




**A** ACUMEN  
CHANGING  
THE WAY  
THE WORLD  
TACKLES  
POVERTY

The image shows two men, Sam and Ned, standing in front of a structure made of yellow tarps and wooden poles. Sam, on the left, is wearing a light blue button-down shirt and glasses, and is holding a solar panel. Ned, on the right, is wearing a light green button-down shirt and glasses, and is holding a solar panel and a red and black solar lantern. The background is slightly out of focus, showing more of the structure and some greenery.

Meet Sam and Ned.

In 2008, we invested \$200K in their idea for a solar lantern to eradicate kerosene usage. Today, their company, d.light, has brought light to more than 50 million people in 62 countries and offset more than four million tons of CO<sub>2</sub>.

A close-up portrait of a woman with long dark hair, smiling warmly. She is wearing a red top. In the background, a yellow ambulance is visible, parked on a street. The ambulance has 'A/C' and '1224' written on its side. Other people are blurred in the background, suggesting an outdoor setting.

Meet Sweta.

In 2005, she set out to create reliable emergency care for all of India. We invested \$1.5M in her company. Since then, Ziqitza has grown from eight to more than 1000 ambulances and responded to more than 2.5 million emergency calls across five states.



Meet Bruce.

He saw potential where others saw despair. In 2010, we invested \$700K to help him rebuild the cotton-gin business in post-conflict northern Uganda. Since then, his company GADC has trained and improved the capacity of more than 55,000 smallholder farmers.

WE BELIEVE THAT BY  
SUPPORTING ENTREPRENEURS WITH THE  
RIGHT CAPITAL AT THE RIGHT TIME, WE CAN  
**MAKE THE IMPOSSIBLE  
POSSIBLE.**

HERE'S THE PROBLEM.

HALF OF THE WORLD'S POPULATION  
LIVES ON LESS THAN \$2.50 A DAY.

THAT'S MORE THAN  
**3 BILLION PEOPLE.**

# THIS MEANS...

1 IN 7

LIVE WITHOUT ELECTRICITY

750 MILLION

DON'T HAVE ACCESS TO SAFE WATER TO DRINK

93 MILLION

CHILDREN ARE OUT OF SCHOOL.

TOGETHER, WE CAN CHANGE THIS.



BY INVESTING RATHER THAN  
GIVING PHILANTHROPY AWAY, WE CAN BUILD  
SCALABLE AND SUSTAINABLE SOLUTIONS THAT  
**DISRUPT POVERTY, PERMANENTLY.**



WE START BY STANDING WITH THE POOR.

ALL HUMAN BEINGS CRAVE THE OPPORTUNITY TO  
CHANGE THEIR OWN LIVES. THEY WANT  
**DIGNITY, NOT DEPENDENCE.**

IT'S WHY WE STRIVE TO SEE AND SERVE THE POOR  
AS CUSTOMERS—PEOPLE WHO YEARN FOR  
**CHOICE, NOT CHARITY.**

HERE'S WHAT WE DO



# OUR THREE PILLARS

## BUILDING COMPANIES

whose products and services enable the poor to transform their lives.

## DEVELOPING LEADERS

with the skills, determination and moral imagination to challenge the status quo.

## SHARING IDEAS

that accelerate solutions to poverty.



FIRST, WE FUND EARLY-STAGE  
COMPANIES TACKLING POVERTY.

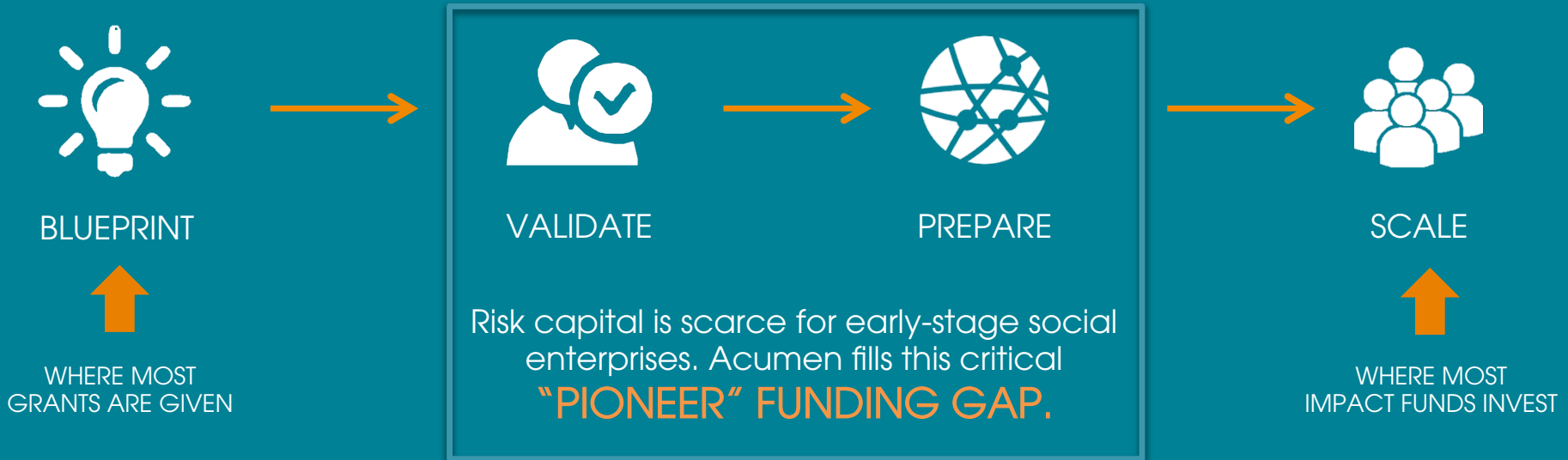
WE SEEK OUT EXTRAORDINARY  
ENTREPRENEURS WHOSE

# GAME-CHANGING INNOVATIONS

ARE TRANSFORMING THE LIVES OF THE POOR.



WE THEN INVEST **PATIENT CAPITAL**  
TO PROVIDE THEM WITH THE FLEXIBILITY AND SECURITY TO  
GROW THEIR BUSINESS AND REACH AS MANY POOR  
CUSTOMERS AS POSSIBLE.



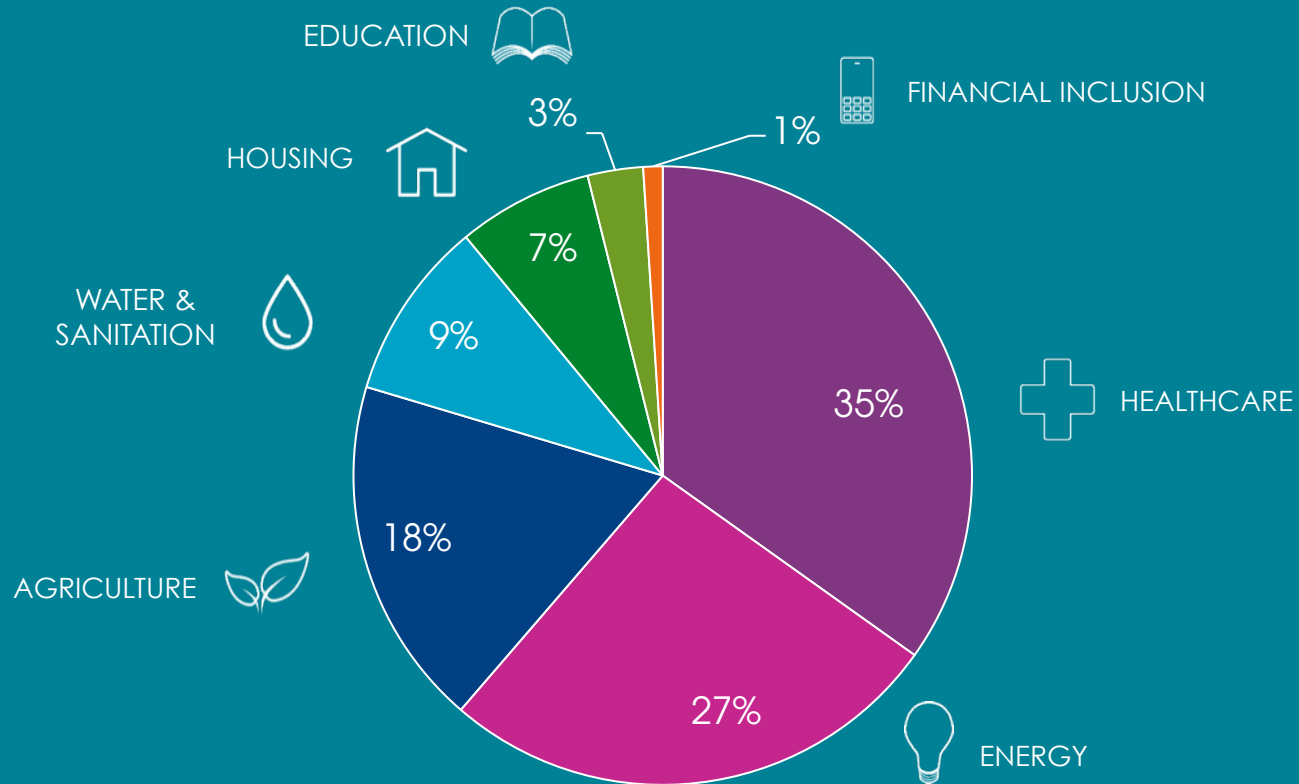
BUT CAPITAL IS NOT  
ENOUGH.

WE PROVIDE

# POST-INVESTMENT SUPPORT

THAT EQUIPS ENTREPRENEURS WITH THE  
TOOLS, TALENT, TECHNICAL ASSISTANCE,  
STRATEGIC GUIDANCE AND ACCESS TO OUR  
GLOBAL COMMUNITY  
NEEDED TO SUCCEED AND SCALE.

# INVESTMENTS BY SECTOR



# COMPANIES BY REGION



A close-up photograph of a woman with dark skin and hair, wearing a vibrant blue, red, and pink patterned top. She is looking down at a black smartphone held in her hands. The background is blurred, showing what appears to be a public space with white structural elements and other people. The overall lighting is soft and natural.

WE RIGOROUSLY MEASURE  
EVERY STEP OF THE WAY

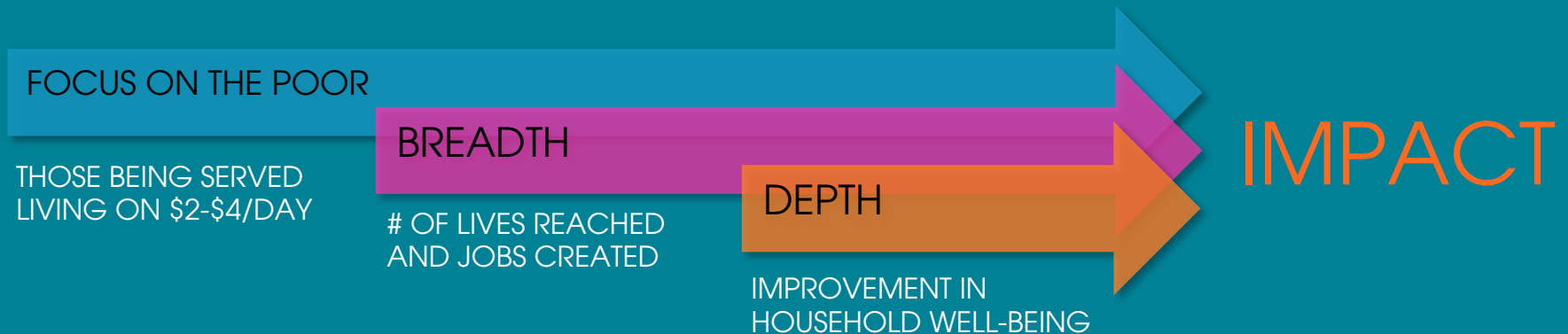
ACHIEVING LARGE-SCALE SOCIAL IMPACT IS  
THE OBJECTIVE OF EVERY INVESTMENT WE MAKE.  
THAT'S WHY WE WORK TO

# UNDERSTAND IMPACT,

FROM THE MOMENT WE BEGIN DUE DILIGENCE ON  
A COMPANY AND THROUGHOUT THE LIFETIME  
OF THE INVESTMENT.

WE DEFINE OUR SUCCESS BY HOW WELL OUR INVESTMENTS ENABLE THE POOR TO IMPROVE THEIR OWN LIVES FOR THE LONG TERM.

THAT'S WHY WE MEASURE THEIR SOCIAL PERFORMANCE ACROSS THREE DIMENSIONS:





OUR "LEAN DATA" APPROACH ADDRESSES THE  
UNIQUE NEEDS OF SOCIAL ENTERPRISES AND IS THE  
**FASTEST, MOST COST-EFFECTIVE**  
WAY OF MEASURING SOCIAL IMPACT  
IN THE SECTOR.



Utilizes tech such  
as SMS, voice  
response, and  
call-centers



Highly  
affordable



Reduces data  
collection time to  
3 - 6 weeks



WE KNOW THAT SOLVING THE WORLD'S BIGGEST  
PROBLEMS WILL TAKE THE POWER OF  
**ALL OF US, WORKING  
TOGETHER.**

SO WE'RE DEVELOPING MORE

# LEADERS

WITH THE SKILLS, DETERMINATION AND MORAL  
IMAGINATION TO CHALLENGE THE STATUS QUO  
THROUGH OUR FELLOWSHIPS.

A portrait of Stephanie Spiers, a woman with long, dark, wavy hair, smiling warmly. She is wearing a dark, sleeveless top. The background is a light, textured wall.

# GLOBAL FELLOW STEPHANIE SPIERS CLASS OF 2015

*"Through the Fellowship, I am learning, stumbling and standing again. I now know that I have the strength, patience, and passion to make my aspirations a reality."*

*—Stephanie*

Stephanie managed field operations in seven states for President Barack Obama's campaign in 2007-2008 and served as Director for Yemen policy at the White House during the Arab Spring.

Now in India, she is working with d.light to launch a new distribution channel for the company's solar products.

# REGIONAL FELLOW WAQAS ALI CLASS OF 2014

Waqas is the founder of Markor, which works with indigenous craftsman in Pakistan to sell their shoes to markets in 17 countries.

With help from Acumen alumni, Markor recently closed one of Pakistan's largest Kickstarter campaigns, raising \$107,000.

*"Leaders aren't usually the best swimmers out there, but are always the first to take the risk of crossing river. Acumen has taught me that leading change is worth the risk."*

—Waqas

WE'RE HARNESSING THE POWER OF MORE  
**CORPORATE PARTNERS**  
TO HELP OUR COMPANIES UNLEASH POTENTIAL  
AND UNLOCK VALUE.

# ENHANCED LIVELIHOODS INVESTMENT INITIATIVE (ELII)



UNILEVER, CLINTON GLOBAL INITIATIVE & ACUMEN

The Enhanced Livelihoods Investment Initiative is a joint \$10 million CGI Commitment to Action between Unilever, Clinton Global Initiative and the Clinton Guistra Enterprise Partnership to improve the livelihoods of smallholder farmers and transform the corporate value chain.

# SAP SOCIAL ENTREPRENEUR FELLOWSHIP


A photograph of four men on a stage. Two men are seated on high stools on the left, and two men are standing on the right. The man on the far right is holding a tablet and appears to be speaking or presenting. The background features a large screen with a blue and green grid pattern and some text, including 'bitte' and 'OH'. The lighting is dim, with blue and green accents.

The SAP Social Entrepreneur Fellowship is a leadership development and exchange program that matches ten CEOs from Acumen investees with Silicon Valley leaders, influencers and investors to help our investees create strategic plans for growth.

SAP & ACUMEN



AND WE'RE SHARING WHAT  
WE'RE LEARNING TO  
**ACCELERATE SOLUTIONS**  
TO POVERTY.

A group of people in a meeting room looking at documents on a table. The scene is dimly lit, with a large window in the background showing a view of a building. The text is overlaid on the image in a white, sans-serif font.

FROM ON THE GROUND TO ONLINE,  
OUR INSIGHTS ARE HELPING CREATE  
SMARTER APPROACHES AND FASTER  
PATHS TO BREAKTHROUGHS.

THROUGH OUR GLOBAL LEARNING PLATFORM  
+ACUMEN, EVERYONE EVERYWHERE CAN BECOME AN  
AGENT OF POSITIVE CHANGE.

**MORE THAN 175,000 PEOPLE**  
HAVE SIGNED UP FOR OUR FREE ONLINE COURSES.

**SOCIAL  
ENTREPRENEURSHIP 101:  
DISCOVERING YOUR  
PASSION & PATH TO  
CHANGE THE WORLD**

**DESIGN KIT: THE COURSE  
FOR HUMAN-CENTERED  
DESIGN**

**MARKET SEGMENTATION  
AT THE BOTTOM OF THE  
PYRAMID**

**SOCIAL LEADERSHIP:  
LESSONS FROM  
IDEALIST.ORG AND  
DOSOMETHING.ORG**

**LEAN DATA APPROACHES  
TO MEASURE SOCIAL  
IMPACT**

# OUR IMPACT TO DATE

\$83M

77

189M

254

24

180K

CUMULATIVE  
INVESTED\*

COMPANIES\*

LIVES  
IMPACTED

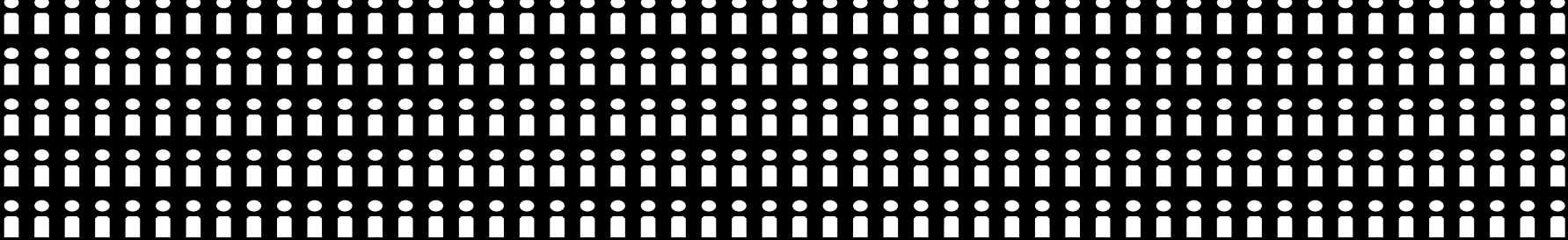
LEADERS  
DEVELOPED

+ACUMEN  
CHAPTERS

COURSE  
SIGN-UPS

\*SINCE 2001

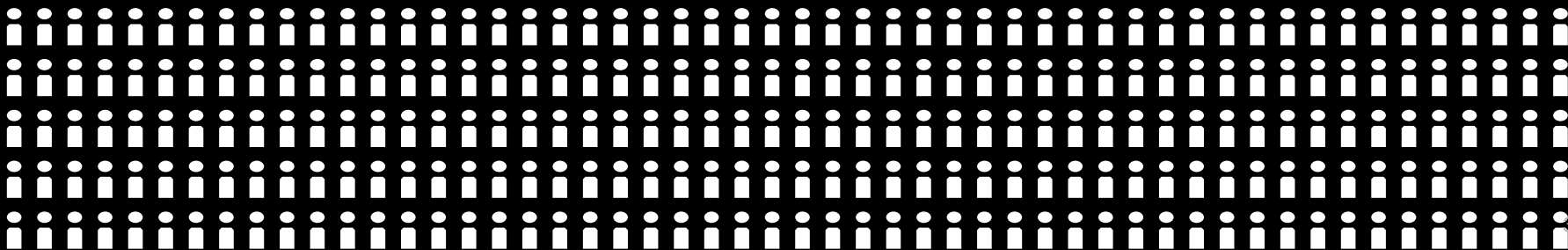
BUT THAT'S JUST SCRATCHING THE  
SURFACE.



US \$4 / DAY

THERE ARE STILL MORE THAN  
**2 BILLION PEOPLE**  
LIVING WITHOUT ACCESS TO

US \$1.25 / DAY





# ELECTRICITY

**HEALTHY @ AFPA**  
**DEAR PATIENT**  
Please Tell us  
How we are doing.  
Send an **SMS** to  
The Director  
on **0700 040 089**

# HEALTHCARE





A young boy and girl are using a green hand pump to collect water in silver pots. The boy is operating the pump handle while the girl stands beside him. They are in a rural setting with a stone wall on the left and a lush green field in the background. The text "CLEAN WATER" is overlaid in white on the image.

# CLEAN WATER

A photograph of a slum street. On the left, there are two blue public toilets with yellow sun logos and the text "Fresh Life" and "CHOO 3/- WATOTO 2/-". In the center, a group of children in colorful dresses are standing on a wooden plank bridge. The background shows a narrow alleyway with corrugated metal buildings and people walking. The word "SANITATION" is overlaid in large white letters across the center of the image.

# SANITATION

A group of young children, likely of Central Asian descent, are sitting on the ground in a row. They are wearing traditional, colorful clothing, including headscarves and patterned dresses. Several children have school bags and books open in front of them, suggesting they are in a classroom or a learning environment. The children are looking towards the camera with various expressions, some smiling and some looking serious. The background is slightly blurred, showing more children and a natural setting.

# EDUCATION



# AFFORDABLE HOUSING



AND THE FREEDOM TO  
PARTICIPATE IN THE  
ECONOMY

IF WE CAN GET MORE

**BUILDERS, BACKERS,  
LEADERS AND PARTNERS**

WHO SHARE OUR VISION OF A FUTURE IN WHICH  
EVERY HUMAN BEING HAS THE SAME OPPORTUNITY...

POVERTY DOESN'T STAND A CHANCE.

IT ALL COMES DOWN TO  
YOU.





JOIN US.

[www.acumen.org](http://www.acumen.org)

# THANK YOU

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