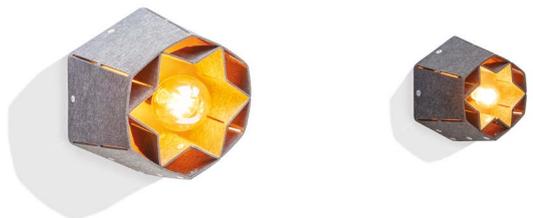




IMPACT REPORT



amsterdam.impacthub.net



Amsterdam 2018



SEE THE FUTURE
START A MOVEMENT
TEAR UP THE RULE BOOK
SET THE STANDARD

Contents

What we do	4 - 5
Your toolkit to make impact	6 - 7
Raising the bar	8
Highlights of the year	9-12
Member interviews	13-20
Our international network	21
Our investment and capital resources	22
Impact events highlights	23-26
Our measured impact	27-33
Team and partners	34

Impact Hub Amsterdam

Impact Hub Amsterdam is part of the fast-growing global Impact Hub network of impact entrepreneurs and innovators with more than 16,000 members in over 100 cities around the world, from Caracas to San Francisco and from Amsterdam to Manila.

We believe societal issues can be solved through entrepreneurial solutions. To facilitate these solutions, we build strong impact ecosystems, particularly in the areas of food, plastics, circularity, and inclusion.

Through our ecosystem approach, we bring together innovators and organisations committed to a more just and sustainable world - from entrepreneurs, investors, SMEs and corporates to governments, techies, and creatives. Together, we offer a strong community, design knowledge-sharing events,

produce awareness campaigns, scout for innovative solutions, and develop acceleration programs.

Since 2008, we've helped more than a 1000 entrepreneurs to start, grow and scale their impact business. And we supported numerous corporates and organisations in achieving their innovation and impact goals. Our clients and partners include Booking.com, Tommy Hilfiger, WWF Netherlands, and the Dutch Ministry of Agriculture, Nature and Food Quality.

GUIDED BY THE SDGs



The Sustainable Development Goals (SDGs) provide us with a roadmap for solving challenges ranging from widespread poverty and rising inequalities to environmental degradation and climate change by 2030.

YOUR TOOLKIT TO MAKE IMPACT

01

Innovation and acceleration

We offer a unique acceleration trajectory, designed to help impact entrepreneurs at the most crucial stages of their development start, grow and scale their business and make a positive impact in the Netherlands and beyond.

In addition to our own programs, we collaborate with clients to scout the best entrepreneurial solutions for their innovation and impact goals. And we deliver the acceleration programs that help them advance these goals.

FOR STARTUPS

Choose from

- Incubation and acceleration support
- Challenges
- Startup Visa
- Masterclasses
- Workshops

FOR COMPANIES & OTHER LARGE ORGANISATIONS

- Foster and source entrepreneurial solutions through our innovation and acceleration programs

Impact network and memberships

Become a member and access our global Impact Hub network of 16,000 impactmakers based at 100+ Impact Hubs, as well as partners across the world!

You will meet talented people who want to change the status quo and found a place to connect and collaborate. Join a vibrant community of peers, growing their enterprises and creating business opportunities for each other.

FOR STARTUPS

- Choose from
- Friday afternoon co-work
 - Three days per week
 - 24/7 unlimited access
 - A team desk or office

Memberships come with numerous perks based on your entrepreneurial needs. Become part of the movement.

FOR COMPANIES & OTHER LARGE ORGANISATIONS

- Connect with our community of startups and innovators in the Netherlands and worldwide through organisational and/or global membership
- Amplify your impact in specific key areas such as circularity, plastics, food, and inclusion

Impact events

As Impact Hub, we organise numerous public and private impact events throughout the year. And we offer you the space and support to host your event, too!

Our impact-driven events are focused on sharing knowledge, inspiration, growing networks and fueling impact entrepreneurship.

FOR STARTUPS

- Choose from
- Interactive workshops
 - Keynotes from impact thought leaders
 - Pitch contests and hackathons
 - Awareness raising documentaries
 - Member takeovers

FOR COMPANIES & OTHER LARGE ORGANISATIONS

- Co-design and host your events in our unique and sustainable events space
- Immerse yourself and your colleagues in an inspiring culture and venue

Reflection on growing the ecosystem

by Tatiana Glad,
Co-founder & Director,
Impact Hub Amsterdam

Our Impact Report is the perfect opportunity to understand how our network collaborates on solving societal issues in an entrepreneurial way. We are not only facilitating the emergence of a different world sometime in the future - we are living that world today, and challenging current socio-economic systems in the process. The challenge of doing the new in the context of traditional systems is not easy, but our community of impactmakers is learning every day about what works and what doesn't, who is ready and who isn't. We should celebrate these challenges more. They are evidence that we are testing the system and being tested by it.

The joy of working with our members and partners is in the sense of urgency and 'do it anyway' attitude we take while proving that it is feasible to do so. To accelerate the transition to a new economy, we build impact ecosystems around key issues, such as food, plastics, circularity, and inclusion. This approach, which convenes allies - likely and unlikely - offers us an extraordinary opportunity to take co-responsibility for the state of our world together with our strongly growing international network of entrepreneurial innovators.

2018 marked our 10th anniversary, which we celebrated with a special edition of our Unlikely Allies

festival during WeMakeThe.City. Our community hosted a variety of workshops and experiences to share the work we do every day at Impact Hub. Another pivotal event we joined is Amsterdam Capital Week, during which we hosted our annual Unpack Impact event. Impact investment is necessary to address global challenges; when capital is directed towards innovative startups with a systems change attitude, it accelerates impact.

Our innovation and acceleration services have expanded to globally source entrepreneurial solutions for Tommy Hilfiger's Social Innovation Challenge and the Postcode Lotteries Green Challenge. Together with the Impact Hub network, we co-hosted the EU Social Challenges innovation platform. With WWF Netherlands we co-created the Plastic Free Ocean Accelerator, and alongside DRIFT we ran the third edition of our Societal Transitions Masterclass.

We are excited to enter our next decade and are proud of the growth we have experienced as Impact Hub Amsterdam and as a broader community of impactmakers. What truly gets and keeps us going are the impact stories that our members share and that we proudly share with you in the following pages. Growing (up) has never felt so good!

vanPleestik



Highlights of the year

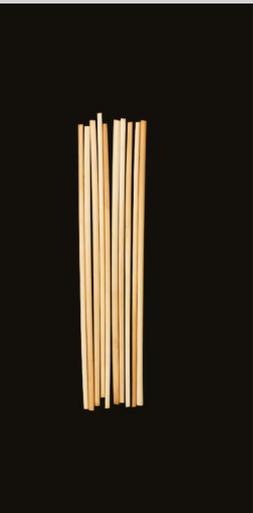
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FRANK about tea



Makers Unite





Straw by Straw



Makers Unite



Impact Hub Amsterdam celebrates 10th anniversary

In June 2018, Impact Hub Amsterdam celebrated ten years of impact-making with a full-day programme organised in affiliation with the WeMakeThe.City festival. The day featured workshops, bike tours, a market and more - all driven by Impact Hub members and partners. Impact Hub Amsterdam co-founder and director Tatiana Glad kicked off the celebration by sharing the story of the global Impact Hub movement and the founding of Impact Hub Amsterdam. Other highlights included a keynote by impact investor and Toniic co-founder Dr Charly Kleissner during Unpack Impact, part of an event series in collaboration with our partner the City of Amsterdam, and a sustainable fashion show, organised with our partner Fashion for Good.

Managing and activating Circl's circular community

Our Impact Hub provides community activation and management to the growing circular economy platform Circl and facilitates knowledge-sharing on the topic of circularity between our spaces. Located in the Zuidas business district, Circl is headquartered in a pavilion built entirely using circular principles, and recycled and reusable materials.

Scouting entrepreneurs for Tommy Hilfiger and Postcode Lotteries

In Spring 2018, Impact Hub Amsterdam was asked to help scout globally for the Tommy Hilfiger Social Innovation Challenge, which supports startups and scale-ups that positively impact the fashion value chain, and the Postcode Lotteries Green Challenge, a global entrepreneurship competition for sustainable business plans for a low carbon economy. To find the most innovative solutions,

our Impact Hub combines more than a decade of expertise in starting, growing and scaling impact business with the knowledge of our network of over 100 Impact Hubs worldwide. We are pleased to share that we scouted the 2018 Green Challenge winner, The Great Bubble Barrier, which received a €500,000 grant, as well as three of the six finalists of the Tommy Hilfiger Social Innovation Challenge.

New partnership with PwC Netherlands

As part of this new partnership, Impact Hub Amsterdam provides training to PwC's annual Social Impact Lab coaches and participants. Impact Hub Amsterdam developed a business plan training for the 2018 Social Impact Lab, which took place in Germany, Austria, Turkey and the Netherlands. This training was provided during the same week in all four countries, in collaboration with Impact Hubs in Berlin, Vienna and Istanbul. PwC provides expertise as coaches for our accelerator programs. For instance, during the 2018 Plastic Free Ocean Accelerator co-developed by our Impact Hub and WWF Netherlands, PwC consultants supported the startups with monthly strategy sessions.

Circular partnership with the Province of Noord-Holland

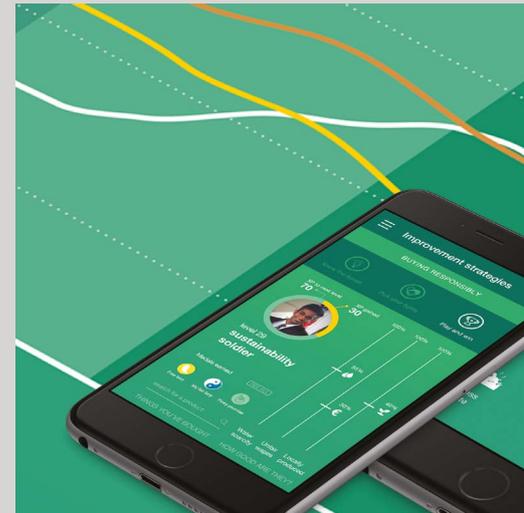
In October 2018, Impact Hub Amsterdam and the Province of Noord-Holland announced our partnership to grow the Province's circular ecosystem and accelerate the transition to a circular economy. Noord-Holland aims to become entirely circular by 2050, which requires new solutions to reduce the use of raw materials by 50 per cent. As Impact Hub, we support the Province's implementation of the circular economy by helping them build a



loniqa



Straw by Straw



HabitSwapp

circular community and network, designing circular knowledge sharing events, running accelerators for circular innovation, and scouting innovative circular entrepreneurs from the region.

loniqa closes €12 million investment round Our members and Plastic Free Ocean Accelerator alumni loniqa have completed their funding round to launch their circular technology for infinitely recycling PET plastics. With the support of the Netherlands Enterprise Agency (RVO), the National Green Fund and The Coca-Cola Company, loniqa can develop and build their first industrial plant in the Netherlands. loniqa's technology enables the conversion of recycled PET and coloured plastics back to raw materials, which is then used to produce high-quality, food-grade packaging. To scale their solution, they have also partnered with Unilever and the world's largest PET producer - Indorama Ventures.

Plastic Whale launches circular furniture line

In February 2018, our members and Investment Ready Program alumni Plastic Whale launched their circular furniture collection, produced by Vepa and designed by LAMA Concepts. Launching partners included the Ministry of Infrastructure and Water Management, Nationale-Nederlanden and DSM Nederland. Plastic Whale's high-end circular furniture is made using plastic waste 'fished' from Amsterdam's canals, as well as other materials that would otherwise go to waste, such as recycled steel and leftover fabrics.

HabitSwapp partners with Ministry of Foreign Affairs to scale to India Impact Hub Amsterdam

member HabitSwapp (formerly GreenerU) secured a partnership with the Dutch Good Growth Fund to scale their business to India. Through this fund, the Ministry of Foreign Affairs provides financial support to enterprises that want to do business in emerging markets. HabitSwapp's app helps users automatically track and measure the sustainability impact of their lifestyles. Our Impact Hub facilitated founder Ajay Varadharajan's Startup Visa.

VraagApp secures pilot with the City of Amsterdam

After participating in the Amsterdam City Fellowship co-created by Impact Hub Amsterdam and the City of Amsterdam's 'Amsterdam Impact' unit, VraagApp secured a pilot with the municipality's Health and Work & Income departments. Through VraagApp's application, people with mild cognitive disabilities can send questions about daily challenges to volunteers, who can directly answer their query through a real-time chat. VraagApp also won gold in the Communities category of the 2018 Dutch Interactive Awards, which recognise the best interactive work from Dutch makers.

Makers Unite and Heroes & Friends win €30,000 each from EU Social Challenges

The EU Social Challenges innovation platform, which supports commercial solutions with social benefits by matching challenge owners – organisations with problems to solve – to entrepreneurs and innovators, is co-hosted by the Impact Hub network across Europe. In 2018, the platform aimed to translate 27 challenges into 81 practical solutions, with each winning solution benefitting from a €30,000 grant and six months of mentoring. In July 2018, our members Makers



Plastic Whale Circular Furniture

Unite, who make sustainable products together with newcomers, won the SDG House Inclusion Challenge. And in September 2018, our members and crowdsourcing platform Heroes & Friends, alongside Fawaka, an entrepreneurship school for children, won the City of Amsterdam's Localise the SDGs Challenge. As Impact Hub Amsterdam, we worked with the two challenge owners, SDG House and the City of Amsterdam, to identify and support relevant solutions.

Impactmakers Fund doubles Social Cohesion Grant Our Business Model Challenge alumni Oma's Soep, our long-time member Rambler Studios, and Bloei & Groei each received a share of nearly €60,000 - more than double the initially offered grant - to develop their business. This grant, provided by a private donor via the Impactmakers Fund, is for entrepreneurial initiatives that support Amsterdam inhabitants who lack independence or are marginalised. The registered Dutch Stichting (foundation) Impactmakers is run by Impact Hub members for Impact Hub members.

Investment Ready Program alumni exceed crowdfunding goals Two Investment Ready Program alumni exceeded their crowdfunding campaign targets. DopHert, a vegan restaurant and one of Impact Hub Amsterdam's preferred caterers, surpassed their crowdfunding goal of €120,000, raising almost €160,000. With these funds, they opened their second restaurant, Deer Mama, which serves plant-based milkshakes, burgers, and more. Sustainer Homes, who build modular, circular homes and offices, exceeded their goal of €200,000, raising close to €600,000

to scale up their business.

Investment Ready Program winners CoVadem secure €1,5 million In December 2018 Investment Ready Program winners CoVadem signed a €1,5 million investment deal with PDENH and Forward.one Through the 2018 edition of our Investment Ready Program, CoVadem established a network of over 20 interested investors, including Change Club, their first external funder. CoVadem's big data tool offers smart river monitoring to inland shipping providers, helping them to optimise their cargo loads, sail more efficiently, save fuel, and reduce their CO2 emissions. This investment will be used to scale up and further develop their services.

Members in Forbes 30 under 30 and other year-end lists Two Impact Hub Amsterdam members were included in the 2017-2018 Forbes 30 under 30 list: the co-founders of Sustainer Homes in the Social Entrepreneurship category and the co-founders of FRANK about tea in the category Retail & E-commerce.

The Duurzame Jonge (DJ100) of 2018 included eight members: the founders of vanPlestik, Straw by Straw, Plastic Roads, Makers Unite, Heroes & Friends, Charly's All is Fair, Gerrard Street and Sustainer Homes. The DJ100 recognises young entrepreneurs, professionals and students who prove that a sustainable future is possible.

De Kleurrijke Top 100, a yearly list of Dutch individuals whose work, personality and vision contribute to an inclusive society, recognised the co-founders of Heroes & Friends and African Clean Energy in their Green Gamechangers category.

Meeuwis van Wirdum Co-founder & executive director of CoVadem 2018 Investment Ready Program winners

Making shipping more efficient with big data

“More than 30 per cent of goods transported in Northwestern Europe are moved by ship. Factors such as available water depth determine how much cargo inland vessels can carry, as well as their fuel efficiency. Reliable water depth data and performance metrics are currently lacking, so many ship owners leave cargo behind and miss out on fuel savings. To develop a solution to benefit all skippers and ship owners, we started with depth sensors – every ship has one installed. What if you had access to the depth readings of other vessels? By combining a ‘sailing network’ – vessels who share their depth metrics – with the latest big data technology, we created a smart, cloud-hosted cooperative platform that is always up to date. It helps all ship owners optimise their cargo loads, sail more efficiently, save fuel, and reduce their CO2 emissions.”

From idea to raising €1,5 million investment

“In 2012, we started a consortium of industry players and research institutes, including Deltares and MARIN – ‘the NASA of shipping’, as we call it – to test our platform’s feasibility. Once we knew we could implement it on a large scale, we started a company and now have a ‘sailing network’ of 60 ships. But to always provide sufficient actual data, we needed investment to scale up to at least 250 measuring vessels in the next two years. Through the Investment Ready Program, we established a network of over 20 interested investors, including Change Club, our first external funder. And in December 2018, we signed a €1,5 million investment deal with PDENH and Forward.one, which will help us to achieve our goals.”

Getting support from fellow entrepreneurs

“In our consortium phase, we were used to a research institute’s business model, which is to secure financing by broadening its scope and starting new projects. But when you’re running a company, you have to narrow things down. Thanks to Investment Ready, we feel confident that our base case is strong enough. We found it inspiring to exchange knowledge with entrepreneurs from completely different fields and to see them pivot – everyone’s here to make it work! During our investment negotiations, I could call Manon Klein, Investment Ready Program Manager, for quick chats about deal terms. It’s these little things that make the program great. You could try writing strategies on how to build this kind of supportive, friendly environment, but Investment Ready does it very well.”

covadem.org



Marcel Aarts Business advisor and Investment Ready Program mentor

Finding the right startup-mentor match

“I like transferring knowledge and helping entrepreneurs, so I became a mentor for startups in Impact Hub’s Investment Ready Program and the YES! Delft tech incubator; they complement each other nicely! Since I am volunteering my time, I want to be selective and work with companies that make a positive impact. Intrinsic motivation and commitment are also essential. Maybe it’s thanks to that extra focus on making a change, but I find that impact-driven entrepreneurs have more passion and drive than those only in it for the money.”

[linkedin.com/in/marcelaarts/](https://www.linkedin.com/in/marcelaarts/)

Individualised support for entrepreneurs

“As someone with a business background in data science, telecom and IT, I work with entrepreneurs that match my profile and to whom I can add value. Two of the Investment Ready startups I mentored are CoVadem, who created a big data tool for smart river monitoring, and MX3D, which develops award-winning robotic additive manufacturing technology. In the case of CoVadem, who recently signed a €1,5 million investment deal to develop their platform further, we worked on sharpening their proposition by focusing on the added value the platform brings to inland shipping providers.”

Working with Investment Ready startups

“I decided to mentor startups in Investment Ready, because I liked the ‘impact first’ culture, as well as Impact Hub’s approach to mentorship and acceleration. During Investment Ready, entrepreneurs have to perform; they work on clear deadlines and have to achieve specific milestones. It’s then rewarding to see their progress on all fronts: from their pitching skills to business strategy and negotiating with investors. I also appreciate the fact that the Investment Ready team involves mentors in their feedback sessions, and that our input is used to improve the program continuously.”



Ellen Mensink Founder of Loop.a life 2018 Investment Ready Program alumni

Making the textile industry more circular

“As a long-time innovation and strategy manager for different companies, I initiated Creative City Lab, where we hosted innovation labs to boost the transition of supply chains - from energy to food and to fashion – to a sustainable state. In 2013, when I was working on a clothing brand to make the wool supply chain completely transparent, the deadly Rana Plaza garment factory accident occurred. So I decided I should do something to fight the consequences of fast fashion in Europe, visible in the huge mountain of waste. I realised that recycling textiles is the best first step and that we can reuse even a relatively unsustainable fibre like wool for new items. In 2016 I launched a private label company and circular knitwear brand Loop.a Life to stimulate the transition to a circular textile industry focused on local production.”

Finding entrepreneurs with the same DNA

“After joining the Investment Ready Program, I can say it costs time to professionalise your business, but it’s worth it! I found it inspiring to work together with other Investment Ready participants, such as On the Rocks, CoVadem and New Electric. This close collaboration gave me the chance to develop my business case alongside startups dealing with the same questions: “How do you secure financing? How do you approach investors? How do you hire the right people?” I also realised that some things I thought were a bit weird about myself are just part of being an entrepreneur: seeing opportunities instead of risks, not taking ‘no’ for an answer, and having an intrinsic drive to make a change through business.”

Getting the right support and partners

“During the Investment Ready Program, I met many investors and closed significant investment deals with Change Club and DOEN Participaties. I also benefited from De Brauw’s legal support to embed my business strategy into contracts with potential partners and clients, while the Boston Consulting Group helped me figure out my core competencies and who I should I hire for other roles. And as part of Impact Hub’s collaboration with the Amsterdam School of Business, students from the Sustainable Business Models course researched which textile take-back schemes worldwide are most viable for Loop.a Life.”

loopalife.com



Nienke Wind

Marjolein Portman

Senior associate at
Investment Ready
Program partner
De Brauw Blackstone
Westbroek

Making a difference through legal advice

“We teamed up with the Impact Hub because our team of lawyers wanted to do something more. Many startups are primarily focusing on their business and are less aware of legal aspects. By helping impact entrepreneurs succeed, our lawyers feel like they can make a difference. Our collaboration with Impact Hub’s Investment Ready Program began in 2014, around the same time when we established our pro bono practice for impact-driven organisations, which has been growing ever since. For Investment Ready participants we typically provide 50 hours of support and two lawyers per enterprise, with an additional 50 hours to each edition’s winner.”

debrauw.com

Tailoring legal support to business stage

“Investment Ready Program startups are rapidly growing their business, so our lawyers closely work with program participants on answering pressing questions, such as ‘Am I covered for liability risks? How do I negotiate agreements with new shareholders, investors, suppliers, and customers? Do my products comply with safety requirements?’ Meanwhile, startups in the Plastic Free Ocean Accelerator were in an earlier stage of their entrepreneurial journey. Which means our team helped them with topics such as choosing a legal entity - limited liability or corporation, for instance - and with setting up their employment contracts.”

Adding value to De Brauw lawyers

“For junior associates, who are guided by top-tier lawyers, the Impact Hub partnership is a unique learning opportunity. When advising startups, younger associates feel a sense of ownership, which is great for personal development and as preparation for taking on a more senior role. Our more experienced lawyers are also keen to work with impact entrepreneurs; it’s a great source of energy, motivation and even inspiration. Being exposed to plastic-free solutions, for instance, creates internal awareness, and our firm is looking into new ways to reduce waste.”



Sam van Til Co-founder of vanPlestik, Plastic Free Ocean Accelerator alumni

3D printing flower pots, bins and furniture from plastic waste

“We create design objects from recycled plastic waste with our large, custom-built 3D printer. Before building it, we visited many recycling companies and found out that a huge amount of plastic is being burned instead of recycled because it’s hard to separate it into components small enough to fit into a typical 3D printer. That’s when it hit us: smaller plastics wouldn’t get stuck in a printer with a bigger nozzle! With our printer, we repurposed nearly 2,000 kg of plastic waste - from festival tokens to bottle caps and coat hangers - into flower pots, tables and chairs available at The Maker Store in Amsterdam, bins for the City of Amsterdam, and an art piece for National Geographic.”

vanplestik.nl

Validating plans in the Plastic Free Ocean Accelerator

“During the Plastic Free Ocean accelerator we wanted to find more focus in our business. We got useful feedback from fellow entrepreneurs, and also attended strategy sessions that gave us the confidence and practical insights we needed to validate ideas that had been simmering for a while. On one side, we will keep developing designs for consumers and companies. This involves looking at the client’s plastic waste streams to see which materials we can source to 3D print useful objects. And on the other, we will continue to collaborate with artists and other organisations on one-off objects that raise awareness of the plastic problem.”

Closing plastic loops to boost local economies

“We developed a bookcase for a global furniture producer to showcase the possibilities of 3D printing with recycled plastic. If two guys with a startup can do it, they should be able to do it, too! Ultimately, we want to help solve the plastic issue worldwide by contributing to the rise of new local industries. Many rural areas in emerging markets don’t have recycling facilities or regulated waste collection. With our 3D printers, we could close the plastic loops and enable reuse at the source, which can prevent plastic pollution and boost local economies.”



Carel Drijver Ocean and Innovation Expert, WWF Netherlands

Becoming aware of the plastic soup problem

“I became more conscious of the plastic problem 10 years ago, while diving in the areas WWF is protecting around the world. This inspired me to arrange one of the first workshops at WWF Netherlands on the topic of plastic waste. I invited several people, including Jo Roxton, the producer of A Plastic Ocean. Back then, this awareness-raising documentary on the plastic issue was just an idea and we helped it to secure funding to make it a reality. It was the starting point for my ongoing commitment to a plastic-free future. What keeps me awake at night is that plastic we see floating in our oceans, or littering beaches, is the tip of the iceberg. Micro-and nanoplastics, whose effects are still being researched, are now in our drinking water, in the tissue of our seafood, in honey and even a mother’s milk.”

Find a peer network with entrepreneurial solutions

“As a nonprofit, we typically build projects that are not commercial entities and which rely on grants. But we realised that adding impact ventures to our span of activities could be valuable. We first got in touch with Impact Hub Amsterdam through Impact Hub Zurich, where our team had an innovation meeting. Soon after, I proposed to expand WWF and Impact Hub’s existing global partnership to include the plastic issue. What convinced us was that the Impact Hub network shares the values and idealism of WWF; you have senior experts and young impact-makers working side by side with the same level of motivation and inspiration.”

Stopping plastic pollution in a vital area

“Together with Impact Hub Amsterdam, we developed the Plastic Free Ocean Accelerator as a pilot in the Netherlands, where we could test our approach and learn our lessons before going to Asia. That’s where the top 5 plastic leaking countries are, and where we need to catalyse entrepreneurship at scale. The next step in our partnership is teaming up with Impact Hubs close to countries like Philippines, Vietnam, Indonesia and Thailand to design and fundraise for another accelerator. Over three years, this program would support 100 entrepreneurs to reduce and upcycle plastic waste in the Coral Triangle, a vital reef contaminated by over 11 billion pieces of plastic. Although reduction is absolutely essential, upcycling the waste of plastic leakage is an urgent necessity. We cannot afford to wait while alternative materials are not yet available.”



Nienke Wind

Marjolein Pleune Co-founder of Meet Jack Winners of Business Model Challenge #13

From helping entrepreneurs to becoming one

“After years of working with impact entrepreneurs as a program manager for fellow Impact Hub members Crosswise Works, my co-founder, Kaline van Halder, envisioned an innovative product: a meat-free food line starring young jackfruit. Meet Jack’s mission is to convince carnivores to replace meat for the meat-like textured jackfruit at least once per week. This small behavioural change would massively reduce their carbon emissions and water consumption, as well as improve personal health and animal welfare. In addition, Meet Jack supports reforestation and reducing pre-harvest losses through local partnerships in emerging markets.”

meetjack.nl

Finding partners through Impact Hub

“The Business Model Challenge (BMC) gave us the boost of confidence we were looking for. Thanks to the BMC, we sharpened our value proposition, target audience, and market. For instance, we shifted from an audience of committed vegans, who need no further convincing, to flexitarians and meat eaters. What’s more, Impact Hub Amsterdam’s Innovation Sourcing Lead, Ilse Kwaaitaal, introduced us to Kitchen Republic, where we met Edwin Sander (Food Creativ), one of the chefs who helped develop our recipes. And we were also invited to cater Impact Hub events, such as its 10th anniversary during WeMakeThe.City and gatherings hosted by Triodos and Circle Economy.”

Getting to supermarket shelves

“Our long term ambition is to set up a jackfruit plantation in the Philippines, the country of Kaline’s roots. However, we currently source from Thailand to focus on serving the Dutch market as soon as possible. To set up our sustainable supply chain and production, we are using the capital from a successful crowdfunding campaign. We have made 13,000 jackfruit bitterballen, which we are now selling to restaurants and catering at events and festivals.”



Nienke Wind

Thijs van Bommel

Social business developer and founder of BemBem

bembemcreates.com

Nienke Wind



Making nonprofits more entrepreneurial

“As a social business developer, I help organisations - from NGOs to corporates and startups - to either become more purpose-driven or to strengthen their business model to achieve their purpose. My ultimate goal is to shift NGOs to impact entrepreneurship. Non-profits already have a purpose, but need stronger business models to become future-proof and rely less on subsidies and grants. So I help them to develop alternative income streams by monetising their expertise, networks and tools. I also train corporate clients on how they can act more out of purpose. And for impact startups, I co-design and manage funding, strategy and sales plans.”

Adapting to maximise impact

“I became an Impact Hub member when I realised that many of my potential customers were either based in its space or part of the network. And being a member helped me become more confident in the value of my proposition; the more often I dared to share my story and trust that people will help me, they did! Another lesson learned here was to move fast and adapt to new circumstances. I first saw startups mainly as the providers of innovative solutions to make NGOs more entrepreneurial, but now I also collaborate with startups, such as fellow members Lots of Lesvos. They sell food products made by Greek families to build a local economy in Lesbos and support refugees by enabling access to education and entrepreneurship seminars.”

Supporting shifts in organisational culture

“As I have experienced that nonprofits can be hesitant about going on an entrepreneurial journey, I am now also working with corporates, with the goal to support closer collaboration between corporates and NGOs. One of my current projects involves a 200-year old taste and flavour-making company experiencing rapid growth - they now have more than over 8,000 employees. My role is to help the staff feel a stronger connection to how their company is changing the world. A corporate going from profit-driven to purpose-driven is similar to an NGO finding a business model to achieve its purpose. Both transitions represent culture shifts and need the same methodology and tools in my kit.”

Our international network

Every day, 16,000+ talented impact entrepreneurs and innovators around the world, from Caracas to Manilla and from Amsterdam to San Francisco, are collaborating to change the status quo. Our members are working side by side in one of our 100 Impact Hubs around the world, connecting digitally through our global Community App, or using their Impact Hub Passport, which gives members the possibility to work and meet three days per year at any Impact Hub.

Each of these Impact Hubs contributes its local context and capabilities to our global network, which contains a diverse mix of talent, knowledge and and translocal program opportunities. This unique mix is an essential reason for corporates and organisations to collaborate with the Impact Hub network. Together, we can find innovative entrepreneurial solutions to impact challenges among our members worldwide. Here are a few examples:

Tommy Hilfiger Social Innovation Challenge

Through this global initiative launched in 2018, Tommy Hilfiger aims to support startups and scale-ups that are developing solutions with a positive impact on the fashion value chain. “Impact Hub supported us with our global media outreach that resulted in over 700 applications, assisted with the assessment process, and provided the perfect setting to host our bootcamp. This was a multi-day event where select internal associates were trained by MBA professors from the INSEAD Social Entrepreneurship Program to develop the skills required to assess the submitted business plans”, says Robert Monas, director of the TommyCares foundation.

“Investing in ideas that can create real social change is essential to the future growth of our industry”, adds Monas. These kind of inspiring ideas were among the six finalists, three of whom our Impact Hub scouted. “We were really impressed with the quality of applications. From designing styles for people affected by dwarfism or the use of artificial intelligence to accelerate conventional apparel design workflows, to a digital healthcare platform and creating fabrics that are fully biodegradable and self-healing, each of the six finalists proposed very different ways to contribute to a more positive

fashion value chain”, adds Monas. At the challenge’s January 2019 final event, the jury, which included Mr. Tommy Hilfiger himself, awarded €200,000 between three winners to support the development of their powerful innovations.

Postcode Lotteries Green Challenge

The Dutch Postcode Lottery asked us to support them in a global search for green business plans for the 2018 edition of their Green Challenge competition. This challenge aims to speed up the transition to a low carbon economy. “We already had a strong European presence, so we also wanted to reach entrepreneurs in new regions, such as South America. For this targeted outreach, we partnered with experts including Impact Hub Amsterdam, who have the global network and scouting capabilities that match our criteria”, says Arjan Beerman, Communications Lead for the Postcode Lotteries Green Challenge.

We did not just scout the Great Bubble Barrier, who won the Green Challenge’s €500,000 grand prize but also contributed to a record-breaking number of applications through a global promotional campaign that included meet-ups with our scouts at Impact Hubs ranging from Istanbul to Johannesburg. “In 2018, we received 845 applications from 100 different countries and became a truly global competition. We are thrilled with our Impact Hub collaboration and with the quality of the five finalists”, concludes Beerman.

Want to connect with our global network, too? For more information about the possibilities, please contact Robert-Niels van Droffelaar at: robert-niels.vandroffelaar@impacthub.net

Our investment and capital resources

Along the entrepreneurial trajectory of start-grow-scale, as we define it, impact startups need different types of funding to match each stage of their development. An enterprise in the product validation phase might benefit more from competitions with monetary prizes while a business already performing well in the market could be seeking venture capital.

Over the past years we have been curating an array of diverse financiers and funding opportunities to support new impact ideas at the various stages of their capital needs.

Curating a tight-knit impact investing community

As Impact Hub Amsterdam, we host an impact investing network of more than 260 financiers, from private investors to local banks, foundations and venture capital firms. This network regularly comes together for the Demo Days of our accelerators, including our Investment Ready Program (IRP) for circular and sustainable enterprises. During the past five editions, IRP alumni have closed investment deals totalling more than €10,5 million to realise their growth ambitions.

Among our investors are Triodos Bank, who have an office in our space and provide pro bono financial advice to members. We also work with entrepreneur cooperative Change Club, who invested in IRP alumni Loop.a Life, NoFoodWasted and CoVadem, and our long-term partner DOEN Foundation, whose DOEN Participaties investment arm supports enterprises including our members Zeewaar.

Exploring the success factors of startup-investor partnerships

‘How do impact entrepreneurs go about setting up successful partnerships? How do entrepreneurs and investors collaborate to make a real impact on the ground?’ These are the questions that guide our yearly Unpack Impact event during Amsterdam Capital Week. During this event series developed with the City of Amsterdam, we ‘unpack’ the business cases and lessons learned of entrepreneurs and their financiers. We also feature thought-provoking talks on topics ranging from an economy for the well-being of people and planet (Christian Felber, Economy for the Common Good) to the deeper meaning of wealth (Dr Charly Kleissner, Toniic).

Building an integrated capital network in the city

In collaboration with the City of Amsterdam, as well as investment collective Generous Minds, we engage diverse purpose-driven financiers such as private investors, local banks, foundations, and venture capital firms to exchange knowledge and business cases with the aim to improve scaling of entrepreneurs. After enthusiastic feedback on our first set of integrated capital labs, we are currently working towards building an integrated capital network to support impact entrepreneurs with the right financing and mentorship.

Facilitating grants and loans for early-stage enterprises

The Impactmakers Fund - run by members, for members - gives soft loans ranging from €1000 to €15,000 to early growth startups. Established in 2013 with a crowdfunding campaign, the Fund continues to benefit from the generous support of private donors and organisations. In addition to loans, the Impactmakers Fund provides grants such as the 2018 Social Cohesion Grant to improve the lives of marginalised people in Amsterdam. To achieve this, a private donor awarded over €60,000 to Rambler, Oma’s Soep, and Bloei & Groei.

Together with the Impact Hub network in Europe, we also co-host the EU’s Social Challenges innovation platform, which matches organisations with impact challenges to innovative entrepreneurial solutions. Through this platform, our members Makers Unite and Heroes & Friends secured €30,000 grants each as winners of SDG House’s Inclusion challenge and the City of Amsterdam’s Localise the SDGs challenge, respectively.

Would you like to fund our projects or run a challenge contact: bestuur@impactmakersfund.net.

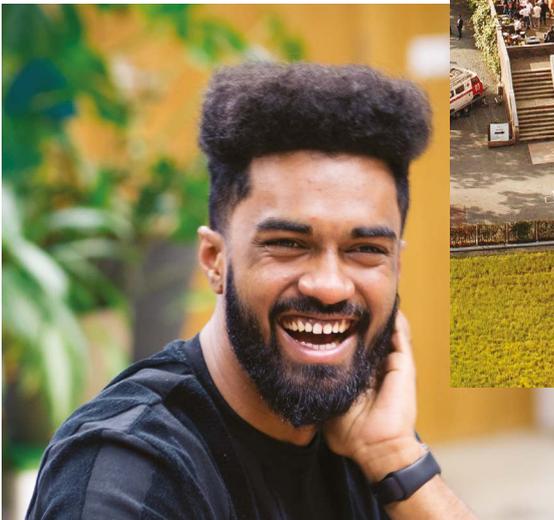
Rambler Studios



Impact event highlights

As Impact Hub, together with our members and network, we design and host events in areas such as food, plastics and circularity. >>>

Photo credit: KIT - Royal Tropical Institute





This Side Up



> Our events focus on raising awareness, sharing knowledge, facilitating cross-sector collaboration, and fuelling entrepreneurial solutions. We cover everything from interactive workshops and keynotes by impact thought leaders to pitch contests, hackathons and documentary screenings. Here are a few of our 2018 highlights:

Circular economy

We kicked off 2018 with our annual Collaborating for a Circular Economy event during the Week of the Circular Economy. Three corporate-startup duos shared the ins and outs of their circular partnerships for transforming old tires into sustainable coatings (Akzo Nobel and Black Bear), the circular procurement and lifecycle extension of mobile phones (Sims Recycling Solutions and Closing the Loop), and repurposing textiles for work environments (Ahrend and ReBlend).

In September, we invited Metabolic's founder and CEO Eva Gladek to speak at a public talk that marked the close of our 2018 Masterclass Societal

Transitions, organised with the Dutch Research Institute for Transitions (DRIFT) and Nederland Kantelt. Gladek, whose company is behind iconic projects such as Amsterdam's first circular neighbourhood, spoke to the role of systems thinking in the transition to a circular economy.

In October, we hosted a celebratory event where Jack van der Hoek, the Province of Noord-Holland's deputy for Sustainability, Governance & Culture, and Impact Hub Amsterdam director Tatiana Glad signed our partnership to grow Noord-Holland's circular ecosystem and accelerate its transition to a circular economy. This collaboration includes co-designing ecosystem meetups and events to exchange knowledge across the region.

Sustainable food

From Triodos Bank's food-themed client meetup catered by Impact Hub members like Meet Jack and De Prael to Food Creativ's famous Morning Breakfast, which celebrates food cultures from around the world, 2018 was packed with a wide range of sustainable food events.



Business Model Challenge Pitch day



At **Reduce Your Food Waste**, an edition of our monthly **Young Impactmakers** series organised with **Starters+Communities**, enterprises like **Instock**, **Thuisafgehaald** and **Oma's Soep** shared their experience in fighting food waste while bringing together diverse communities.

During a co-production with the Embassy of Colombia, **ProColombia** and **Impact Hub Bogotá**, we explored (potential) partnerships between Dutch and Colombian impact entrepreneurs and investors and experienced a chocolate tasting by Colombian fair-trade producers.

Fashion value chain

With the fashion industry being one of the most significant contributors to pollution and land degradation, many of the events hosted in our space explored how to make this sector more sustainable. To accelerate the transition to circular fashion, we hosted the bootcamp of **Start Up Mix's Circular Fashion Games**, which featured experts from **C&A Foundation**, **Circle Economy**, **Fashion for Good**, and more.

After scouting globally for innovative business plans that positively impact the fashion value chain for the **Tommy Hilfiger Social Innovation Challenge**, we welcomed select **PVH Corp** internal associates to our space for a multi-day event. During this event, **MBA** professors from the **INSEAD Social Entrepreneurship Program** trained them to develop the skills needed to assess the 700+ submitted business plans.

Challenges in the fashion sector also concern the living and working conditions of those working in the supply chain. The **Social & Labor Convergence Project**, co-facilitated by our members **Sustainable Apparel Coalition**, helps ensure better working conditions in the textile industry. The project's 2018 **General Assembly** held at **Impact Hub** included **Fashion Revolution** co-founder **Orsola De Castro**, speakers from **Gap Inc.** and **Nike**, and a fashion show by our members **Rambler**.

Tech for good

Several 2018 events at our **Impact Hub** explored the role of technology in making a positive impact. Our **GoodCode** workshop connected developers and



Gabriela Hengeveld

> entrepreneurs to power potential collaborations on tech solutions for impact. In addition, we held a Q&A session with Silicon Valley insider Elliot Adams, who authored *The Startup Mixtape*, a guide for building and growing tech startups. Also, the initiative to help blockchain mature, *Blockchain Talks*, held several meetups in our space, featuring experts like Mitzi László, ethics consultant to the European Commission.

Other events focused on how tech enables transparency and credibility, such as the *Research Transparency and Reproducibility* training given by the Berkeley Initiative for Transparency for the Social Sciences to an international group of researchers. The initiative aims to strengthen the integrity of social science evidence used for policy-making.

Partnerships and leadership for change

Partnerships are essential to making real change happen. To foster the right skills to get the most out of partnerships, Source Institute's Partnership

Design Masterclass taught participants how to design, manage and achieve greater success with their business collaborations.

The *Power of Partnerships* symposium organised by the Royal Tropical Institute (KIT), the Dutch Development Bank (FMO), Better Future and the Ministry of Foreign Affairs explored how to empower women entrepreneurs in emerging markets, and featured a keynote by Her Majesty Queen Máxima. Our Impact Hub welcomed participants for breakout sessions throughout the day to build more in-depth perspectives on issues such as women's entrepreneurial development.

And in 2018 we also hosted another edition of our annual *Societal Transitions Masterclass*, which taught participants how to apply systems thinking to lead change in their professional and personal environments. We designed this masterclass in collaboration with Erasmus University's Dutch Research Institute for Transitions (DRIFT).

IMPACT HUB AMSTERDAM

OUR MEASURED IMPACT

ACCELERATED 130 ENTREPRENEURIAL INITIATIVES

In 2018, we helped nearly 130 entrepreneurs and intrapreneurs to start, grow and scale their initiatives through our innovation and acceleration programs.

SOURCED MORE THAN 500 ENTREPRENEURS

Our innovation and acceleration team identified more than 500 promising entrepreneurs for client programs such as the Tommy Hilfiger Social Innovation Challenge, and our own programs, such as the Investment Ready Program.

FACILITATED €233,000 IN GRANTS & PRIZES

In 2018, we supported starting entrepreneurs to access grants and prizes via competitions and organisations such as EU Social Challenges and Impactmakers Fund.

CURATED AN IMPACT INVESTING NETWORK OF 260+ FINANCIERS

Our impact investing network, ranging from private investors to local banks, foundations and venture capital firm, regularly comes together for the Demo Days of our acceleration programs.

GREW OUR MEMBER- SHIP BASE BY 40%

In 2018, we significantly expanded our community of members.

THE GLOBAL IMPACT HUB NETWORK

57 COUNTRIES

102 CITIES

98 OPEN IMPACT
HUBS

6 IMPACT HUBS
IN THE MAKING

16,370
IMPACTMAKERS

84,800
M² OF EVENT AND
CO-WORK SPACE



AT A GLANCE

900+

IMPACTMAKERS

In 2018, the number of innovators & organisations in our impact ecosystems grew by more than 25%.

64%

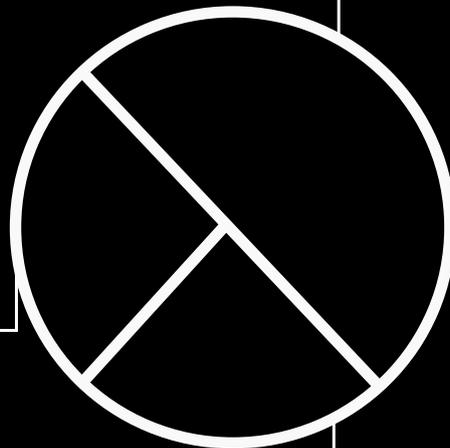
(CO)FOUNDERS

The vast majority of our members (co-)founded the entrepreneurial initiatives they are part of.

**A MATURE
ENTREPRENEURIAL
COMMUNITY**

25,9% GROW

Fully operational startups backed by their first investors



51,7% START

Early stage startups building their scalable business models

22,4% SCALE

Enterprises ready for expansion to new (international) markets

56% UNIQUENESS

Most of our impact entrepreneurs offer products/services with no equivalents on the market.

ENTREPRENEURIAL NEEDS

In each of our surveys, our members reflect on which entrepreneurial needs were most important to them in that particular year, as well as the degree of support they received from Impact Hub.

KNOWLEDGE & INSPIRATION

76,6%

learned about new issues and trends

64,6%

were inspired to generate new ideas

GROWTH & VISIBILITY

51%

developed new skills and capabilities

60,4%

gained visibility and credibility

NETWORKS & PARTNERSHIPS

73,1%

partnered with fellow members

90,3%

felt part of a larger community and network

76,6%

PUT IMPACT FIRST

The entrepreneurial initiatives of our members create social, environmental and financial value at once. In other words, our members do good while doing business. By reaching more customers with their products/services, they can make a significant contribution to the societal issue they want to solve.

57,1%

GREW THEIR INCOME

Nearly two-thirds of our members saw their income grow by at least 11% compared to their 2017 revenue. This growth indicates that their products / services reached more customers and helped amplify the impact of their entrepreneurial initiatives.

72,9 %

GENERATE REVENUE FROM SALES

Our members generate most of their revenue from product/service sales, as opposed to donations and subsidies, proving the viability of their entrepreneurial solutions.

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



The 5 SDGs most frequently addressed by our members

Our members collectively contribute to all 17 Sustainable Development Goals (SDGs). Their entrepreneurial solutions typically help to achieve two or more interconnected SDGs, thus creating greater impact. In 2018, these were the 5 SDGs most commonly found among the impact areas of our members.

Please note: Most of our member-specific insights are based on the 2019 Global Member Survey (GMS), which asks members to reflect on their 2018 activities. The survey took place in the first quarter of 2019, with results compiled and validated by the Vienna University of Economics and Business.

HOW OUR MEMBERS MAKE A DIFFERENCE

IF YOU'RE NOT UPSET, YOU'RE NOT PAYING ATTENTION

UNSUSTAINABLE FOOD SYSTEMS

- Each year, an estimated 1/3 of all food produced worldwide, which is worth around €900 billion, rots in the bins of consumers and retailers, or spoils due to poor transportation and harvesting practices
- At the same time, nearly 1 billion people are chronically hungry!

OCEANS DROWNING IN PLASTIC

- A million plastic bottles and about 2 million plastic bags are used every minute around the world. 91% of plastic waste doesn't get recycled
- Every minute, one garbage truck of plastic is dumped into our oceans; this amount is set to increase tenfold by 2020
- Over 3 billion people depend on marine and coastal biodiversity for their livelihoods

MORE WASTE THAN EVER

- The global economy is only 9% circular — that's just 9% of the 92.8 billion tonnes of minerals, fossil fuels, metals and biomass that enter the economy that are reused annually
- Circular economy initiatives could bring Europe economic benefits of €1,8 trillion and reduce carbon emissions by 450 million tonnes by 2030

PERSISTENT INEQUALITY

- 783 million people live below the international poverty line of €1,70 a day
- 57 million primary age children remain out of schools
- Investing in education programmes for girls and increasing the age at which they marry can return €4,50 for every dollar spent

***IT'S TIME
TO RETHINK.***

**JOIN
US!**

Impact Hub Team 2019

Partners & Clients

Tatiana Glad, Co-founder & Director

Frederik van Droffelaar, Co-owner,
Innovation & Acceleration Lead

Ilse Kwaaitaal, Innovation Sourcing Lead

Manon Klein, Programs Lead

Romee Erens, Innovation Sourcing Support

Rutger de Rijk, Program Coordinator

Robert-Niels van Droffelaar, Co-owner,
Events & Hospitality Lead

Anna Kuiper, Sales Event Manager

Lars Aalders, Sales & Hospitality Support

Loes Hilte, Floor Manager

Loes Voogt, Hospitality Host

Lotte Sonneveld, Event Sales Coordinator

Maxime Weidema, Hospitality Host

Michelle Ybanez, Hospitality Host

Vincent van Triest, Hospitality Host

Alexandra Lomo Melian, Community Lead

Evelien Janson, Community Catalyst

Yeliz Mert, Community Catalyst

Stijn Quast, Co-owner, Finance & Legal Lead

Brecht Visser, Operations Support

Danielle Roosen, Operations & HR Coordinator

Elise Ruijter, Operations Support

Sabrina Dekkers, Financial Admin/Control

Henrike Slob, Marketing & Communications Lead

Catalina Iorga, Content Manager

Charley Snoek, Marketing & Communications Medior

Jennifer Duursma, Graphic Designer

We would also like to thank those
who were part of our team in 2018:

Barbara Putman-Cramer, Community Lead

Brittany Burns, Community Catalyst

Eliza Hoek, Floor Manager

Evan van der Holst, Program Manager & Trainer

Koen Vogel, Event Sales Coordinator

Krisje Tellers, Event Sales Coordinator

Zoe Kuik, Marketing & Communications Support

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LET THE SOUND

SHATTER THE CEILING

CREATE A LIFE SIZE

DO IT TOGETHER



Impact Hub
Amsterdam



TOGETHER WE
CAN BUILD THE
NEW ECONOMY



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