



ONE WORLD Investments Executive Summary

Overview

ONE WORLD's mission is to scale social impact enterprises in the Bay Area that improve the lives of individuals globally. Through our work we address the world's most pressing social and environmental challenges, leveraging the power of the for-profit business model to simultaneously create social and financial returns.

In January of 2017, ONE WORLD launched an impact seed fund focused on early-stage for-profit social impact companies based in the Bay Area. The fund typically invests in seed rounds as well as participates in subsequent rounds of financing for portfolio companies, operating across multiple vertical segments.

Criteria

The fund evaluates potential investments along five key criteria:

- **Who** - Who is leading the organization? Are there at least 2 full-time co-founders? Do they have the relevant skills - one who understands the market/ "demand" side, and one that understands the solution/ "supply" side?
- **What** - Is the business easy to describe? What is the asset being built, and how protectable is it? Do customers see the product/service as a "vitamin" or "painkiller"?
- **Where** - Is the company based in the San Francisco Bay Area, so we can best leverage our local network of over 1,000 professionals in the impact ecosystem?
- **When** - Is the 1.0 version complete? Is there proof of demand in terms of revenue, ideally recurring revenue?
- **Why** - Last but not least: What drives the founders? What is their vision and how hard will they fight for it? How do they plan to create and measure the social impact of their work?



Investor Syndicate

ONE WORLD's Investor Syndicate is comprised of angel investors, family offices, and foundations that have aligned interests and impact investment goals as The ONE WORLD Impact Fund. Members of the syndicate converge at various ONE WORLD events and programs, such as *Impact Investing in Silicon Valley & Demo Day* as well as the *Impact Investor Roundtable*, both of which occur twice a year.

Portfolio

The ONE WORLD Impact Fund invests in Bay Area, early stage social impact companies across many sectors including sustainable transportation, education technology, digital health, financial inclusion, and sustainable agriculture. The current portfolio includes:

Company	Description	CEO
Boosted Boards	Manufacturer of electric skateboards	Sanjay Dastoor
CNote	Savings account for social impact investing	Catherine Berman
Front Row Education	Education technology provider of courses across multiple subjects 6-12	Sidharth Kakkar
LiftEd	Mobile solution for K-12 special education teachers	Andrew Hill
MindBlown Labs	Financial literacy education for underserved populations via gaming	Jason Young
Pandia Health	Telemedicine and delivery for female contraception	Sophia Yen
Pasture Map	Software for ranchers to manage livestock and pastures	Christine Su
Wright Electric	Manufacturer of electric commercial airplanes	Jeff Engler



Team

[Scott Saslow](#), Founder & CEO. Entrepreneur and part of seven founding teams of new companies and business units. Active impact investor, nonprofit board member. Expertise in business strategy, formation, and growth; human capital management; marketing. Former organizations include Institute of Executive Development (Founder & CEO), Siebel Systems (head of global marketing for SBU), Microsoft (Product Management). Harvard Business School, Northwestern University.

[Angie Mertens](#), Program Director. Deep expertise in program management, training & development, community building; strategic development at Cheetah.org. Former organizations include Tesla and The Wilhelm Oberle Foundation. Masters in Global Studies, The University of Freiburg; worked and studied in Europe, Asia, North & South America.

ONE WORLD Advisory Board:

1. Catherine Crystal Foster - Executive Director, Westly Foundation
2. Dan Kalafatas – Founder and Chairman of 3Degrees.
3. Ted Levinson - Founder & CEO Beneficial Returns, Board of Social Enterprise Alliance
4. Rajiv Parikh - Founder & President, Position2, serial entrepreneur & angel investor
5. Keely Stevenson - CEO Weal Life, former General Partner \$100M impact fund

Contact

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