

# ImpactPHL

## JOIN THE COLLABORATION TO GROW GREATER PHILADELPHIA'S IMPACT ECONOMY.



CAN INVESTMENTS YIELD BOTH FINANCIAL RETURNS AND SOCIAL PROGRESS? **YES.**  
AND IT'S HAPPENING IN PHILADELPHIA.

Welcome to the Impact Economy: where investors, corporations, and institutions do well while simultaneously doing good; joining profit and purpose to generate financial returns while creating a better world.

### ENTREPRENEURS AND THEIR COMPANIES

For-profit ventures focused, either in what they make or how they make it, on the dual objectives of financial performance and social good.

### INVESTORS

Individuals, investment funds, corporations, or institutions supporting models that advance solutions to social and environmental needs while yielding a compelling rate of return.

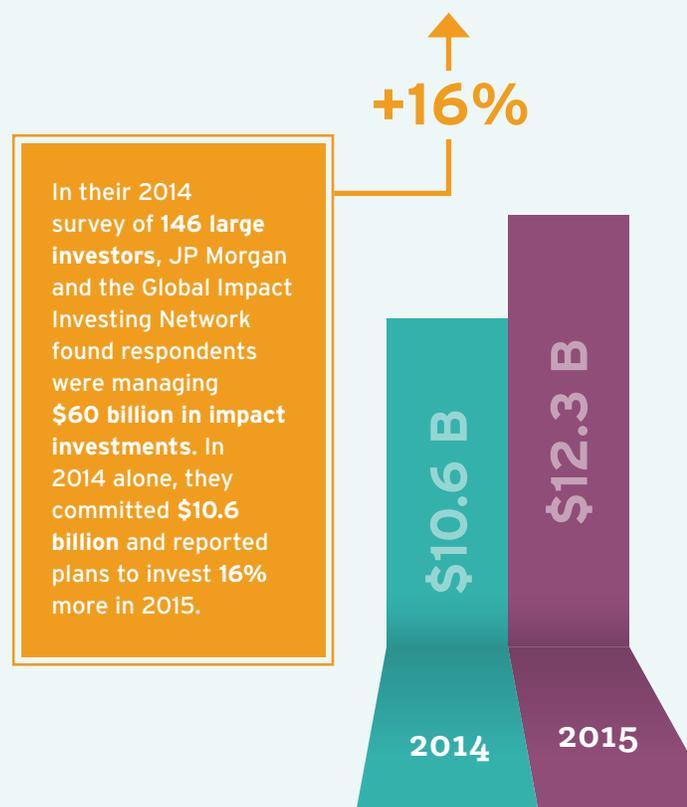
### INTERMEDIARIES

Groups, such as incubators, accelerators, service providers, non-profits, network builders, who extend or apply their traditional support for entrepreneurs to the impact space.

### THE MARKETPLACE

Customers and producers of impact economy goods and services include governments, non-profits, and private enterprises, as driven by informed consumers.

**ImpactPHL** unifies stakeholders from the investment, philanthropic, civic, and entrepreneurial ecosystems to lead the growth of a global movement uniquely poised to define Philadelphia's present and future.



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LEAD THE CHANGE. BE A PART OF THE GROWTH IN SOCIAL IMPACT AND BUSINESS THAT PHILADELPHIA BRINGS TO THE WORLD.

Your contribution of capital and thought leadership will help ImpactPHL achieve its primary goals:

- 01 Strengthen** connections and collaboration among the various components of Greater Philadelphia's impact economy.
- 02 Increase** the number of successful, growing impact enterprises located in the Greater Philadelphia region.
- 03 Attract** a higher number of regional individual and institutional investors who make significant impact investments in the Greater Philadelphia region.
- 04 Increase** awareness among and participation by established enterprises and organizations in impact objectives.
- 05 Position** Philadelphia as a leading international center of impact economy activity and knowledge.

## PHILLY KNOWS IMPACT

The Economy League of Greater Philadelphia and Ben Franklin convened working groups of entrepreneurs, government officials, foundations, researchers, business and civic leaders, whose discussions crystallized the region's key strengths:

### COLLABORATION AT ITS CORE

It's a spirit that started the nation. Shared success and civic progress via altruistic approaches to business are part of the city's DNA.

### SIZE

A Top 5 US City: well suited to develop and scale both ventures and solutions, yet intimate and nimble to affect rapid change.

### DIVERSE, GROWING ECOSYSTEM

One that thrives amidst our region's opportunities for progress: entrepreneurs, investors, non-profits, accelerators, wealth management, foundations, corporations, and more.

### INTELLECTUAL ENERGY

Rich density of universities, institutions and talent whose social impact focus is respected worldwide.

### GOVERNMENT AND BUSINESS ORGANIZATIONS

City and state leaders pioneering Fourth Sector strategies to encourage private solutions to public challenges, making impact a critical component of business growth.



“...our region is ideally situated to be a unique center of the impact economy.”\*

## Founding Partners

**Tom Balderston**  
Balderston Capital, SustainVC

**Richard Binswanger**

**John Moore**  
Investors' Circle

**Dermot Murphy**  
Halloran Philanthropies

**Ajay Raju**  
Dilworth Paxson,  
The Germination Project

**Threshold Group**

**RoseAnn B. Rosenthal**  
Ben Franklin Technology  
Partners of Southeastern PA

**Steve Wray**  
Economy League of  
Greater Philadelphia

## Advisors

**Noelle Baldini**  
Federal Reserve Bank  
of Philadelphia

**Jacob Gray**  
Wharton Social Impact Initiative

**Claire Marrazzo Greenwood**  
Greater Philadelphia Chamber of  
Commerce and CEO Council for Growth

**Sylvie Gallier Howard**  
City of Philadelphia

**Garret Melby**  
GoodCompany Ventures

**Maari Porter**  
Philanthropy Network  
of Greater Philadelphia

**Teresa Araco Rodgers**  
harp-weaver LLC

**Hardik Savalia**  
B Lab

**Joel Steiker**  
GoodCompany Ventures

**Diane Sterthous**  
PA Department of Community  
and Economic Development

\*Growing the Impact Economy in Greater Philadelphia, Dec 2015