



## Bay Area Impact Summit, May 10, 2018.

Welcoming entrepreneurs, impact investors and the “impact-curious”, ONE WORLD Training and Investment’s CEO [Scott Saslow](#) kicked off the fourth biannual [Bay Area Impact Summit](#), held on May 10, 2018. Hosted by notable Silicon Valley law firm [Cooley LLP](#), ONE WORLD’s packed event featured a keynote discussion with author [Morgan Simon](#), and panel sessions on topics ranging from the Triumphs and Pitfalls of Raising Capital to Gender Lens Investing. The day included pitch sessions from ten entrepreneurs, who were chosen from an initial list of over two hundred.

Morgan Simon, keynote speaker, Managing Director of [Candide Group](#), author of [Real Impact: The New Economics of Social Change \(2017\)](#), discussed how data shows the possibility of market rates returns from impact investment, and how an impact lens scales a portfolio. She remains concerned that “...we are creating financial structures that are fair, and that add more value than we extract.” Simon’s vision for transforming finance includes integrating communities into design, governance and ownership, and “...not just seeing communities as consumers or laborers.” Her third principle for transforming finance focuses on balancing risk and return, “so that everyone gets the opportunity to benefit.”

Simon cautioned that investors who are disengaged with environmental, social and governance concerns may not only miss out on deals, but can also be exposed to material risk.



“The way that power works in society is shifting. If you let rampant social inequality rule the day, you’re not going to have a market” she said.

The first of three breakout sessions was on Gender Lens Investing with [Kristin Hull](#), Founder and CEO, [Nia Impact Capital](#); [Heidi Krauel Patel](#), Partner, [Rethink Impact](#); [Lynn Johnson](#), Co-founder and CEO, [Spotlight: Girls](#); and was moderated by [Imogen Rose-Smith](#), Investment Fellow at [University of California Office of the President](#). Patel highlighted the research that conveys “female entrepreneurs are creating faster growing and higher performing businesses, yet they receive less than three percent of all venture funding.” Johnson described her work coaching other female entrepreneurs in how to raise capital, and how she regularly challenges entrepreneurs to consider starting a business as an avenue of change, rather than a non-profit: “You can build wealth for your community. We can all be investors, at different levels.”

The panelists listed some options that they have found useful to provide support to other women, such as [Investibule](#), [Ifundwomen](#), [Elle Invest](#), and [20/20 Women on Boards](#).



The discussion was animated as audience members described the issues of intersectionality and barriers faced by women of color. Hull emphasized the advantages of using impact investing to create change.

Hull stated, "Every one of my dollars that I control is going into the world that I want to see. And I'm getting better returns because of it."

The second breakout session covered the Triumphs and Pitfalls of Raising Capital, and featured [Cameron Turner](#), Fund Manager, [Oxford Angel Fund](#); and successful entrepreneurs including [Tracey Turner](#), Founder & Chairman, [Copia Global](#); [Andrew Falcon](#), CEO, [Full Cycle Bio Plastics](#); [Meena Sankaran](#), CEO, [Ketos](#). Falcon encouraged entrepreneurs pitching to impact investors to ensure they clearly communicate their mission: "the mission is everything for social enterprises; find the *why*, in addition to business model". Falcon and Turner both suggested doing due diligence on the investor, to make sure your missions align. Sankaran noted that the impact "only happens when we are successful commercially", and always arms herself with two pitch decks - one emphasizing the commercial story, the other highlighting the mission for impact.



The third breakout panel discussed how to deploy capital to Social Venture start-ups. The discussion was led by [Renata Gomez](#), Director of Community Programs and Services, [Investors' Circle & Social Venture Network](#), [Pippa Gawley](#), [Investors' Circle and Social Venture Network](#) and [ONE WORLD Training and Investments](#), and [Miles Lasater](#), Founder, [Purpose Built Ventures](#).

The afternoon shifted gears into a pitch session, described by Saslow as "more like dolphin tank, than shark tank". Attendees heard pitches from ten entrepreneurs ranging from ed tech ([Rupa Gupta](#), CEO, [Sown to Grow](#); [Jing Jin](#), CPO, [Literator](#)), health and biotechnology ([Kristian Ranta](#), CEO, [Meru Health](#); [Sarah Richardson](#), CEO, [Microbyre](#)), battery technology



and energy use ([Dave Snyder](#), CEO, [Lilac Solutions](#); [Peter Frischmann](#), CEO, [Sepion](#); [Vince Romanin](#), CEO, [Treau](#)), community engagement ([Perla Ni](#), CEO, [Community Connect Labs](#)), a venture studio ([Beau Cronin](#), CEO, [Data Guild](#)) and a talent marketplace ([Yscaira Jimenez](#), CEO, [LaborX](#)). Two additional companies, [Igzu](#) and [Zegos](#), also circulated in the crowd, offering information and samples of their innovative products.

At the end of the pitches, a panel of guest judges deliberated over three categories: Best Overall Impact Investment, Most Innovative Solution and Most Qualified Team. The judges were [Daryn Dodson](#), Managing Partner at [Illumen Capital](#); [Eric Edwards](#), Partner, [Cooley LLP](#); [Renata Gomez](#), Director of Community Programs and Services, [Investors' Circle & Social Venture Network](#); [Virginia Klausmeier](#), President and CEO, [Sylvatex](#); and [Ha Nguyen](#), Product Partner at [Spero Ventures](#).

Described as “LinkedIn for the Linked Out”, talent marketplace [LaborX](#) was judged Best Overall Impact Investment. Most Innovative Solution went to lithium extraction and battery technology company [Lilac Solutions](#); and bespoke bacteria for biomanufacturing company [Microbyre](#) were judged the Most Qualified Team.



ONE WORLD's Founder & CEO, Scott Saslow, said it was a very close decision to finalize the pitching companies since “there were so many with great concepts some of which were not quite ready, but we hope they'll stay in touch.” Saslow thanked sponsors [Cooley LLP](#), [Investors' Circle](#), [New Resource Bank](#), and [Social Venture Network](#).

As ONE WORLD's fourth biannual Impact Summit drew to a close, the buzz of networking continued, reflecting the energy around the rapid growth in investors wanting to align their dollars with their values, and entrepreneurs keen to make money and do good at the same time.



For anyone eager to find out more about impact investing in the Bay Area and the work of ONE WORLD Training & Investments, [further events](#) are scheduled throughout the year and can be found on [our website](#).