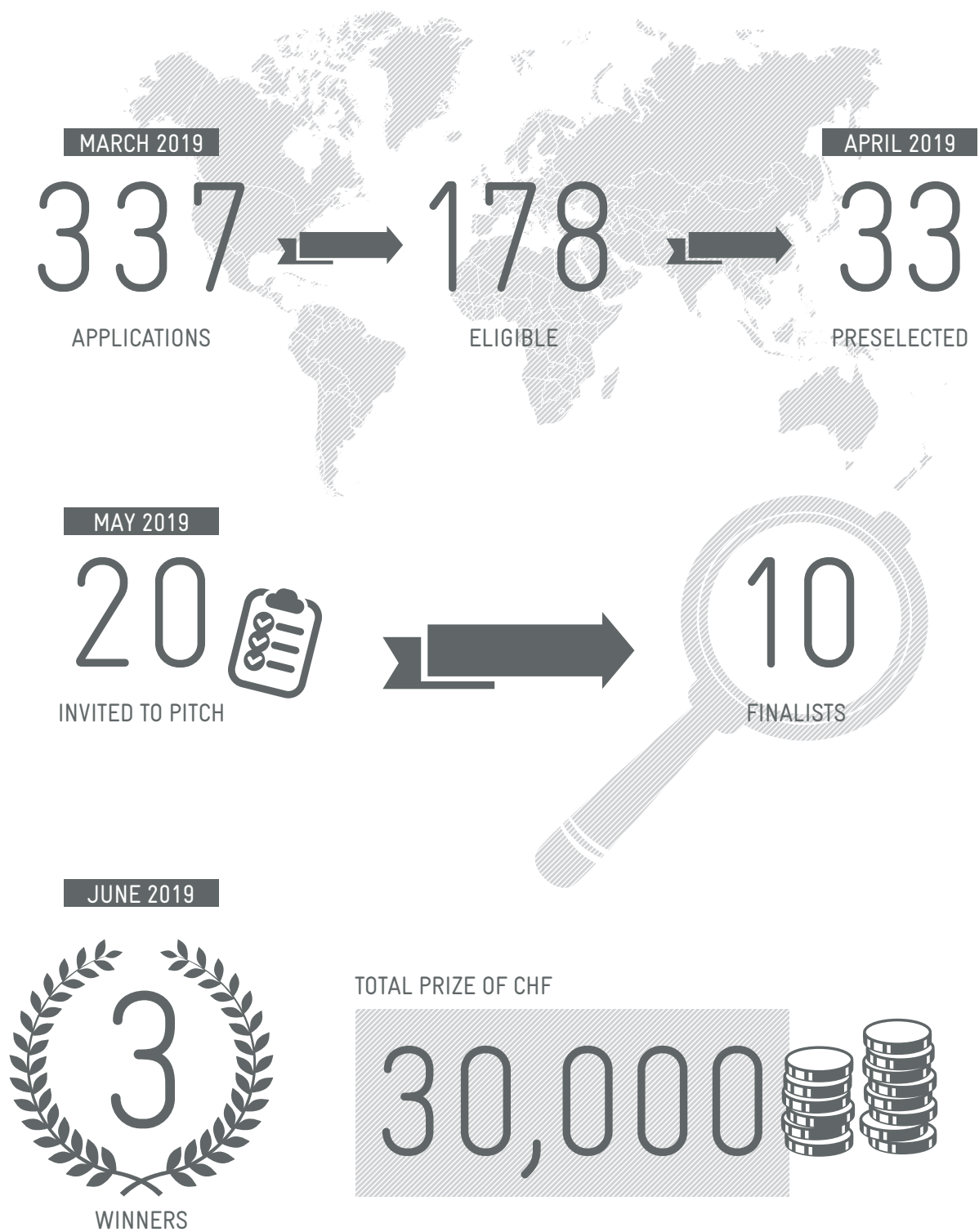


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Foreword

In 2011, SEIF presented the first awards for social entrepreneurship. 8 years later, after an intensive research and discussion phase, we further developed the strategy. The SEIF Awards now have a Tech for Impact focus. There are various considerations behind this sharpening of the profile.

Only 11 years remain to solve the 17 UN Sustainable Development Goals (SDGs); the challenges are more urgent than ever. Innovative technologies can contribute to more effective solutions to social challenges in areas such as climate change, health or sustainable agriculture. There are also problems that can only be solved with the use of new technologies, e.g. transparency in the textile value chain. In addition, existing innovative technologies can contribute to solving social or ecological challenges by being implemented in new application areas.

These are the thoughts behind our new award profile: Tech for Impact. When we analysed our former award winners in more detail, we noticed that even in earlier years more than half of them were actually Tech for Impact cases. The further development of the award profile was only a logical next step in a development that had already become apparent.

But what we didn't know was how a limitation of the thematic orientation would affect the number of applications. Now we know the answer. We have never received so many applications as in 2019, and what is almost even more pleasing is the high quality of the entries. If you differentiate the entries according to country of origin, you will notice the high share of Swiss applications. It is significantly higher than in previous years with a broader focus on social entrepreneurship, highlighting the potential of building a Tech for Impact cluster in Switzerland.

Around half of the impact startups are in the market entry phase and the majority were founded 1–3 years ago. In two thirds of the applications, the team clearly wants to generate a financial profit in addition to the social added value. The only downer is the fact that only a quarter of the CEOs are female, there is definitely still room for improvement here.

The high quality of the entries made it very demanding for the jury to make the decisions in the multi-stage selection process. The long list of 178 eligible applications became a short list of 40 young companies. In a next step, the jury selected the 20 nominees who were invited to Zurich for a pitch or introduced themselves online. In a longer and more demanding discussion the 10 finalists were selected. Only in the next and last step the 3 winners were awarded.

When we analysed our former award winners in more detail, we noticed that even in earlier years more than half of them were actually Tech for Impact cases.

It is clear that it is very difficult to assert oneself with so many qualitatively outstanding entries. Even for those who did not make it to the final round this year, another door will open. Certainly, an application is possible again next year. We would like to take this opportunity to thank everyone very much for their important and great contribution to solving social and environmental problems. In view of the almost overwhelming challenges the SDGs are facing, such courage, innovation and commitment from impact startups gives hope for a positive future. We would like to express our sincere thanks and wish all 337 applicants successful next steps on their way to create positive impact.



M. Christen Jakob

Prof. Mariana Christen Jakob



**TECH
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The positive potential of Tech for Impact solutions

The great potential of technology to foster social change is evident. Although technology alone may not be the answer to all issues at hand, the scalability of tech solutions is certainly needed to solve many of the social and environmental challenges we face today. However, as this potential not only brings opportunities but also challenges, it is crucial to proactively foster a positive Tech for Impact movement.

GREAT POTENTIAL FOR IMPACT FOCUS

Tech for Impact wants to solve societal and environmental challenges with a positive impact. Such solutions are relevant on all levels of our community, different technologies can be applied across various sectors and the demand has a broad geographic span. Not only does this indicate the applicability of tech solutions in solving both social and environmental challenges, but also the relevance of such solutions in reaching many of the UN Sustainable Development Goals (SDGs).

According to the Business and Sustainable Development Commission, the SDGs open up global business opportunities of more than USD 12 trillion, with the potential to create 380 million jobs by 2030. Finance, education, construction, food, waste management and transport are just a few examples of sectors where Tech for Impact solutions have great potential. In the health sector, we also witness an increase of impact-oriented solutions.

Taking blockchain technology as an example, we see a movement of innovators and startups wanting to solve humanitarian, social, economic and environmental issues. Blockchain technology can, for instance, be used to significantly improve the transparency of value chains. In turn, this could also help facilitate fairer deals for small farmers in developing countries.

SCALABLE SOLUTIONS TO SOCIAL CHALLENGES

The 17 UN Sustainable Development Goals outline the social and environmental challenges we face today, indicating that small scale and local solutions may not be sufficient to tackle these issues. Technology not only has the potential to solve some of these challenges but often, tech solutions also have the scalability needed to meet their magnitude, with the potential of large-scale positive impact on our society.

Some of the most pressing issues such as climate change, the aging population, inequality, financial inclusion or health solutions are no longer hopeless but can be solved with innovative tech approaches. However, we also need to be aware of the potential negative impact this could bring along, which is why we at SEIF have a strong belief in fostering the positive potential of technology.

PURPOSE AND PROFIT GOES HAND IN HAND

With their impact-oriented mission, entrepreneurs have the potential to empower positive social and environmental change. It is clear that this is not only a great opportunity to make an impact, but also to establish a successful and financially profitable business.

Impact driven entrepreneurship is all about doing something good at the core of your business, alongside maintaining your financial revenue. The worldwide growing demand for better and sustainable solutions creates great potential for Tech for Impact entrepreneurs to develop profitable businesses.

Tech for Impact in the Nordics – build the world you want to live in

Norwegian-based Katapult Accelerator has a deep belief in exponential technologies, helping impact focused startups scale faster while solving global challenges. We talked to Managing Partner & CEO, Haakon Brunell, about impact entrepreneurship and technology as a key driver for change.



The Tech for Impact startup community is growing and technology has a great potential to foster social change and contribute to solving the UN Sustainable Development Goals (SDGs). Where do you see the greatest opportunities?

Technology is a great tool, and it can basically be used to improve anything. We really do see impact startups across all sectors, tackling all SDGs. There are a lot of opportunities here. Looking at the most typical tech companies, we do see a lot of scalable software solutions and less hardware heavy solutions. We see a lot of interesting cases, and strong potential, in growth regions such as Africa and Latin America. There is a particularly strong focus on social issues in these regions, for example in agriculture, health, financial inclusion, education. Still, our portfolio spans across all sectors where areas as renewable energy, smart/green cities, health, education, and financial inclusion are just a few examples. However, I would like to have seen more solutions focusing on addressing pure climate change issues in this context.

Where do you see the main challenges, and how can we address these to make sure we foster the positive potential of technology?

Despite all the opportunities, I believe we face some challenges. One is perception, considering the widespread belief that having a positive impact is not correlated with a financial return for investors. I believe this perception is diminishing, but it is still there. In our view, there is no tradeoff between impact and return, rather, we see a positive correlation. We even see the potential to receive above market return by investing in solving the biggest problems out there, as these challenges could also be seen as the biggest opportunities. Considering that many solutions focus on developing regions, another challenge is that countries in these regions tend to have less developed capital markets and access to financing. In this context, we would like to see more resources being directed towards impactful solutions in growth regions.

What were the main reasons behind the decision to launch your Tech for Impact accelerator?

Two years ago, we launched Katapult Accelerator as a vehicle to structurally invest in the best entrepreneurs out there that are using tech to solve social and environmental challenges. Tackling the big social and environmental challenges we face today require new scalable solutions, which can be found in the tech space. With our global focus, we want to find the best solutions wherever they are in the world.

Personally, I felt a strong need to do something to help our planet. In the future, I want to be able to look my grandchildren in the eyes and say that I tried to do something about the current challenges we face. We also started noticing that many interesting tech developments out there are in emerging areas such as renewable energy. Having large, global, challenges also mean that there are large business opportunities. When you have founders passionate about solving something because they really want to solve the problem, not only because they want to make money, you get more motivated founders who work harder. In return, you get better companies. For me, it was an obvious choice to support a positive impact and tech solutions. We saw a great opportunity, both in terms of impact and financial return.



How do you perceive your role in the national and global ecosystem today?

When we started out, I believe most people thought we were crazy. There has been a significant development in the impact entrepreneurship field since then, but we had to push for our cause and have been recognized for our ambition. Today, we are being recognized more and more locally and internationally as an important force driving Tech for Impact. Bringing the international focus allows us to reach the best and most impactful players from the world, and we bring this dimension into the national ecosystem as well.

For our last program, we had 1800 candidates from more than 90 countries. It is a global program, and many of our candidates also get offers from well-known accelerators in other countries. Still, they choose to come to us. One of the reasons for this is that they believe in our mission and the clear focus on positive impact is highly appreciated. When founders come together during the program, even if they are working on completely different things – from microfinance in East Africa to electrical charging stations in Germany, renewable wind power in Brazil or health tech in the US – they all come together around the joint mission of really wanting to make the world a better place. This creates a great dynamic in the group, which makes for really strong community building. Once you have seen and experienced the power it brings working with something that really has a higher purpose, you cannot go back.

Overall, how would you describe the Tech for Impact development in Norway and the Nordic region? Is there a large local demand and interest?

We definitely see an increased interest in what we do and Tech for Impact solutions. Norway has a long tradition of sustainability-related projects. At the same time, we have a feeling that we have been lagging behind in the tech scene in comparison to other Nordic countries. Over the years, we have witnessed an increase in the number of applicants for our program, startups, and partners who want to work with us. We also see that discussions with investors are becoming easier. Not that it is ever easy to talk to investors, but more and more investors are curious about investing for impact.

Looking at your national ecosystem from an international perspective, do you see any differences in the development of a Tech for Impact ecosystem?

We see a shift and increased focus on Tech for Impact solutions happening all over the world, in different shapes and forms. To give you an example, there are quite a lot of

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Managing Partner & CEO, Katapult Accelerator

entrepreneurs and investors proactively reaching out to us as they are not satisfied with the climate and culture in Silicon Valley. Founders start looking to parts of the world where there is an increased focus on positive impact, and the Nordics are one example of that. There are also a lot of interesting and good initiatives in Europe. For example, what you are doing at SEIF in Switzerland, but also in France and other parts of Europe. In addition, there is a lot happening in growth regions as Africa, Latin America, and India, where the impact focus is very prevalent.

What do we need in the future?

Looking at global emissions data, we are not acting fast enough on the climate side. We need to do much more and much quicker. It seems that the younger generation now understands this. It is a good shift, but we need both faster and bigger changes. Raising awareness about the fact that impact and finance go hand in hand is super important, but we also need to show examples proving that investing in impact is a good and attractive investment.

For everyone out there with great ideas, what would be your golden advice for early-stage startups interested in participating in your accelerator program?

First, don't be afraid of applying! It is always good to reach out, always good to apply. Even if you don't get accepted the first time you will still be on our radar and we have a lot of other institutions that we partner with and where we can direct interesting cases. Second, don't give up. Try all things possible to move your business forward. If you want to get accepted somewhere or work with someone, don't be shy. Maybe we need to teach our Nordic startups to be a bit more American in this context. We can be a bit too humble up here, which I think goes also for the Swiss.

Tech for Impact at ETH Zurich – a discussion with Dr. Tomas Brenner

Dr. Tomas Brenner is currently Head of the Innovation and Entrepreneurship Lab at ETH transfer, the technology transfer office of ETH Zurich. He has more than twenty years' experience in the tech startup world, both in the US and in Europe, and is a member of the SEIF Awards Jury 2019. Tomas' work has been published in many renowned international journals, at international symposia and he is the co-/inventor of 9 patents. The Innovation and Entrepreneurship Lab offers tailored services for young researchers and entrepreneurs aiming to transfer scientific research results, carried out at ETH Zurich, to business and society.

From your perspective as Head of the Innovation and Entrepreneurship Lab at ETH Zurich, have you noticed a change in the development of Tech for Impact solutions in Switzerland over the last years? If yes, why do you think this has changed?

Yes, absolutely! Just by picking up any newspaper today, it becomes clear that our world is facing unprecedented changes. When it comes to social and environmental challenges, there are some clear problem areas and the younger generation is well aware of it. In this context, I believe the younger generation is constantly encouraged by their surroundings to start thinking about solutions to these challenges. Thinking back to how it was only 10 or 15 years ago, it was just cool doing a startup for the sake of technology. At the time, it was about new tech solutions, making money and growing the business. In my view, entrepreneurs are a lot more conscious today, something that is also reflected in our society in general.

In which sectors do you see the greatest opportunities and why is that?

Technology concerns all areas of our lives, and not just our lives here in Switzerland or Europe. If you look at developing countries, many individuals already have digital phones and use technology on a daily basis. It is present everywhere. In this context, technology can help us make an impact in almost any field. To give you a few examples from the Innovation and Entrepreneurship Lab, we have startups in the areas of sustainable food production, construction and energy. These areas are great examples of where we can make a significant impact, generating energy from sustainable sources, sustainable housing or finding new solutions for plant-based protein. At ETH, we have a lot of startups in these sectors, food waste is another example. In my view, this is really positive. Doing a startup just for the sake of it is great, but if there is also a meaningful mission behind it, if the startup can make an impact, it's even better.

Do you experience a large interest for Tech for Impact solutions in the university environment?

Entrepreneurs are much more conscious today. At ETH, we have a lot of startups in sectors where we have the potential to make a great impact, such as food, energy and construction.

Where do you see the main challenges, and how can we address these to make sure we foster the positive potential of technology?

In my view, the challenge is not the technology itself. Rather, the challenge is to make these technologies accessible to all, regardless if you live in a rich country like Switzerland or in a less developed country. I see the challenge more in the proliferation of Tech for Impact solutions to all parts of the world.

Doing a startup just for the sake of it is great, but if there is also a meaningful mission behind it, if the startup can make an impact, it's even better.



Photo: ETH Zürich/Alessandro Della Bella

In your opinion, what role can (or should) universities play in fostering Tech for Impact solutions?

Universities play an important part in setting the agenda for research and development. Looking at ETH, we have defined five focus areas of which one is sustainability. In my view, the university has a responsibility towards our society, to find solutions to the challenges we face today, as we are financed and supported by the society. The research conducted at the universities can generate ideas for new impact focused startups. By selecting relevant focus areas, as sustainability, within which research is financed and supported, universities can indirectly support the development of impact startups.

The role of the universities is not to create impact startups, but rather, to support research in that direction. Following, the researchers themselves have the opportunity to take their ideas further, and there are now great support programs for them to do that. If you look at what SEIF is doing, or what we are doing with the pioneer fellowships at ETH, we are able to support researchers in their next steps to develop impact driven startups.

Putting Switzerland in an international perspective, do you see any differences in the development of a Tech for Impact ecosystem? If yes, what are these and why do you think these exist?

Of course, there are differences across countries, looking at the local economies, needs and boundaries. For example, Israel – commonly known as the startup nation – is in tension with its neighboring countries. Following, the technologies developed there may have a stronger focus on security or protection than in other parts of the world. In this regard, the country environment plays an important part. If you look at Switzerland, we are a wealthy country, on one hand we are proud of it, but on the other, we probably also feel a bit guilty. Thus, we tend to develop solutions that can have an impact by helping others. We want to do something good for people, also in parts of the world where there is not so much wealth.



“It has been a great experience to be part of the SEIF Awards Jury, it is exciting and involves many high-quality projects that can make a significant impact.”

DR. TOMAS BRENNER
Head of the Innovation & Entrepreneurship Lab
ETH Zurich

What can you tell us about your experiences as a SEIF Awards Jury member?

It has been a great experience to be part of the SEIF Awards Jury, it is exciting and involves many high-quality projects that can make a significant impact. I particularly enjoyed being part of the very diverse jury, where we were able to have good discussions by bringing in various perspectives. ETH is a well-known institution and I am happy to support the SEIF initiative to help society advance and make a positive impact.

I encourage you to keep up the good work at SEIF and I am happy to continue to support the work you do, as I believe it really makes a difference. In this regard, I look forward to continue to work together with SEIF to make our world a better place to live.

Health Tech for Impact – Future Challenges and Opportunities

According to the UN, a growing amount of people tend to live healthier lives today in comparison to the past decade. At the same time, individuals continue to suffer from preventable diseases and many still face premature death. The third UN SDG focuses on ensuring healthy lives and promoting wellbeing for all individuals across all ages, and overcoming challenges in this area requires continued efforts across the world.

To further explore the possibilities of tech solutions in tackling the third SDG, we talked to Sabine Kaiser about the opportunities and challenges facing the Health Tech sector today. Sabine has over twenty-five years of experience in the Health Tech industry and is a member of the SEIF Awards Jury 2019. She says health is increasingly seen as one of the main impact focus areas, also in the developed world.

Sabine, you have a unique overview of the Health Tech venture ecosystem in Europe. What are the main trends you observe in the Health Tech sector?

My answer to that question today is very similar to when I started in this industry over twenty years ago: digitalization and personalization. Today, the keywords of digitalization include artificial intelligence (AI), software as a medical device and decision support systems. On personalization, the keywords include companion diagnostics, app-based personalized treatments and patient stratification. By now, these trends display an ongoing momentum, real strength and have already shown meaningful outcomes.

What are the greatest challenges at the moment and where do you see structural gaps and missing links to move the sector forward?

The Health Tech sector is currently facing both old and new challenges. Older challenges include the scarcity of a desire for risk taking (both amongst investors and would-be entrepreneurs), the scarcity of early stage capital and investors' biases – leading to overfunding of hyped segments and underfunding of disliked segments as investors hunt in packs. In addition, some patterns are rather contradictory. As an example, there is a strong belief in personalized

medicine being the future while there is still a reluctance to fund the diagnostic tools required for personalization to get off the ground. Newer challenges include the paralysis created by the painfully slow implementation of MDR/IVDR (medical device/in-vitro diagnostics regulation) as well as the self-imposed constraints and pitfalls of the GDPR (General Data Protection Regulation) in Europe.

What kind of support and instruments are needed to overcome these challenges?

Authorities and regulatory bodies need to get going. We need to keep discussing the legitimate desire of individuals to not see their personal data exploited for unilateral profit generation, and the legitimate desire of critically ill patients to benefit from the insights of smart analysis and interpretation of big clinical/patient data sets.

As for the required risk taking and early stage focused investors, I pitch my hopes onto the angel and HNWI (high net worth individuals) community. Often, they see Health Tech as the last remaining segment where it makes sense to invest from a fundamental point of view, and/or they are driven by personal experiences and impact considerations. Still, they are nevertheless hesitant to invest in the sector due to a perceived lack of knowledge in what is seen as an expert space. The formation of dedicated healthcare focused angel groups as well as Health Tech training and knowledge pooling efforts are encouraging developments in so far sector agnostic angel groups.

Impact Investing is strongly connected to the Sustainable Development Goals. In the healthcare sector there are solutions needed for larger populations and with respect to data security. What is your perception of the discussions in the health sector connected to the impact dimension?

Health is increasingly seen as one of the main impact focus areas, also in the developed world, with inclusion and education being the most popular ones in recent years. As an example, FASE, the financing agency for social entrepreneurship, recently introduced health as one of their prime impact sectors.

Talking about solutions needed for larger populations, the aging population inevitably puts the challenge of how to care for the elderly onto the health and impact agenda. An open question here regards how digital solutions (created in abundance) can compensate for the lack of helping hands and personal attention. On data security issues, the interest in privacy protection typically wanes when individuals are faced with a severe health problem personally or in the family.



Photo: Pristem

When you compare the DACH region with the other European countries, where do you see the main differences in the development of the Health Tech sector?

The differences within Europe are not very relevant in the global scope. In comparison to Europe, Israel is a Health Tech innovation hot spot and China a big data paradise. However, there are a few notable trends. In the Netherlands and Belgium, I see a buzzing ecosystem benefitting from density, an entrepreneurial mindset, short distances and openness – there are small, if any, language barriers and a lot of cross-border activities. France has always provided a lot of (tax) support for their startup universe, but seems to be a rather closed ecosystem. The DACH universe is quite parochial – organized across federal, regional and local dimensions, not necessarily extending across either country or neighboring city borders. The fragmentation of the tech transfer industry within DACH is impressive, but I cannot really judge whether this is much different elsewhere.

Regarding the future development, where do you see risks and where are the great opportunities?

As always, pain is close to pleasure and great risks and opportunities are not too far apart. What is hyped today, such as AI, is hyped for a reason – first success cases and real-value added. However, somewhere at some point the hype always leads to disappointment when reality cannot match the expectations, with or without the fraud that hype often brings with it. Following, disappointment leads to collective retrenchment and funding issues if picked up by the media and the community.

Finally, what is your golden advice for early stage startups in the Health Tech sector?

Make use of some of the brilliant incubator and accelerator programs available in most places. Try to get accepted to the program that is the best fit for you, even if it may not be right at your doorstep. Finally, do it early in your startup career rather than later.



“My golden advice for early stage startups in the Health Tech sector is to make use of some of the brilliant incubator and accelerator programs available in most places. Try to get accepted to the program that is the best fit for you, even if it may not be right at your doorstep.”

SABINE KAISER

Venture Partner D/A/CH
NLC – THE HEALTH TECH VENTURE BUILDER
Jury Member, SEIF Awards Tech for Impact

Establishing a Tech for Impact Ecosystem – Lessons from the Startup Nation Israel

With over 15 years' experience in high tech sectors, Nir is the co-founder and co-CEO of TechForGood Israel. TechForGood supports impact entrepreneurs to grow and generate wide scale impact, while generating high financial revenue. They are convinced that many of the world's greatest social challenges can be solved with innovative tech solutions.

The global Tech for Impact startup community is growing and technology has a great potential to foster social change and contribute to the UN Sustainable Development Goals (SDGs). Where/in which sectors do you see the greatest opportunities?

As in many other business sectors, technology can play a major role in scaling up the impact, accessing new markets and generating new business models. One area that presents a huge opportunity for technology is food waste and food loss. Each year, over 30% of the food produced globally finds its way to the garbage. The monetary value of global food waste is 1 trillion USD annually. It is a world-wide issue that occurs throughout the value-chain, from farmers to households. By reducing food waste, we do not only save valuable resources but we can eliminate hunger. We can dramatically alleviate poverty, reduce CO₂ emissions and so much more. In Israel, we have seen innovative tech solutions addressing the problem, and utilizing the opportunity, of food waste.

Another area with high demand for innovative tech solutions is the circular economy, where we see a growing global demand for solutions that can significantly reduce the production and waste of single use plastic. The aging population and gender equality are two other relevant areas. According to the UN, the global economic damage that is caused by gender abuse is estimated at 1.5 trillion USD and in this case, tech can play a major role in prevention and education.

Where do you see the main challenges, and how can we address these to make sure we foster the positive potential of technology?

The biggest challenge that TechForGood startups are facing is mission drift. Impact generating startups are not only expected to provide investors with market rate returns, but also to generate scalable and measurable impact. They need capital to reach their goals and this capital has to be aligned with the mission statement and goals. If an impact startup has difficulties raising capital from mission aligned investors, then this could ultimately lead to mission drift. In this context, one of our main goals is to make sure that impact investors become more active in the market, and find the strategic value of adding start-up investments to their portfolio.

Israel is recognized for its thriving and dynamic startup scene and is also seen as a forerunner in the Tech for Impact field. What are the drivers behind this development?

I think the key driver for entrepreneurs entering the Tech for Impact market is simple and straightforward – the understanding that this market is no different than any other high-tech market. In terms of opportunities, risks and the disruptive force of technology. We have tried very hard to implement this approach in Israel and we see our ecosystem as just another high tech vertical, not a spin-off of social entrepreneurship. When you think of it, it is estimated that the global opportunity related to the SDGs is over 12.3 trillion USD. The global demand for impact generating technologies is soaring. If you add to that the passion to do good that characterizes entrepreneurs – then you end up with a dramatically growing ecosystem. This draws key players such as investors, corporates, NGOs, governments and others. The bottom line is that we need to look at social and environmental issues as opportunities.

Israel has a strong and supportive ecosystem for startups. Compared to other nations, do you see any differences in the development of a Tech for Impact ecosystem? If yes, what are these and why do you think these exist?

I think that one of the key differences is Israeli entrepreneurs' approach to risk and their attitude towards what is possible (everything) and what is not (nothing). The acceptance of failure as an essential part of the entrepreneurship process is a key driver in the development of the ecosystem. After all, the risks associated with establishing any sort of startup are so high that you must



be willing to be a bit irrational about it. Another thing that characterizes our ecosystem is an approach that says – if we make it, they will come. When our ecosystem was starting to form, there were almost no investors, corporates did not take an active role, and there were only a handful of startups. I think that when we see a challenge, we try to tackle it and not bypass it.

Who are the key players in the Israeli Tech for Impact ecosystem?

All key players are active in the Israeli market – universities, co-working spaces, incubators and accelerators, angel investors and a handful of VCs. We are currently witnessing a shift from philanthropy and grants into impact investments and this is a major force that fuels the ecosystem with capital. A major force that helped form the ecosystem are corporates, who seek tech solutions that support their sustainability strategies. What is missing are international impact investors who have not yet realized the full potential of technology to help scale up the impact and are not yet willing to take the risks associated with early stage startup impact investing. I'm certain though that this will change dramatically in the coming years.



“It is not within the power of a single organization to drive true change. If we want to make a real difference, we need to join forces with like-minded international organizations and collaborate for greater good.”

NIR SHIMONY

Co-Founder & Co-CEO, TechForGood Israel

“Another thing that characterizes our ecosystem is an approach that says – if we make it, they will come. When our ecosystem was starting to form, there were almost no investors, corporates did not take an active role, and there were only a handful of startups.”

What are the success factors behind building a strong Tech for Impact ecosystem? What would you recommend actors who are driving the process, and what are the difficulties and potential pitfalls?

The answer to this question is simple – we need to strive for the success of the ecosystem and not just for the success of each player within the ecosystem. We are building an infrastructure for future generations of entrepreneurs and we are focusing on greater good. If you understand this, and if you are able to harness every relevant player in the value chain by explicitly changing mindsets in order for people and organizations to see the potential of setting up a TechForGood ecosystem, then you have all the right ingredients for a flourishing ecosystem. Another thing to look at are the entrepreneurs. At the end of the day, they are the ones who change the world and our role is simple, we need to provide them with what they need to succeed: education, capital, incubation and growth. As for the difficulties and pitfalls, well there are so many of them. Every day you face failure, and the idea is to learn from your mistakes and stick to your goals. I don't see a major risk except for the fear of failure.

What were the main reasons behind the decision to launch the TechForGood incubator?

The incentive behind TechForGood is the huge opportunity in global impact generation. Looking into the future, issues like food waste, poverty, gender equality, circular economy, sustainable agriculture, aging and others – are the ones that will draw the attention and the resources of governments, corporates, investors and consumers. Five years ago, when my partner, Omri Boral and I founded TechForGood, we thought that when it comes to startups, the impact industry is no different from the cyber, fin-tech, ad-tech, and gaming industries. Our goal was to be another thriving vertical of the Israel tech ecosystem. Our ultimate goal is, of course, to see to it that tech solutions are implemented successfully and boost global impact.



Photo: Shlomi Mizrahi

As the key player in the Israeli Tech for Impact community, what role did the TechForGood incubator play in building up the ecosystem?

I believe we were one of the first organizations that focused only on technology – on scaling impact generating startups. We also were the ones who changed the conversation with corporates who are going through a slow and important process of merging sustainability and impact into their core business. The last thing we did was to understand that there is a great need for global collaboration. It is not within the power of a single organization to drive true change. If we want to make a real difference, we need to join forces with like-minded international organizations and collaborate for greater good.

Finally, for everyone out there with great ideas, what would be your golden advice for early stage startups interested in participating in your accelerator program?

That's an easy one...just have fun. Enjoy the road and do not fall in love with your solution or with your end goal. As long as you are willing to accept failure, learn while on the move, and inspire others with your energy and commitment to drive impactful change – you are on your right path to success. We are looking for inspirational entrepreneurs who are capable of executing big global visions.



SEIF AWARDS 2019

The SEIF Awards Jury 2019

With a strong interest in Tech for Impact solutions in common, the 2019 SEIF Awards Jury represents specialist from a wide variety of sectors including the impact investing sector, the corporate world, the academia and the startup community. Following our focus on Tech for Impact entrepreneurs, we received very positive feedback from the jury, and the cases involved generated excitement and interesting discussions.

According to Dr. Tomas Brenner, it has been a great experience to be part of the SEIF Awards Jury as “it is exciting and involves many high-quality projects that can make a significant impact.” Tomas particularly enjoyed being part of a very diverse jury, as bringing in various perspectives fosters great discussions.

We are grateful for the support, commitment and the time invested by all jury members. We would like to thank them for their valuable input and interesting discussions, and look forward to continuing our cooperation.

**We thank all jury members
for their valuable support
and commitment!**



PROF. MARIANA CHRISTEN JAKOB
SEIF
CEO & Founder, Chair of the Jury



HELMUT ALBIKER
ALBIKER CONSULTING GMBH
CEO



DR. MONIKA BINKERT
MONIKA BINKERT GMBH
CEO & Founder

**DR. TOMAS BRENNER**

ETH ZÜRICH

Head of the Innovation & Entrepreneurship Lab

**JACQUES HEFTI**ZÜRICH UNIVERSITY OF
APPLIED SCIENCES

Co-Director Startup Campus

**SABINE KAISER**NLC – THE HEALTHTECH
VENTURE BUILDER

Venture Partner D/A/CH

**PROF. DR. MICHELE KELLERHALS**LUZERN UNIVERSITY OF
APPLIED SCIENCES AND ARTS

Head of the Institute of Innovation and Technology Management

**ROGER KUNZ-BRENNER**PWC SWITZERLAND
Advisory Partner**DONAT MATTHEWS**

Entrepreneur & Investor

**CHRISTIAN MÄHR**

UBS SWITZERLAND

Head Digital Corporate Bank

**PHILIPP RIES**

GOOGLE SWITZERLAND

Head of EMEA Assistant Distribution Partnerships

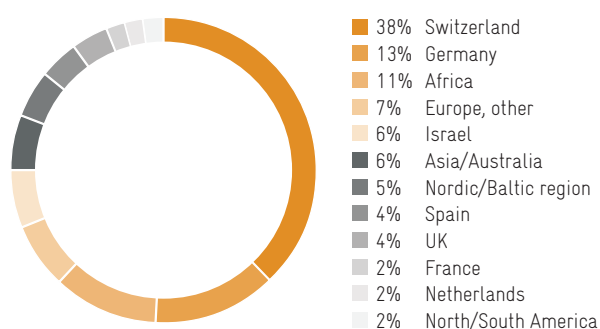
SEIF Awards 2019 – what do we know about the Tech for Impact entrepreneurs?

The global Tech for Impact community is growing, and we are thrilled to have received so many interesting applications covering various technologies and impact areas. Not only does this show the applicability of various technologies in solving both social and environmental challenges, but also the relevance of such solutions in reaching many of the UN Sustainable Development Goals (SDGs). Based on the data* from this year's awards applications, we were curious to explore some interesting insights relevant for the European Tech for Impact community.

MAIN FOCUS & GEOGRAPHIC SPAN

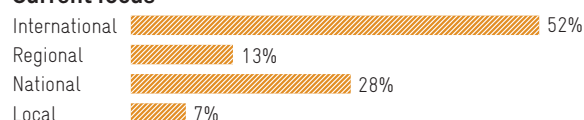
This year, we received applications from 40 countries with Tech for Impact solutions ranging from AI to blockchain, computer vision, drone technology and nanotech. Switzerland took the lead with the highest number of applications, followed by Germany, Israel and the Nordic/Baltic region. The high share of Swiss applicants does not come as a surprise, considering that SEIF is based in Zurich. In addition, Switzerland is a leading tech nation, and it is interesting to note that the share of Swiss applicants increased in comparison to 2017. At the time, the SEIF Awards had a broader focus on social entrepreneurship and the share of Swiss applicants was just below 30 percent.

Geographic span: location



Tech for Impact solutions are relevant on all levels of our society. As indicated below, more than 50 percent of all applicants have an international focus, but national, local and regional activities remain relevant as well. The application process was open to all Europe based impact tech entrepreneurs, with operations worldwide.

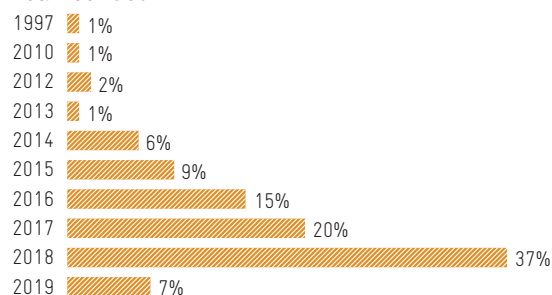
Current focus



STAGE OF DEVELOPMENT

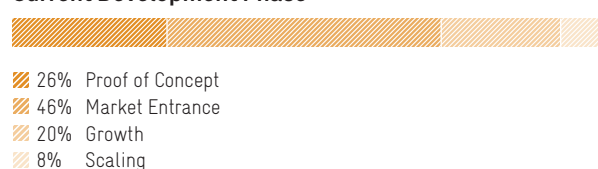
Almost 80 percent of the applicants have founded their companies already, and nearly 90 percent of these businesses were founded during the last five years (2019 included).

Year founded



The majority of the applicants are currently in the proof of concept or market entrance stage. Applying for the awards is a first step towards gaining recognition, visibility and increasing awareness about their businesses. The awards support them in reaching a broader audience and they receive financial support. However, it is not a stand-alone solution. The awards need to be complemented with further support in the growth and scaling phase, where SEIF is also positioned.

Current Development Phase



BUSINESS MODEL & FINANCING

Access to funding is a challenge for all entrepreneurs. However, in comparison to regular startups, impact entrepreneurs need to find a suitable business model that both enables them to become profitable and stay true to their social and/or environmental goals. As indicated below, the majority of the applicants apply an impact business model, followed by a social business model. A smaller share identifies as a Supported Social Business. This is relevant as it affects the focus of the business activities, and determines access to different funding opportunities.

Business Model



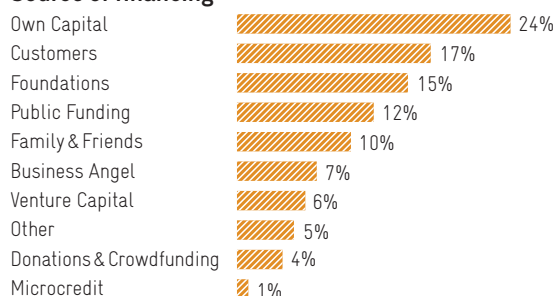
- 12% Supported Social Business
- 19% Social Business
- 69% Impact Business

Business Model Definitions



Looking at funding, own capital is the most common source of financing amongst the applicants. Shortly followed by customers, foundations, public funding and family & friends. Investing own capital is common, considering that early stage startups may not provide a salary in the beginning, or that founders might work a paid job on the side. It is a challenge, but own investments also reassure investors that the idea is worthwhile.

Source of financing

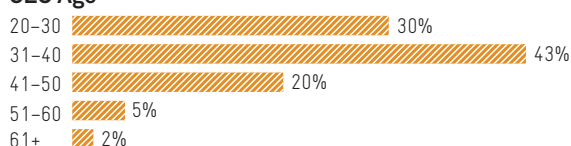


Of course, country specific conditions also play an important part in determining access to financing. In this context, it is interesting to note that own capital remains the most important source of financing also amongst Swiss applicants, followed by foundations and customers.

EMPLOYMENT, DIVERSITY & INCLUSION

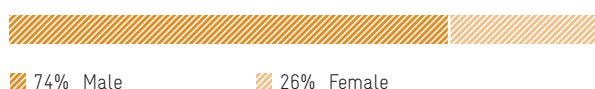
Today, we witness a growing Tech for Impact movement at the universities and in the startup community, both in Switzerland and Europe. Still, the average CEO age of 36 suggests that not only millennials or university graduates are active in the Tech for Impact startup field. The majority of the applicant CEOs are in their thirties, followed by the age group 20–30. Founders do not have to work alone to create impact. However, the average number of employees for startups in the proof of concept and market entrance stage (5) is significantly lower than the average for startups in the growth and scaling phase (37).

CEO Age



Considering the UN SDG on gender equality, it is worth noting that 74 percent of all applicant CEOs are male and 26 percent female. The same division is present amongst the Swiss applicants.

CEO Gender



Gender inequality is not only a social issue but also an economic challenge, and the notable gender gap points both to the relevance of the SDGs and women in tech initiatives. In this context, the Tech for Impact startup community could play an important part in reaching gender parity.

WHAT IS NEXT?

At SEIF, we believe it is crucial to foster the positive potential of technology, and we are pleased to see that a growing community starts to think in this direction. The SEIF Awards is a great first step towards increased visibility for the Tech for Impact entrepreneurs, but it needs to be complemented with support and services in the next steps: growth and scaling. In this context, we are developing different services and programs to support the special needs of these impact driven tech startups, and wish all applicants a successful future.



SEIF AWARDS WINNERS 2019

SEIF Awards 2019 – Tech for Impact

The SEIF Awards 2019 target entrepreneurs in Europe who develop or make innovative use of technologies to tackle social and/or environmental challenges, contributing to the UN Sustainable Development Goals. Together with our partners UBS and PwC we provide finalists a unique opportunity to increase their international awareness, gain reputation and present themselves to a top-class jury. The total prize of more than CHF 30,000 is divided amongst the winners of the following categories:



AWARD FOR
SOCIAL INNOVATION



AWARD FOR
RESPONSIBLE BUSINESS



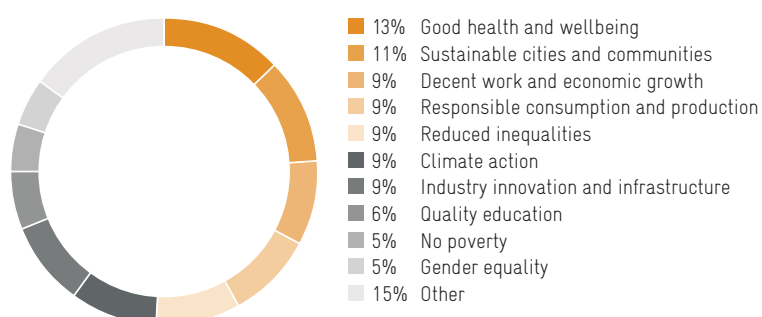
AWARD FOR
SCALABLE SOLUTION



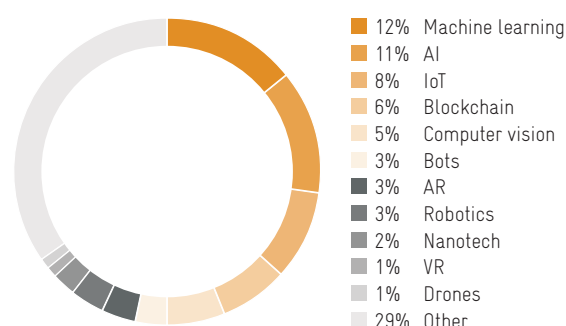
AUDIENCE AWARD
POWERED BY RAISENOW

We are thrilled to have received so many interesting applications covering various technologies and impact areas this year*:

Main Impact Areas



Main Technologies



*The graphics are based on the 178 eligible applications for the SEIF Awards 2019 Tech for Impact



SELF Award for Social Innovation



CEO
ETIENNE JEOFFROY

CURRENT FOCUS
NATIONAL

FOUNDED
NO

LOCATION
SWITZERLAND

BUSINESS MODEL
IMPACT BUSINESS

TECHNOLOGIES
MATERIALS

IMPACT AREA
SUSTAINABLE CITIES & COMMUNITIES,
RESPONSIBLE CONSUMPTION & PRODUCTION

WEBSITE
WWW.FENX.CH

PROBLEM

The buildings we live and work in have a fundamental influence on the environment and on our health. Energy consumption, greenhouse gas emission as well as safety and health standards can differ greatly – depending on the insulation material used.

The rising popularity of green buildings, the 2015 Paris agreement on Climate Change and the Grenfell Tower tragedy in 2017 have all contributed to a great demand for non-flammable, non-toxic and environmental-friendly insulation materials.

One Swiss start-up aims to disrupt the global insulation market with the development of a new foaming technique that promises all this – to a lower price than existing products.

SOLUTION

FenX, a company founded by ETH students in Zurich, follows the concept of circular economy. In collaboration with the lab of Complex Materials at ETH Zürich they developed a new technique to transform mineral waste such as fly ash or iron slags into ultra-stable, non-flammable insulation foam products which are 100 percent recyclable.

Reaching porosity levels of up to 97 percent these foams display mechanical properties as good as state-of-the-art porous cements and thermal insulating properties comparable to polymeric materials. In addition, FenX states that the manufacturing process is based on extrusion or 3D printing generating 66% less CO₂ emissions than cement-based solutions.

The final product, insulation panels, can be produced worldwide in a decentralized fashion using local and sustainable sources.

JURY'S DECISION

The jury's decision to award FenX this year's SEIF Award for Entrepreneurial Innovation was unanimous. The jury members were particularly impressed by the sustainability and the scalability of the business.

FenX give a new useful life to leftovers. By using porous materials, they get from industrial waste – for example from the coal industry, iron mining or the paper industry, they are leading the way for eco-friendly insulation. Their approach is innovative and exemplary.

The materials they use are easily available and inexpensive which makes them a cost-efficient alternative – especially for social housing projects around the globe. Non-flammable, non-toxic and environmental-friendly materials are an affordable option for buildings of all sizes and budgets.

MOTIVATION

With their climate friendly development FenX also meets the UN Sustainable Development Goal 11: Sustainable Cities and Communities. Going forward FenX plans to use fully-automated 3D printing processes to design and shape their foams. In the production process no, thermal treatments are needed hence no additional CO₂ emissions are created. Their foam products are non-toxic and 100 percent recyclable.

FenX have a strong business case and it was no surprise to see them delivering it to the jury with confidence and energy. Their aim is to become a large volume manufacturing company and we are convinced that their business model is as sustainable as their foams.

FenX have a strong business case and it was no surprise to see them delivering it to the jury with confidence and energy.



SELF Award for Responsible Business

B I O m

CEO
DR. REMY BUSER

CURRENT FOCUS
INTERNATIONAL

FOUNDED
2019

LOCATION
SWITZERLAND

BUSINESS MODEL
IMPACT BUSINESS

TECHNOLOGIES
CLEANTECH

IMPACT AREAS
RESPONSIBLE CONSUMPTION &
PRODUCTION, CLIMATE ACTION

WEBSITE
BLOOMBIORENEWABLES.COM

SUPPORTED BY



PROBLEM

Today, we find petroleum in all kinds of products we use on a daily basis. For example, in the insulation panels in our walls, fragrances we wear, plastics, clothing, digital devices or in the products we eat. Petrochemical products are everywhere. Our economies are heavily dependent on it, and according to the International Energy Agency, petrochemicals are on the road to become the largest driver of oil demand.

All these products could be sourced from more sustainable resources. However, the technological solution to do this in an efficient manner has been lacking. Faced by a global demand and need for more sustainable solutions, there is a clear need for the chemical industry to adapt.

SOLUTION

Biomass is an important sustainable alternative to fossil resources. With the vision that everything that is made from petroleum today will be made from biomass tomorrow, Bloom Biorenewables has developed a groundbreaking solution for the production of sustainable and cost competitive bio-based materials for the chemical industry. Using this technology, Bloom converts plant material (wood or agricultural side streams) to competitive building blocks, contributing to the efficient use of resources and promoting a circular economy.

JURY'S DECISION

Bloom transforms biomass to bio-based compounds which substitute petrol-based counterparts in markets such as fragrance and flavors. Besides specialty chemicals, Bloom produces high-quality cellulose suitable for textile fabrication as an alternative to petrol based synthetic fibers.

The jury believes that Bloom has positioned themselves well on the market with their business model and there is a large demand and potential for the product in the chemical industry.

By introducing a new route for the production of bio renewable products, Bloom offers a sustainable alternative to fossil-based industries and contribute to mitigating climate change. The jury believes that Bloom's technology has the potential to create a significant global impact.

MOTIVATION

Bloom can make a significant contribution to reach the UN Sustainable Development Goal nr 12: Responsible Consumption & Production.

All jury members were impressed by the strong business case and see a large potential for Bloom in an area where few sound solutions exist today. The team has a strong track record with a close collaboration with the Laboratory of Sustainable and Catalytic Processing (LPDC) at EPFL, a leading laboratory in the field of biomass.

Focusing on the flavor and fragrance segment at the first stage, the jury believes that Bloom has positioned themselves well on the market, with great potential for development.

The jury was convinced by the answers to all critical questions asked and believes that Bloom has a great potential to make a significant impact with their sustainable business model.

The jury was convinced by the answers to all critical questions asked and believes that Bloom has a great potential to make a significant impact with their sustainable business model.



SELF Award for Scalable Solution

PROVEMENT

CEO
JENS MOGENSEN

CURRENT FOCUS
INTERNATIONAL

FOUNDED
2017

LOCATION
SWEDEN

BUSINESS MODEL
IMPACT BUSINESS

TECHNOLOGIES
BIG DATA ANALYTICS, IOT, MACHINE LEARNING

IMPACT AREA
GOOD HEALTH & WELL-BEING,
SUSTAINABLE CITIES & COMMUNITIES

WEBSITE
WWW.PROVEMENT.IO

SUPPORTED BY **seif**

PROBLEM

According to the World Health Organization, obesity and overweight can be linked to more deaths than underweight across the globe. Worldwide, more than 340 million children and young adults aged 5–19, and 41 million children under the age of 5, were either obese or overweight in 2016. In Switzerland, around 19 percent of the children and young adults are overweight. According to the Swiss Federal Office of Public Health, it is a significant challenge for the health care system.

Childhood obesity increases the risk of noncommunicable diseases. Obese children face a larger risk of obesity, disability and premature death as adults. In addition, the social stigma attached to obesity often has a negative influence on a child's emotional well-being.

Both obesity and overweight, including related diseases, are to a large extent preventable. However, the necessary lifestyle changes are generally hard for patients to implement, as both families and health care providers lack time and effective tools to support them properly.

SOLUTION

Using IoT, machine learning and big data, Provement have created a digital platform to individualize and democratize obesity treatment. Making it more accessible, effective and affordable than most current solutions. It consists of a treatment and communication tool for the clinics and an app for the user and connected devices. The connected devices collect objective data that makes it possible to follow progress between visits. It allows for an in-depth understanding of how each patient is doing and enables early intervention.

JURY'S DECISION

The jury recognizes that childhood obesity is one of the most relevant public health challenges we currently face, and believes that Provement has come up with a solution that could make the treatment of childhood obesity both more efficient and more effective.

Provement has the potential to improve the well-being of obese children. The effect of the solution has been validated in a randomized clinical trial (RCT) in Sweden and the jury was impressed with the competent team and well explained business model.

Making the treatment of childhood obesity more efficient also has the potential to significantly reduce the pressure on health care systems. The jury values the scalability of the business and its potential impact in preventing and treating childhood obesity worldwide.

MOTIVATION

With their solution, Provement contributes to reach the UN Sustainable Development Goal 3: Good Health & Well-being and 11: Sustainable Cities & Communities. The solution has the potential to both limit the emotional and physical suffering of obese children and reduce the pressure on health care systems.

The SEIF Awards Jury believes that the digital platform created by Provement could play an important part by utilizing modern technology and advances in behavioral science to tackle the challenge of childhood obesity. It is an innovative and scalable solution to an issue that is relevant both in Switzerland, Europe and beyond.

The jury values the scalability of the business and its potential impact in preventing and treating childhood obesity worldwide.



SEIF AWARDS FINALISTS



Agrishelter provides sustainable affordable temporary homes for people in need, implementing innovative technology and a multi criteria strategy to use local materials and resources. Agrishelter can be assembled in one day by unskilled people, it is energy efficient and safe.

CEO
NARGES MOFARAHIAN
TECHNOLOGIES
CONSTRUCTION
WEBSITE
WWW.AGRISHELTER.ORG



Our smartphone- and web-based software Field Buzz helps organizations manage field operations in low-resource environments. It is flexible enough to be used for most typical field worker activities such as registering beneficiaries or customers, tracking deliveries of products or services, microfinance, interactions with farmers.

CEO
ALEXIS RAWLINSON &
HABIB ULLAH BAHAR
TECHNOLOGIES
SMARTPHONES, MOBILE INTERNET,
WEB, CLOUD
WEBSITE
FIELD.BUZZ



MeduSoil produces and commercializes a smart construction material to enable contractors to build on solid foundations. We develop a liquid mineral reagent which reacts with the ground and stabilizes it. MeduSoil aims to mitigate risks caused by environmental threats such as earthquakes, soil erosion and landslides.

CEO
DIMITRIOS TERZIS
TECHNOLOGIES
NANOTECH
WEBSITE
WWW.MEDUSOIL.COM



MPower addresses the challenges of energy access and financial inclusion in emerging markets. To eMPower off-grid and under electrified households and SMEs, we enter distribution agreements with local entrepreneurs and provide them with a unique combination of high-quality solar products, cost effective financing, and state-of-the-art software to optimize their operations.

CEO
MANUEL SEIFFE
TECHNOLOGIES
BIG DATA ANALYTICS, IOT,
MACHINE LEARNING
WEBSITE
WWW.MPOWER.AFRICA



Planted skips the animal and make healthy, nutritious and cruelty-free 'meat' directly from plants. Our technology allows us to mimic the fiber structure and length of various meat types, to flexibly choose the protein source and to add the juiciness consumers miss with conventional meat analogues.

CEO
LUKAS BÖNI
TECHNOLOGIES
EXTRUSION (FOOD TECH)
WEBSITE
WWW.PLANTED.CH



SatSure supports geospatial intelligence gathering along the agriculture value chain and around entire crop cycles. Our intelligence provides a basis for insights generation, for efficient critical decision-making, reducing transaction costs, allowing for a better financial inclusion of farmers.

CEO EMEA
ABHISHEK RAJU
TECHNOLOGIES
AI, BIG DATA ANALYTICS, IOT,
MACHINE LEARNING
WEBSITE
WWW.SATSURE.CO



SwissProsthetics offers an affordable, modular and robust prosthetic solution for children and adults with upper limb loss. We want to achieve social impact through better social integration and improve the quality of life for those affected.

CEO
LUKAS VON TOBEL
TECHNOLOGIES
3D PRINTING
WEBSITE
WWW.SWISSPROSTHETICS.COM



**SEIF
AWARDS
PREVIOUS
WINNERS**

Winning an award is definitely an achievement worth celebrating. But it is also the beginning of a lot of hard work setting up goals, reaching them and testing new ideas. Looking back, how did winning the SEIF Award help previous winners, and where are they today?



“Winning an award is the first confirmation that something in the idea must be right.”

OLIVER MARCHAND

CEO & Founder of Carbon Delta



“Winning the SEIF Award was a big milestone for us. We became publicly known, expanded our network, identified new mentors and benefit a lot from those connections.”

MONA MIJTHAB

Founder of Mosan



“Receiving the Award was especially important for us, since the business and social aspects of a project are often more difficult to evaluate than the scientific and technical ones.”

BERTRAND KLAIBER

CEO & Co-Founder of pristem



“Participating in competitions is a great occasion of connecting with creative and ambitious people and finding out about their innovative ideas about how to improve the future.”

DÉNES HONUS

CEO & Co-Founder of Green City Solutions

WINNER SEIF AWARD FOR SOCIAL ENTREPRENEURSHIP 2016

Mosan – Smart Sanitation

Mosan has developed a transportable dry toilet and ecological sanitation service for densely populated settlements and challenging environments worldwide. Mona Mijthab, founder of Mosan, is a visionary thinker and sees people as part of the solution.



Photo: Ivan Castro

Mona, can you tell us about your biggest achievements since you won the SEIF Award?

2016 was a key year for us. We won the SEIF Award, which allowed us to register Mosan as a company and move to the next level. That year we worked a lot on our business model and established key partnerships in Central America. Today, we are operating our sanitation service in the Mayan community Santa Catarina Palopó at Lake Atitlán in Guatemala. What I am most proud of are our users, who are much more than users of our technology and service, they are ambassadors for us and our cause, they believe in us and promote Mosan and the benefits it offers for themselves and the environment. For me, their trust and support are our biggest achievements.

What are you currently focusing on?

We are in the scaling stage, which means we are doing awareness and promotion events in the community to add more users to the Mosan service. At the same time, we are evaluating technologies and machines with higher capacities for our recycling process and promote our service to additional municipalities. It's an exciting time as we are building on all our learnings from the past months.

What has been your biggest challenge, and what important lessons did you learn during your journey?

Implementing our first project in Guatemala we faced several delays with the toilet production in Germany, shipping and import into Guatemala. I think it is very important to know your suppliers and all involved stakeholders in the product process very well. If possible, get written agreements beforehand or plan more time for the risk of delays.

What would you say to entrepreneurs considering taking part in the SEIF Awards next year?

Be yourself and share your personal story! Stories are powerful, make us human, and allow us to connect – and that is what matters. If investors believe in you, they are more likely to support you.

You work in an international environment: How do you see the Swiss ecosystem in terms of opportunities for growth and scaling compared to other countries? Is there anything missing?

I think Switzerland is a fantastic place to start and develop a business. There are many opportunities. Especially the social business scene is like a family, where entrepreneurs help each other, instead of competing. I really appreciate this atmosphere and support. In terms of scaling and growth I think Switzerland could do more for startups beyond the idea and prototyping phase. When we started to bring our product into series production and began to enter a market, there were less opportunities. The SEIF Impact Academy with selected coaches is a positive example, more support like this could help startups in that phase.

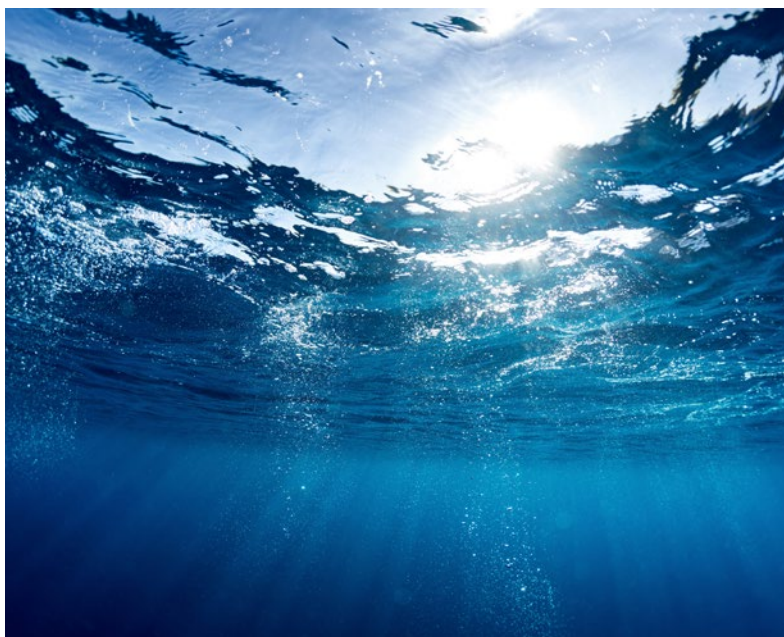


Dignity • Safety • Hygiene

WINNER SEIF AWARD FOR ENTREPRENEURIAL INNOVATION 2016

Carbon Delta – the environmental fintech

CARBON DELTA is a research firm that specializes in identifying and analyzing the climate change resilience of publicly traded companies. Oliver Marchand, CEO and founder, started Carbon Delta in 2015 when he realized that the economic effects of climate change had started to really affect financial markets.



Oliver, you won the SEIF Award in 2016. Can you tell us about your biggest achievements since then?

Overall, we have made a lot of progress in working with financial institutions on the complex topic of climate change. Our team has grown to over 20 fantastic people, we introduced our product to the market and won a United Nations backed project with over 20 large institutional investors as partners. Furthermore, we successfully closed a first investment with ZKB and a group of angel investors from the Swiss ICT Investor Club (SICTIC) in 2018 and recently received a loan guarantee by the Technology Fund of the Swiss Federation. These are all important milestones in building a social enterprise.

How did winning the SEIF Award help you develop your business, besides the money?

The most important aspect of the award was the recognition we received from the nomination. The award also helped us to gain additional traction as an employer.

What strategy or tactic helped you the most in funding and growing your business?

One of our strategic goals has always been to build a team of highly skilled, passionate and dedicated people. The experience of the team and the management allowed Carbon Delta to form strong strategic corporate and academic partnerships with major players early on. These partnerships allowed us to reach our goals earlier, extend our network, and grow quicker. In addition, I strongly believe that social entrepreneurs have some important

advantages at hand; thanks to the innovation we bring to the financial industry, we often receive a lot of respect and recognition. Another strategic advantage is the exceptional scalability of our business model in various aspects, which is a very important aspect for investors.

What is your current focus and what are your next steps?

Each stage in a startup comes with its challenges. We are now transitioning from the market entry to a scaling phase. The product and internal processes have become more complex and need more coordination. And even though we have significantly grown over the past year, we are aiming to grow our team as well as our business even further.

What is your best advice for early stage Tech for Impact startups that want to make a difference?

First, I would like to congratulate all entrepreneurs going into this field. Please start selling your product as early as possible and be confident in the fact that you might very likely actually be able to create a better product than the big players in the field. Always try to do the best you can. Pay attention to detail.

CARBON DELTA

Social Entrepreneurship Profile and Investment Spectrum

The term social entrepreneurship often leads to confusion or is misunderstood. It is therefore important to define exactly what is meant by the term. Basically, impact driven businesses solve social and/or ecological problems with an entrepreneurial approach. Many instruments from the business world are also used in social entrepreneurship, be it in the financial sector, in marketing or in business processes. However, there are also decisive differences.

The starting point of a social entrepreneur is the so-called theory of change, which starts with the social problem and seeks and develops innovative solutions for it. Accordingly, the social impact, as well as the measurement and management of this impact, are of crucial relevance. Additionally, for many social entrepreneurs, the beneficiaries and the customers are not identical. For example, startups that support vulnerable population groups cannot be financed directly by those groups.

Social entrepreneurs move in the blurring field between philanthropy and business and show different profiles accordingly. These profiles can vary slightly depending on the organization.*

SEIF differentiates between the following types:

SOCIAL FOCUS



FINANCIAL FOCUS

These different profiles of social entrepreneurs are closely related to the respective spectrum of impact investing. In an initial phase, most social entrepreneurs have opportunities to receive support from foundations or sustainable initiatives. After the seed phase, however, the profiles and investment opportunities crystallize more clearly:



Of course, this allocation of social business model and investment spectrum is intended as a prototypical orientation. In reality, deviations and differentiations are always possible.

Business Model Definitions

SUPPORTED SOCIAL BUSINESS	→	MORE THAN 70% SELF-GENERATED INCOME
SOCIAL BUSINESS	→	NO DIVIDENDS
IMPACT BUSINESS	→	PROFITABLE

Interested to learn more? This is an excerpt from our recently published whitepaper *Small Sized Impact Investing Fund – Challenges and Opportunities*. The full publication is available for download on our website: seif.org

* E.g. Social Investment Toolkit: Sponsorship Model/Hybrid Model/Integrated Model

The Team



PROF. MARIANA CHRISTEN JAKOB
FOUNDER & MANAGING PARTNER

Mariana has a background in social sciences from University of Zurich (UZH), an MBA from University of St. Gallen (HSG) and recently absolved the Impact Investing Executive Education at Oxford University. She has more than 20 years experience in research, coaching and training in the field of social innovation, social entrepreneurship and corporate social responsibility as a Professor at the University of Applied Sciences in Lucerne as well as a free consultant. Mariana founded SEIF in 2011 with the aim to professionalize the social entrepreneurship sector, which was still in its infancy at the time, and to support startups with various programs and services. Today, one of the professional focuses is on impact investing and the issues involved in initiating the first financing rounds.

Mandates

First Ventures, Gebert Ruf Foundation, Jury Member

The program promotes UAS students with an innovative business idea with financial contribution as well as tailored coaching

BRIDGE, jointly offered by the Swiss National Science Foundation (SNSF) and Innosuisse, Member Steering Committee
The program offers funding opportunities at the intersection of basic and science-based innovation for young and experienced researchers



AIMÉE VAN DER WOLDE
MANAGING PARTNER

With an academic background in cultural studies, international relations and history from Utrecht University, Aimée has developed and managed several social innovation and impact programs for public and private institutions. She has experience in consulting both governments and social entrepreneurs on how to collaborate and achieve impact. At SEIF, she is in charge of the coaching program Impact Academy and responsible for the strategic development of the tech for impact programs. In her free time, you can find her on a mountain.



NOEMI LAURINA JAJJAWI
PROJECT SUPPORT

Noemi mainly supports the SEIF Impact Academy and other projects regarding the financial ecosystem of impact-driven startups. She has recently completed her multidisciplinary Bachelor studies in Business Administration, Economics, and Political Sciences at the University of St. Gallen. Internships within both the private and the not-for-profit sector as well as her six-week stay at a local school in Yizhou, China, have equipped her with a strong interest in social entrepreneurship.



SARAH LINDER
PROGRAM LEAD

At SEIF, Sarah is responsible for strategic projects within impact management in the context of impact investment. She further manages the international business plan competition SEIF Awards with a focus on Tech for Impact and the Innosuisse courses for social entrepreneurs. Sarah has an academic background in business and sustainability, holds a PGC in social innovation management and absolved various trainings in social impact management and measurement. She has experience working with social entrepreneurs in Switzerland, Brazil and Kenya.



MARIA LJUNG
PROJECT SUPPORT MARKETING & COMMUNICATION

Maria has an academic background in economics, international relations and journalism. At SEIF, she supports the team with communication and marketing activities, social media management and the SEIF Awards. Before joining SEIF, she primarily worked with communication and project management in the public and non-profit sectors.

STARTUP CAMPUS

The following institutions are partnering with STARTUP CAMPUS and support the Innosuisse Start-up Training program:

ETH zürich

University of
Zürich

University of St.Gallen

zhaw
School of
Management and Law

TECHNOPARK®
ZÜRICH

EPFL
Innovation Park

TIM GROUP
Chair of Technology and
Innovation Management
@ETH Zurich

hdk
Zürcher Hochschule der Künste
Zürich University of the Arts
Zürcher

UNIVERSITÄT
LIECHTENSTEIN

FHS St.Gallen
University of Applied Sciences

TECHNOPARK®
WINTERTHUR

RUNWAY
Entrepreneurship & Innovation

Empa
Material Science and Technology

seif
DRIVING
SOCIAL
INNOVATION

IMPACT
HUB Zürich
entrepreneurs • investors • mentors

HTW Chur
Hochschule für Technik und Wirtschaft
University of Applied Sciences

START
FELD

Start-up Training provided by STARTUP CAMPUS

Business Creation

powered by **seif**

For Social Entrepreneurs - Early Stage

- Develop a business model with high impact and bring your social business to the marketplace
- 5-day intensive training (spread over several weeks)
- Start: 10.09.2019 in Lausanne (in English)
- Costs: CHF 300.-

Business Growth

powered by **seif**

For Social Entrepreneurs - Growth Stage

- Develop a scalable, high-impact business model and grow your social business
- 5-day intensive training (spread over several weeks)
- Start: 30.10.2019 in Bern (in English)
- Costs: CHF 300.-

Commissioned by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

Information & Booking: **WWW.STARTUP-CAMPUS.CH**

Challenge Room

Do you want to tackle the
challenges of your social
impact business?

STARTUP
CAMPUS

zhaw
School of
Management and Law

RUNWAY

TECHNOPARK®
ZÜRICH

For Startups & Corporates #Creative #Workspace
#Teamwork #BusinessChallenge #Coaching
#Technopark@ZH #For2to5Days #MVP #Sales
#GoToMarket #OpenInnovation #DigitalTrends
#6to8People #LeaveYourComfortZone

Application:

www.challenge-room.ch

Startup Board Academy

Do you want to become a
successful startup board
member?

STARTUP
CAMPUS

zhaw
School of
Management and Law

EPFL
Innovation Park

For (prospective) Startup Board Members
#CorporateVenturing #Investors #Founders
#4afternoons #Europaallee@ZH #Finance
#CrisisMgmt #DueDiligence #CHF950
Start: 22.10.2019

Application:

www.startupboardacademy.ch

What we offer

SEIF offers coaching, courses, consulting and impact investment opportunities, to support impact entrepreneurs from all sectors to grow, improve their business performance and scale their impact. SEIF plays a key part in contributing to the professionalism of the impact entrepreneurship ecosystem, connecting actors from the financial sector, corporate world, universities, foundations and others, to foster the strongest impact possible.

IMPACT ACADEMY

Impact driven entrepreneurs

The SEIF Impact Academy offers you targeted support in crucial areas of the growth phase of your impact business. The aim is to make your startup ready for impact investments and to train you to overcome challenges in specific areas. In this 5 month program, you will get coaching from senior experts from the corporate world and you can attend additional input sessions, covering important topics around impact, business development, financing, growth and scaling.

Corporates

In the SEIF Impact Academy, you get the unique opportunity to enrich your leadership development and/or corporate volunteering programs tailored to the skills and requirements of senior level managers. As a coach, you get the chance to be involved in the impact driven startup world and above all, based on your skill set you can contribute to make impact. You will get insights and learn from the lean and efficient approaches. Through the input sessions you will learn more about impact management, impact investing and other important topics around impact driven entrepreneurship.

IMPACT INVESTING

SEIF has been active in the Impact Investing sector for several years with various offers, be it with training and coaching or with concrete pitch events for business angels within the framework of the Impact Investor Circle or the Impact Academy. The following services can be offered:

- **Impact Investor Circle:** Angel Investment opportunities for individuals with discussion rounds and investment pitches;
- **Direct investments:** deal sourcing, investment process support, active company coaching and impact measurement for family offices or foundations;
- **Impact Investing Fund:** planning a small sized impact investing fund with a Tech for Impact focus.

Further customized services can be offered on request. Two whitepapers have been published on the SEIF website, one on social impact bonds and one on small sized impact investing funds.

TECH FOR IMPACT CLUSTER

SEIF is building a Tech for Impact cluster to boost the ecosystem across Europe with Switzerland as a leading player. An interdisciplinary tech and multi stakeholder network, with impact tech entrepreneurs as its most important element, to reach the highest impact possible. We are planning a market growth program and a funding vehicle. Stay tuned and stay informed about our developments and above all, get in touch to be part of it.

IMPACT MANAGEMENT: TRAINING AND CONSULTING SERVICES

The growing field of social entrepreneurship, impact investment as well as the UN Sustainable Development Goals (SDGs) ask for a professional approach in how to measure and manage impact. This makes it possible to track and report progress towards defined impact goals and to make decisions accordingly. It further enhances communication between stakeholders and increases transparency. SEIF offers training and consulting services within impact management to stakeholders in the impact field such as social entrepreneurs, foundations and impact investors. Depending on specific needs, SEIF develops and implements suitable impact management approaches and assists the measuring and reporting process.

WHITEPAPERS

NEW: *Small Sized Impact Investing Fund – Challenges and Opportunities*

Social Impact Bonds – Ein Leitfaden für die Praxis

Upcoming: *Tech for Impact*

All publications are available for download at seif.org

CREATE TECH FOR IMPACT AND SEE YOU NEXT YEAR **SEIF AWARDS 2020**