INVESTMENT CASE STUDY: IMPACTPHL VENTURES

FINANCING HOMEGROWN, IMPACT-DRIVEN TECH VENTURES

While Philadelphia's reputation as an emerging entrepreneurship, tech, and impact hub grows, it continues to lag in dollars invested compared to other major U.S. cities.

THE CHALLENGE

MOVING LOCAL CAPITAL OFF THE SIDELINES

Struck by the fascinating variety of impact-driven tech companies in its portfolio, Ben Franklin Technology Partners of Southeastern PA (Ben) set out to engage additional partners committed to invest. Philadelphia is home to 12 public Fortune 500 companies, global private companies, world class “eds and meds”, and other potential institutional and individual investors. By enlisting these sources, local capital can be unlocked for the benefit of our region while incentivizing outside capital to follow.

A SOLUTION

BEN FRANKLIN FORMED IMPACTPHL VENTURES AS A LOCAL IMPACT CAPITAL CONSORTIUM

THE OPPORTUNITY

Ben identifies deal flow of impact-driven tech ventures

Ben conducts due diligence on prospective deals

Partners are given option to invest in funding round

Ben deploys capital and manages investment

Ben supports investment and tracks impact

THE SOLUTION

EIGHT LOCAL PARTNERS COMMIT $16MM TOTAL

The participating investors commit to fund local entrepreneurs and enterprises using technology as solutions for environmental, educational, health and wellness, civic and other social issues. Capital investments range from $50K - $1MM per venture and include advisory and other resources.

$16MM

To date, ImpactPHL Ventures has allocated almost $9MM of the $16MM in committed capital to 39 local ventures.

THE INVESTMENT

THE INTENDED IMPACT

SHORT- AND LONG-TERM POSITIVE IMPACT FOR A DIVERSE RANGE OF STAKEHOLDERS

The ultimate impact is to start and scale impact-driven, tech-focused enterprises in the Greater Philadelphia region so that they can compete at a local, regional, national, and/or global level.

LOCAL ENTREPRENEURS

Entrepreneurs receive values-aligned local capital, advisory support, and community

GREATER PHILADELPHIA

The region is able to create jobs, retain and attract talented people, and grow outside capital.

UN SDGs

Our region is empowered to create solutions that address the UN SDGs for scale or replication

LOCAL INVESTORS

Local investors gain deal flow to investments that aim to provide an impact and financial return

TECH AND IMPACT SECTORS

The region’s tech and impact sectors grow with the support of local capital and other resources

This profile was created as part of a content series for The Greater Philadelphia Impact Capital Pledge, an ImpactPHL initiative that aims to capture and catalyze impact and mission-aligned investments from/for our local region.

The Pledge at impactphl.org/pledge

ImpactPHL Ventures at sep.benfranklin.org/impactphl-ventures/