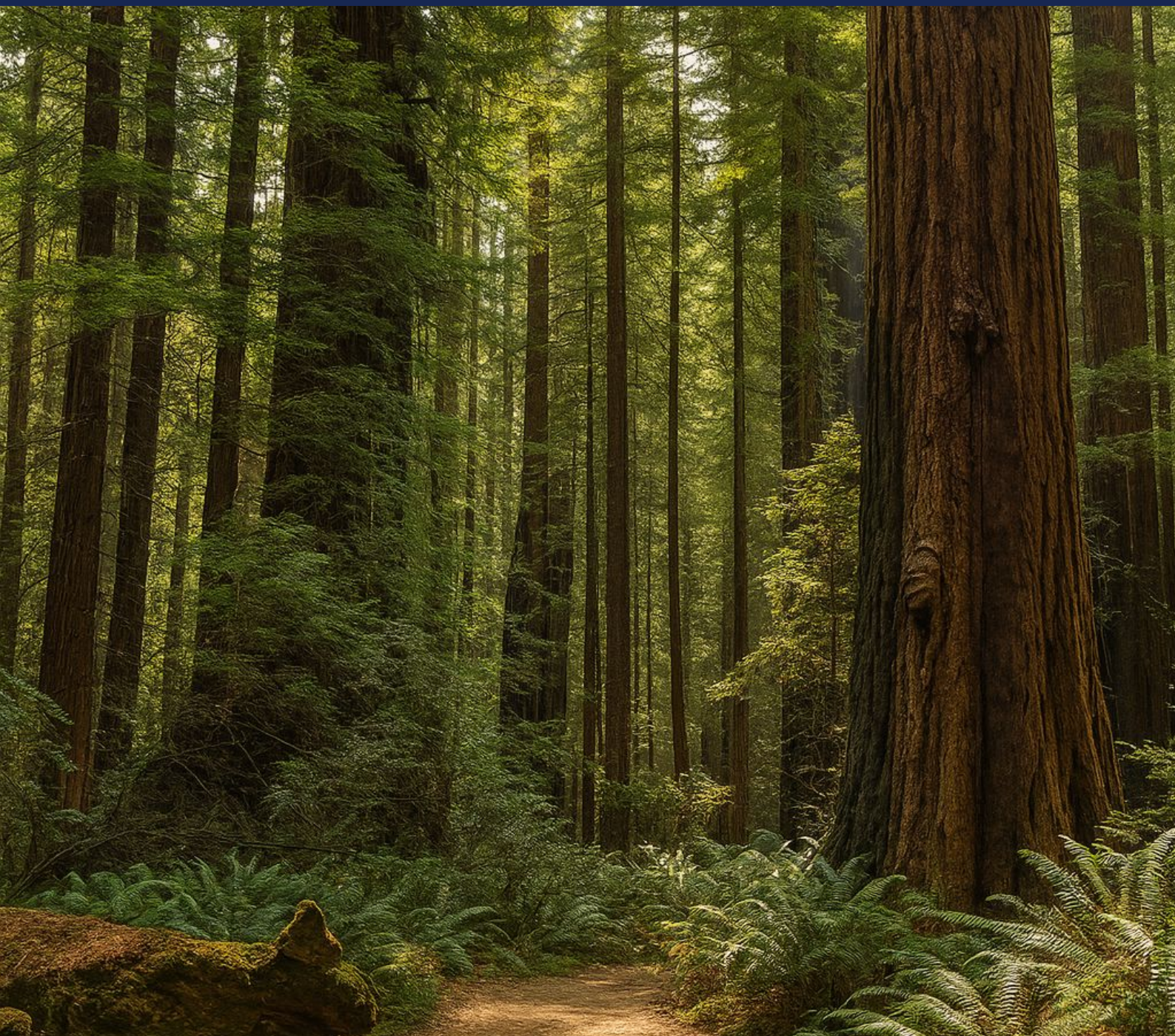




invest with impact 



2024 Impact Report



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Message From the Fund Manager



In a year of political shifts and macroeconomic uncertainty, one trend remains clear: the world needs scalable solutions that improve lives and protect the planet.

At Amplify Capital, we invest early – when challenges are complex, solutions unproven, and timelines are long. Our portfolio companies tackle the toughest problems in climate, health, and the future of work. These sectors demand patience and persistence, but the outcomes shape our shared future.

Impact takes time. Without early capital, many breakthroughs stall before they scale. That's why we back resilient founders solving real problems with measurable results. In today's tighter funding environment, that support is more essential than ever. At the same time, the opportunity is exceptional.

2024 marked a global reckoning on impact. Scrutiny around greenwashing is rising, but so is demand for transparency and rigour. We welcome this shift. Impact should be real, verifiable, and central to value creation.

Nowhere is this more urgent than in climate. This year is projected to be the first with average temperatures above 1.5°C. Our climate investments prioritize direct emissions reduction, while also addressing water, waste, and biodiversity. We do not just measure impact; we help companies grow it.

Looking ahead, we believe capital must move from thematic to systems investing. Foundational issues like sustainable, low-carbon and renewable energy generation, waste and circular material diversion and use for critical materials and minerals, and ocean health, remain critically underfunded. Solving them requires early-stage support and long-term commitment. That's the role Amplify plays.

With three funds and 29 investments over nine years, we invest with conviction, without compromising on returns or impact. This report highlights:

- Measurable progress across climate, health, and the future of work
- Company spotlights showing bold ideas becoming real solutions
- Metrics that underscore our impact thesis

Thank you for your continued support as we build the future we want to live in.

A handwritten signature in dark ink, appearing to read 'K Wortsman'.

Kathryn Wortsman
Managing Partner, Amplify Capital

About Amplify Capital



Our Mission

Amplify Capital is a leading early-stage impact venture fund, backing mission-aligned startups scaling transformational technologies across **Climate**, **Health** and the **Future of Work**.

As global climate and societal systems are under strain and challenges intensify, early-stage capital is the catalyst that transforms bold ideas into scalable solutions for a sustainable future.

AMPLIFY CAPITAL FUND GROUP

\$93M

Committed Capital

3

Funds

Fund III

we're raising our third fund to drive even greater impact and deliver exceptional returns for our partners.

29

investments

5

Exits to date

2016

Founded in 2016

AMPLIFY CAPITAL PORTFOLIO

We know that DEI is a pursuit that can have a profound impact on driving business innovation and enhancing financial performance.

At Amplify Capital, we strive to create the best outcomes for our portfolio companies, our firm, and the communities we operate in.¹

100%

of companies have implemented inclusive hiring practices

94%

of companies have diverse team members

82%

of companies have women directors

78%

of companies have underrepresented groups in management

Built for Impact: Our People, Our Purpose

We're a mission-driven team united by the conviction that investing in solutions to real-world problems creates lasting value.

With over 70 years of cross-border experience in investing, operations, and value creation, we bring deep expertise and trusted partnerships to every founder relationship.

Our diversity of background and lived experience sharpens our perspective and expands our access to the best opportunities, especially to underrepresented founders.

We back relentless entrepreneurs addressing urgent challenges in climate, health, and future of work. Then we roll up our sleeves, helping them scale breakthrough technologies that deliver superior returns and exceptional impact.



OUR VALUES

Ambition: We want to win and be the best at what we do. Our impact mission is bold and ambitious.

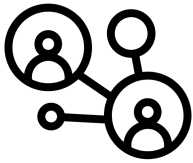
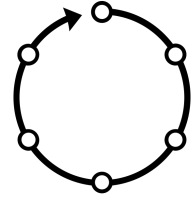
Respect: We respect our founders, LPs, co-investors, and all stakeholders, including the capital we steward and each other. Our respect is fundamental to how we engage and collaborate.

Rigour: We make decisions with care – thorough in our screening and diligence to ensure we invest in the right deal, at the right time, and at the right price.

Our Approach Sets Us Apart

WE TAKE A LIFECYCLE APPROACH

We support companies from first cheque to exit, laying the groundwork for durable growth, aligned governance, and long-term impact.



WE BRIDGE CAPITAL, STRATEGY, AND IMPACT

Our team integrates strategy and execution – refining go-to-market plans, supporting with clear, measurable KPIs, and embedding impact from diligence to exit.

WE UNLOCK CATALYTIC NETWORKS

Our portfolio gains access to capital, customers, talent, and peers, accelerating traction through our platform and community.



WE LEAD WITH AUTHENTICITY AND CONVICTION

Our founder-first approach uncovers overlooked opportunities and builds trusted, enduring partnerships.

50%+ of our pipeline is led by founders from historically underrepresented groups.²

Driving Returns Through Impact



Our Impact Management Framework

Amplify Capital's Impact Framework helps us identify leading indicators of value missed by traditional investors, allowing us to find overlooked opportunities.

OUR PHILOSOPHY

- **No trade-offs:** Every investment must meet our criteria for both financial and impact performance.
- **Intentionality + scale:** We invest in solutions with potential to shift systems, not just treat symptoms, in our target sectors.
- **Measuring what matters:** We go beyond outputs and story-level effects, developing a theory of change to track tangible outcomes that drive meaningful, long-lasting impact.



The questions we ask to understand meaningful impact:

Breadth and Depth

Ensuring there is a large volume and also deep and long-lasting impact

Who

Understanding the populations being impacted and the extent they are underserved

Contribution

Understanding the additionality of the impact if the solution did not exist.

Risk

What are the positive and negative outcomes and potential unintended ones?

Impact Across the Investment Lifecycle

We embed impact at every stage, from sourcing to exit, ensuring each company delivers measurable outcomes aligned with our goals.

SOURCING

We target founders solving urgent climate, health, and future of work problems, screening for SDG alignment and scalable impact potential.



DILIGENCE & SELECTION

We apply the 5 Dimensions of Impact to evaluate intentionality, risk, and scale, aligning on KPIs and formalizing expectations in investment agreements.



POST-INVESTMENT MANAGEMENT

We support execution through board engagement, platform tools, and B Corp certification, tracking validated impact annually.



EXIT & BEYOND

We plan for long-term impact from day one, assessing potential acquirer alignment early and ensuring mission continuity and stakeholder outcomes remain protected post-exit.

Framework Alignment³



Certified



Corporation



SDG Alignment & Metrics

Key Impact Metrics (IRIS+)⁴



CLIMATE

Reduction in GHG emissions:

- GHG emissions reduced (*IRIS+ metric:* [OI4862](#))
- GHG Emissions sequestered (*IRIS+ metric:* [PI9878](#))

Improvement in environmental sustainability:

- Waste reductions from products sold (*IRIS+ metric:* [PI5926](#))
- Water treatment level (*IRIS+ metric:* [OI9278](#))

HEALTH

Improvement in health outcomes:

- # of patients with improved health outcomes (*IRIS+ metric:* [PI6845](#))
- # of patients with access to a new product / service (*IRIS+ metric:* [PI2822](#))

Improvement in health delivery efficiencies:

- Cost reduction (\$) as a result of the product or service and optimized utilization (*IRIS+ metrics:* [PI1017](#), [OI1804](#))
- Client spending (health) (*IRIS+ metric:* [PI7395](#))



FUTURE OF WORK

Improved student engagement & achievement for:

- Developmental status of students/children (*IRIS+ metric:* [PI0045](#))

Improved alignment between education & society demand:

- Fair hiring/recruiting policy (*IRIS+ metric:* [OI1150](#))
- Quality of learning environment (*IRIS+ metric:* [PD0754](#))

Sector Highlights: Progress and Focus



Progress in CLIMATE

Backing early-stage innovations that decarbonize energy, industry, and carbon systems.



Each year, it becomes increasingly clear that Climate action is no longer optional, it's a trillion-dollar necessity.

In 2022, global emissions reached 57.4 Gt CO₂e⁵, while carbon removal capacity remains at just 0.1% of what's needed to meet global targets⁶. Scalable solutions across energy, materials, food, and carbon are urgently needed, and represent a tremendous investment opportunity.

The climate tech market is projected to grow from \$37B to \$220B by 2035⁷, driven by more than \$2T⁸ in clean energy investments made in 2024, and the growing urgency to innovate for a livable planet.

7 AFFORDABLE AND CLEAN ENERGY



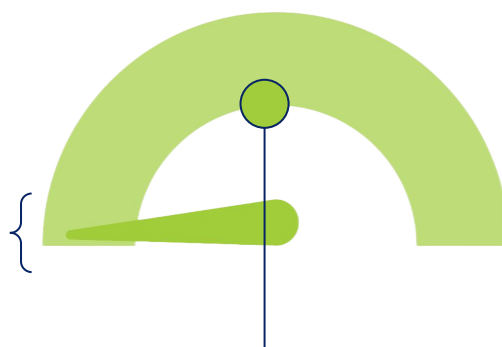
13 CLIMATE ACTION



2034 Target

100 Mt of CO₂e removed

7K tonnes
CO₂e removed to date (based on realized revenues)



On track for

51 Mt CO₂e removed via 2 large scale energy storage plants contractual offtake estimates⁹

Our Interest in CLIMATE

ENERGY

Accelerating clean power, storage, and grid optimization to build a resilient, low-carbon energy system.

AI and electrification are driving a 50% surge in electricity demand by 2040.¹⁰



INDUSTRY

Reinventing how products are made, with low-carbon inputs, electrified processes, and circular, resource-efficient manufacturing.

Industry generates 30% of global emissions¹¹, but received less than 10%¹² of climate-tech venture funding from 2020-2023.



CARBON

Scaling durable carbon removal, point-source capture, and CO₂-to-value technologies to tackle legacy and hard-to-abate emissions.

We need to permanently remove 7-10 Gigatonnes of CO₂e per year by 2050 – requiring investments rivaling the oil & gas industry today.¹³



Progress in HEALTH

Backing digital health solutions that democratize access, improve outcomes, and build a more efficient, equitable system.



Healthcare systems are under pressure. Costs increase annually, rising by 7.5% from 2022 to 2023¹⁴, while outcomes stagnate and access declines.

In Canada, over 6 million people lack a family doctor¹⁵, and administrative work consumes up to 50% of clinician time¹⁶. In the U.S., health inequities cost over \$320B each year¹⁷.

Scalable, digital-first innovations are essential to bridge care gaps, improve efficiency, and drive better, more equitable health outcomes at scale.

3 GOOD HEALTH
AND WELL-BEING



10 REDUCED
INEQUALITIES



2034 Target

30M People with
improved outcomes

\$1B saved in
healthcare systems costs

18% of target
achieved

5.5M people



16.7% of target
achieved

\$167M costs
saved¹⁸



Our Interest in HEALTH

CARE ENABLEMENT & PERSONALIZATION

Technologies that tailor care to an individual's biology, behaviour, and context, using tools like genomics, AI, and real-time data to drive better outcomes and efficiency.

75% of North American survey respondents wish their healthcare experiences were more personalized.¹⁹



POPULATION HEALTH

Models that expand access and improve outcomes for underserved or high-need groups, with integrated, patient-centred care at scale.

U.S. health inequities could exceed \$1 trillion per year by 2040.¹⁷



DIGITAL INFRASTRUCTURE

Foundational technologies that enable scalable, high-quality care delivery, like interoperability platforms, workflow automation, and clinical decision support systems.

Up to \$16.3B/year in savings from automating clinical workflows in the U.S.²⁰



Progress in **FUTURE OF WORK**

Investing in tech-enabled solutions that prepare students and the workforce for the future, improving learning outcomes and expanding access to skills, employment, and economic opportunity.



The future of work is being redefined by automation, digitization, and demographic shifts, putting pressure on both learners and workers. Yet access to the tools and training needed to thrive remains fragmented.

We invest across the full arc of human capital: platforms that personalize education, scale workforce readiness, and empower educators.

By addressing a \$200B global undereducation gap²¹, we aim to unlock inclusive growth and build a more resilient, future-ready economy.

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



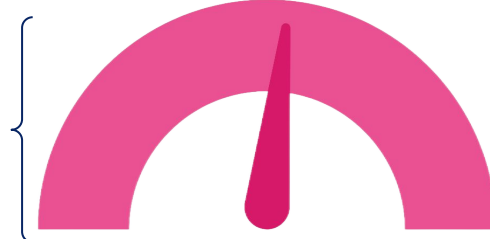
2034 Target

30M Students

prepared for long term career success

55% of target achieved

16.6M students²²



Our Interest in **FUTURE OF WORK**

PERSONALIZED EDUCATION

Adaptive learning platforms that tailor content to individual needs and align learning pathways with future workforce demands.

The global skills gap could result in 85 million unfilled jobs by 2030, representing \$8.5 trillion in lost annual revenue.²³



WORKFORCE READINESS

Technology-driven upskilling and reskilling solutions that support lifelong learning and enable career mobility across evolving industries.

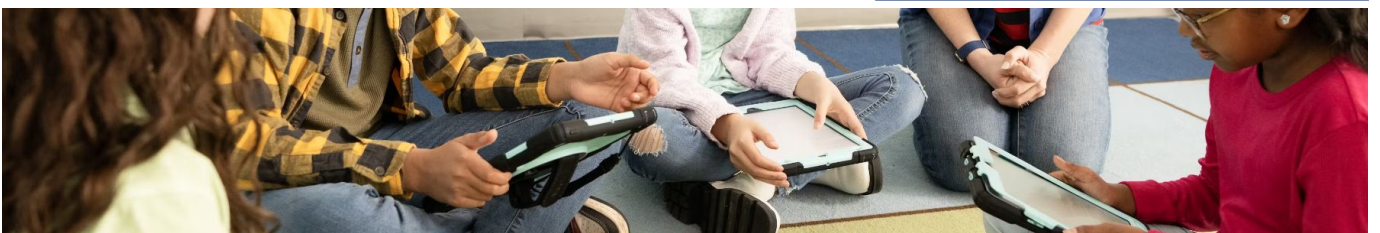
One in four roles faces automation risk, yet only 14% of workers have access to adequate training.²⁴



TEACHER TOOLS

Digital platforms that reduce educator burden, improve classroom effectiveness, and support both student outcomes and teacher retention.

44M new teachers needed globally by 2030 to meet basic education goals.²²



Our Portfolio Companies



Portfolio Companies



SDG ALIGNMENT

Develops grid-scale compressed air systems for long-duration renewable energy storage.

Impact Alignment Highlights:

- Projected to reduce 39M metric tonnes of GHG emissions by 2070 – the equivalent of taking 9.3M gas cars off the road for a year.



SDG ALIGNMENT

Developed a green manufacturing process for cathode active materials, a critical component of lithium-ion batteries.

Impact Alignment Highlights:

- Reduces CO₂e consumption by up to 50%, and eliminates water and sodium sulfate use entirely.



ALT
TEX

SDG ALIGNMENT

Converts food waste into biodegradable, carbon-negative polyester alternatives, replacing one of fashion's most polluting materials.

Impact Alignment Highlights:

- Each shirt made with ALT TEX fabric diverts 1 kg of food waste, prevents 9 kg of CO₂ emissions, and avoids 4 g of microplastics.



Portfolio Companies



SDG ALIGNMENT

Converts captured CO₂ into performance-enhancing additives for concrete and plastics using patented CUT® technology.

Impact Alignment Highlights:

- Potential to reduce cement and concrete emissions by up to 25% (≈ 925 Mt CO₂e/year); *538 tonnes of CO₂e captured to date.*



SDG ALIGNMENT

Uses fruit flies as bioreactors to produce recombinant proteins for pharma and cellular agriculture, with less energy, water and waste than existing systems.

Impact Alignment Highlights:

- Targets up to 86% lower emissions than traditional systems—equivalent to 41M tonnes CO₂e if used for global insulin production.



SDG ALIGNMENT

Delivers real-time monitoring and analytics to optimize industrial biomanufacturing.

Impact Alignment Highlights:

- Can reduce production losses by up to 40% and avoid 2.4M tonnes of CO₂e by 2026.



Portfolio Companies

ThinkLabs

Develops physics-informed AI to optimize grid operations and accelerate clean energy adoption.

Impact Alignment Highlights:

- Improving grid resiliency and reducing costs by up to \$150B annually, offsetting 1.6B metric tonnes of CO₂e annually.

SDG ALIGNMENT



Removes CO₂ at scale using ocean alkalinity enhancement, while restoring marine health.

Impact Alignment Highlights:

- Aims to sequester 2M tonnes of CO₂ annually by 2030; 1,020 tonnes already removed with the first-ever verified OAE credits.

SDG ALIGNMENT



Lyteflo

Delivers EV-focused sales and battery intelligence software to accelerate dealership-led EV adoption and resale.

Impact Alignment Highlights:

- Enabled a 10% increase in EV sales contributes to scaling adoption in a sector projected to cut 9.7 Gt CO₂e by 2050.

SDG ALIGNMENT



Portfolio Companies

reusables

SDG ALIGNMENT

Offers a platform to enable, track and manage reusable packaging for food businesses.

Impact Alignment Highlights:

- Avoids 1.3 kg CO₂e per container; potential to reduce food service industry emissions by 60%.



FLOSONICS MEDICAL

SDG ALIGNMENT

Develops a wireless wearable ultrasound patch for real-time blood-flow monitoring, streamlining emergency assessments from 20 minutes to 20 seconds.

Impact Alignment Highlights:

- FloPatch has served 4,000+ patients and cut healthcare costs by US\$ 19M.



Valence Labs Powered by Recursion

SDG ALIGNMENT

Develops an AI-powered platform that designs novel therapeutics from sparse data. Acquired by Recursion Pharmaceuticals.

Impact Alignment Highlights:

- Improves drug discovery speed and success, enabling faster, more targeted treatments.



Portfolio Companies



SDG ALIGNMENT



Provides video counselling and digital tools for accessible, affordable mental health care.

Impact Alignment Highlights:

- Delivers a 25% clinical improvement after just three sessions; acquired by Green Shield Canada to expand access.



SDG ALIGNMENT



Uses digital-twin software to improve care coordination and data flow across healthcare systems.

Impact Alignment Highlights:

- 4.3M patients served, \$139.7M in cost savings, and 232K patient/caregiver days saved through streamlined care transitions.



SDG ALIGNMENT



Delivers AI-powered, clinician-vetted medical guidance to improve decision-making at the point of care.

Impact Alignment Highlights:

- Saves clinicians 44 minutes per week; 1.15M users including 39,000 in underserved regions; 50–70% more affordable than competitors.



Portfolio Companies

ditch.

SDG ALIGNMENT

Combines a medical-grade inhaler with a behavioural app to help users quit nicotine gradually.



Impact Alignment Highlights:

- A 25% boost in smoking cessation rates could reduce preventable deaths 4.5x and save \$1B across North America's 35M smokers.



LUCID

SDG ALIGNMENT

Delivers AI-personalized music-based therapies to support mental health and dementia care.



Impact Alignment Highlights:

- A single 24-minute session reduces anxiety by 23%, improving outcomes for patients with stress, anxiety, and Alzheimer's.



kento

SDG ALIGNMENT

Offers an AI-powered virtual cardiac rehab platform that improves access, adherence, and long-term recovery for heart patients.



Impact Alignment Highlights:

- Achieves 95% patient adherence, over 3x the industry average, contributing to a 42% reduction in mortality for those completing cardiac rehab.



Portfolio Companies

CerulaCare

SDG ALIGNMENT



Integrates virtual behavioral health support with coaching, psychiatry, and care navigation, into oncology practices, improving mental well-being for cancer patients

Impact Alignment Highlights:

- 58% improvement in depression and 64% enhancement in symptom relief and quality of life.



future design school

SDG ALIGNMENT



Equips educators with tools and programs to foster innovation and real-world skills in students.

Impact Alignment Highlights:

- Over 1 million students equipped with 21st century skills for success in tomorrow's workforce. *Exited via share buyback.*



Classcraft

SDG ALIGNMENT



Transforms classrooms with a gamified platform that boosts student participation and collaboration.

Impact Alignment Highlights:

- Improves engagement and academic achievement by up to 90%. *Acquired by Houghton Mifflin.*



Portfolio Companies



SDG ALIGNMENT

Empowers underserved students with personalized, flexible high-school completion programs, coaching, and support.

Impact Alignment Highlights:

- Supported 53,187 students in Canada and 639 in the U.S., with partner schools reporting graduation rates as high as 98%.



SDG ALIGNMENT

Uses AI-powered assessments to measure soft skills and reduce hiring bias across video, audio, and written formats.

Impact Alignment Highlights:

- Improves diversity in shortlisted candidates by up to 25%



SDG ALIGNMENT

Streamlines curriculum and lesson planning for K-12 educators through a centralized platform.

Impact Alignment Highlights:

- Supports improved academic outcomes for over 3.7M students through real-time educator insights.
Acquired by Powerschool.



Portfolio Companies



Uses an engaging, game-based app with expert guidance to build foundational reading skills.

SDG ALIGNMENT



Impact Alignment Highlights:

- 3–5x more effective than later-stage interventions, with potential to reduce literacy difficulties from 67% to 7%. Over 60,000 children screened to date.



Accelerates tech-sales careers through live instruction, mentorship, and job placement support.

SDG ALIGNMENT



Impact Alignment Highlights:

- 1,470 students served, with a 73% employment rate and \$17K average income lift after 12 months.



Portfolio Companies



Delivers interactive videos and daily check-ins to teach K–6 students social-emotional skills.

Impact Alignment Highlights:

- 492,745 students impacted to date; 92% of teachers observe improved behaviour and 68% report fewer student conflicts.

SDG ALIGNMENT



An AI-powered app that gives real-time feedback and gamifies reading progress to build literacy skills.

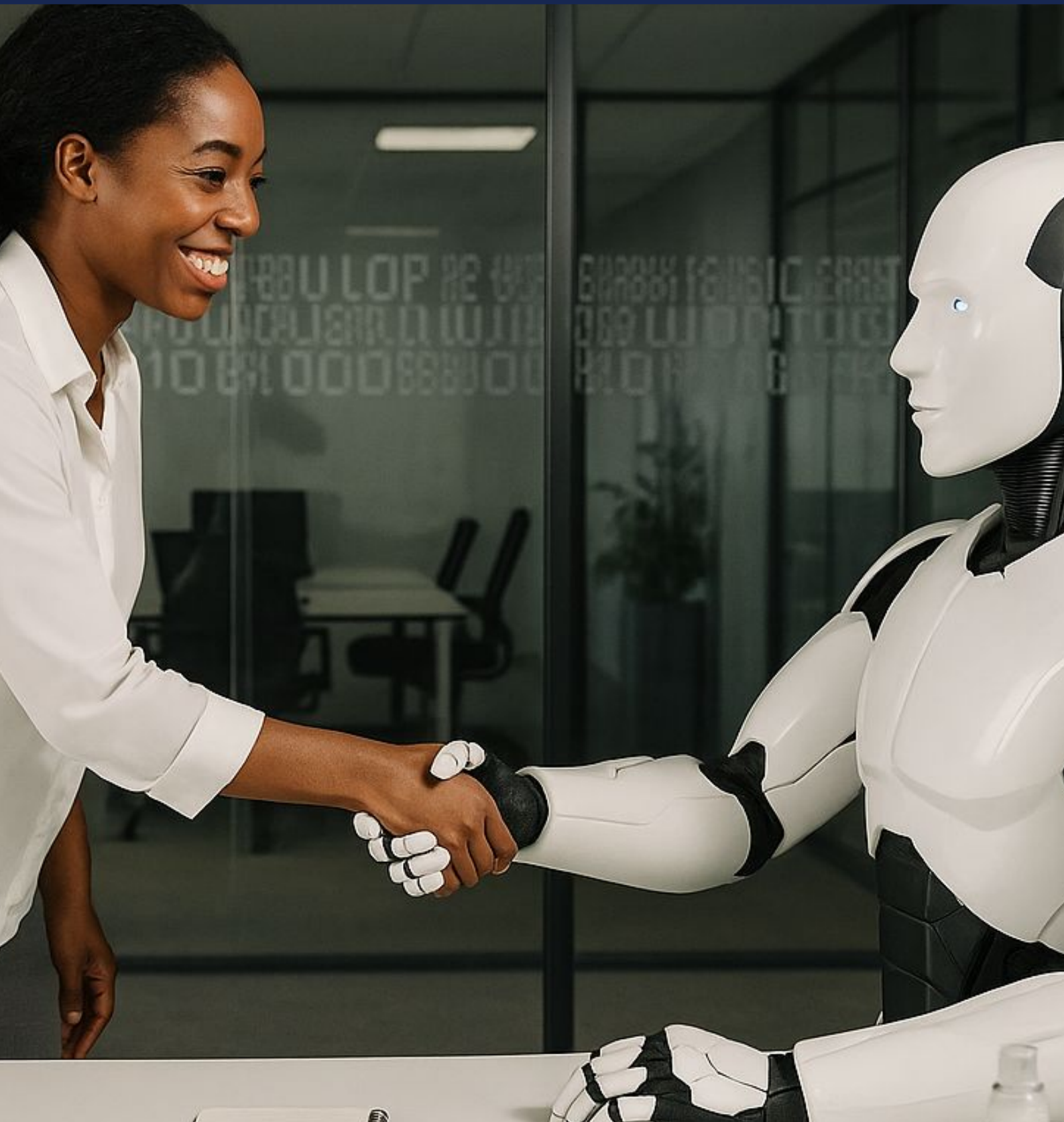
Impact Alignment Highlights:

- 71% of students read more using Rally Reader; 2,400 active users and 494,000 reading activities logged.

SDG ALIGNMENT



Case Studies: Impact In Action



PLANETARY

Bringing the first verified ocean carbon removal solution to market: scaling durable, gigatonne climate impact while restoring ocean health.

To meet 1.5°C climate targets, the world must remove 1.6 billion tonnes of CO₂ annually by 2030.²⁵ Engineered solutions like direct air capture remain expensive and hard to scale, and ocean acidification is weakening our largest carbon sink, putting marine ecosystems at risk.

Planetary's *Ocean Alkalinity Enhancement* (OAE) process safely adds alkaline minerals to seawater, mimicking natural rock weathering.²⁶ This permanently locks away CO₂ while restoring ocean health. Planetary developed the world's first open-source Monitoring, Reporting and Verification (MRV) protocol for ocean-based carbon removal.²⁷ MRV sets out rigorous steps to calculate and track carbon removal, estimate long-term storage, and verify credits, all of which build scientific credibility, market trust, and the financial foundations needed for scale. Planetary became the first company to earn verified carbon credits through Ocean Alkalinity Enhancement. By repurposing mine waste and leveraging existing infrastructure, they're driving costs down and scaling up.

We tracked Planetary for over four years, engaging early and waiting for the science, economics, and demand to align, even before we invested. Amplify supported Planetary from the early stages, helping validate the science, shape go-to-market plans, and accelerate commercialization of this breakthrough climate solution.

IMPACT BREAKTHROUGHS

9

INDUSTRY, INNOVATION
AND INFRASTRUCTURE



1,020 tonnes of CO₂e removed – first-ever verified OAE credits

12

RESPONSIBLE
CONSUMPTION
AND PRODUCTION



<\$100 projected cost using byproducts and existing infrastructure

13

CLIMATE
ACTION



2 Mt CO₂e emissions removed by 2030

14

LIFE
BELOW WATER



MRV-backed delivery and partnerships with Shopify, British Airways, Dalhousie

17

PARTNERSHIPS
FOR THE GOALS



SUMMARY

FIRST INVESTMENT

September 2024

HEADQUARTERS

Dartmouth, Nova-Scotia

OUR ROLE

Board Observer

STATUS

Active



Virtual cardiac rehab improves adherence and outcomes by expanding life-saving care for patients facing barriers due to cost, time, or mobility.

Heart disease causes 18 million deaths²⁸ and will cost the U.S. healthcare systems trillions of dollars in economic losses each year²⁹. Despite rehab reducing mortality by up to 42%, only 20–30% of eligible U.S. patients access it due to cost, schedule, and mobility barriers.³⁰ Millions miss out on care with proven life-saving benefits.

What Kento does

Kento offers an AI-powered virtual cardiac rehab platform, co-developed with Mayo Clinic, that delivers personalized care, from exercise guidance to stress management, via smartphone or wearable, including real-time monitoring and 1:1 coaching. Over 95% of enrolled patients adhere, compared to a 30% industry average

Amplify's role

We helped Kento define and formalize their impact KPIs using the IRIS+ and 5 Dimensions frameworks, focusing on improved access, adherence, and clinical outcomes. As the only digital health-focused fund on the cap table, we brought sector-specific investor experience to complement Kento's technical and clinical expertise.

IMPACT OUTCOMES



95% adherence (vs. 33% industry average)



30% increase in aerobic capacity

50–60% reduction in depression and anxiety

1 billion heart beats recorded in continuous monitoring

SUMMARY

FIRST INVESTMENT

December 2024

HEADQUARTERS

Montreal, Quebec

OUR ROLE

Board Observer

STATUS

Active



U V A R O



Uvaro's career accelerator closes opportunity gaps by equipping underserved talent with in-demand skills, unlocking access to quality jobs and upward mobility.

Problem

Canada underutilizes the skills of internationally trained professionals. Despite holding relevant degrees and experience, many newcomers face systemic employment barriers and remain underemployed, especially women. Meanwhile, sectors like ICT face persistent talent shortages.³¹

Solution

The OWN Tech Initiative tackled this disconnect directly. Lighthouse Labs (acquired by Uvaro in 2024) delivered a 12-month program to 58 participants – 100% women, 100% newcomers, and majority racialized – combining technical training, mentorship, and job placement support.

Graduates transitioned into high-growth ICT roles, achieving greater economic stability and long-term workforce integration. They're not just employed, they're thriving.³²

Impact

Skills-driven integration works. Participants are earning more, building careers, and helping solve Canada's talent gaps. With Amplify's help, Uvaro became a Certified B Corp, reflecting commitment to inclusive hiring and strong governance.

IMPACT OUTCOMES



\$4.6M in economic return (10x ROI)



\$20M+ in total participant earnings over 5 years



36% average income lift



20.2% of graduates purchased a home in Ottawa

SUMMARY

FIRST INVESTMENT

September 2021

HEADQUARTERS

Kitchener, Ontario

OUR ROLE

Impact Advisor

STATUS

Active

Investing in Hard Tech for Profound Impact

Traditional VC often overlooks science-driven climate solutions, those with long commercialization timelines but transformative potential. These include cement alternatives, energy storage, bio-manufacturing, and circular textiles, solutions that tackle sector-wide emissions and systemic waste. Amplify fills this gap, investing early and helping these companies scale to deliver gigaton-scale impact and outsized returns.

Portfolio Company	What They Do	Why it matters	Impact Potential	Outcome
	Creates carbon-negative, biodegradable polyester alternatives from food waste.	Textiles drive emissions and plastic pollution. Polyester dominates the market.	1.25 Gt CO ₂ e avoided by 2050, plus reductions in microplastics.	Reimagining fashion with circular, climate-positive materials.
	Decarbonized cement, one of the highest-emitting materials globally.	Cement contributes ~8–10% of global CO ₂ , and is hard to reduce.	Up to 4 Mt CO ₂ e by 2030.	Transforming one of the dirtiest industries with scalable solutions.
	Bio-manufacturing infrastructure using fruit flies to produce recombinant proteins for pharma and alt-protein with minimal environmental footprint.	Traditional systems are resource-intensive and animal-dependent. This enables low-cost, decentralized protein production.	Up to 38 Mt CO ₂ e by 2030, 86% lower footprint vs legacy systems.	Enabling a cleaner bioeconomy with cross-sector benefits in health and food.
	Compressed air energy storage for long-duration grid balancing.	Clean energy can't scale without storage. Fossil peaker plants are still widely used.	39 Mt CO ₂ e by 2075 (based on booked contracts).	Unlocking 24/7 renewables with large-scale, flexible infrastructure.
	Produces low-carbon cathode materials for EV batteries without toxic solvents.	Cathode production is one of the dirtiest and most overlooked parts of the battery life cycle.	Up to 2.64 Gt CO ₂ e abated by 2030 if widely adopted.	Cleaning up EV supply chains for true climate benefit.

Amplify Advantage: Where we add value

- Back bold science and capital-heavy ventures ahead of others.
- Support pilot execution, commercialization, and long-term value creation.
- Underwrite validated impact metrics tied to real-world deployment.
- Sustain funding through regulatory, infra, and scale phases.
- These are the bets that move climate solutions from lab to market, and from theory to impact.

invest with impact

AMPLIFY
CAPITAL 



Appendix

Foundational Impact Frameworks

A shared language and set of standards guide our approach to measuring and managing impact.

GLOBAL STANDARDS



UN Sustainable Development Goals (SDGs)

A set of 17 global goals adopted by the UN in 2015 to address poverty, inequality, health, education, and climate. The SDGs provide a universal blueprint for a more sustainable and equitable world by 2030.³³



Global Impact Investing Network (GIIN)

A global nonprofit that advances the impact investing industry through research, field-building, and best practices. GIIN also supports the development of impact measurement tools like IRIS+.³⁴



IRIS+ Metrics

Developed by GIIN, IRIS+ is a catalogue of standardized, widely used metrics for measuring social, environmental, and financial performance. It enables consistent, comparable, and credible impact data.³⁴

IMPACT MEASUREMENT TOOLS



Common Approach to Impact Measurement

A Canadian-developed, flexible framework that supports consistent and transparent impact measurement across organizations. It helps align social purpose organizations around credible, comparable reporting.³⁵

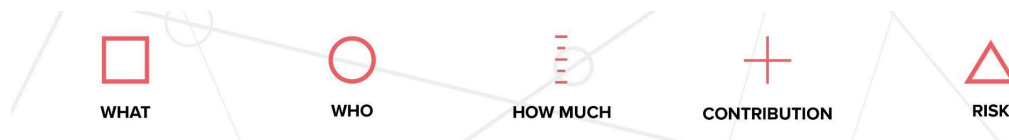
Foundational Impact Frameworks

A shared language and set of standards guide our approach to measuring and managing impact.

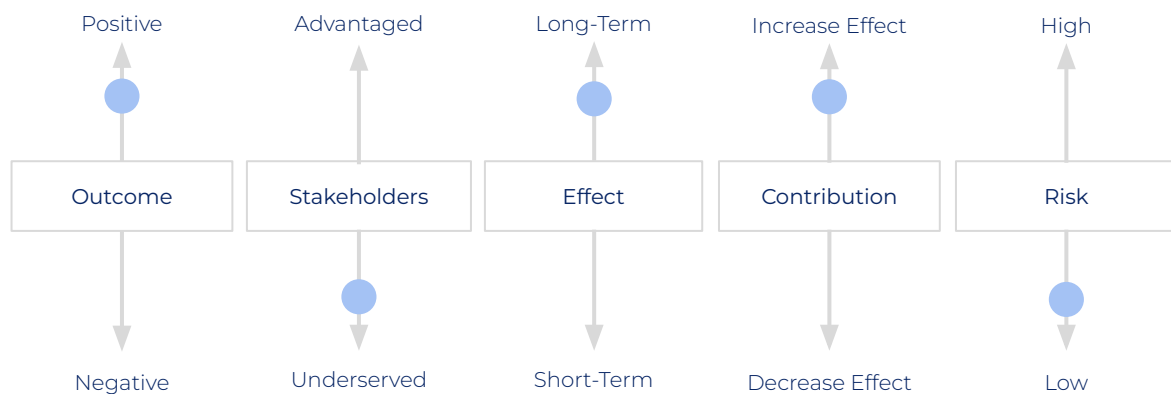
5 Dimensions of Impact (from the Impact Frontiers)



The 5 Dimensions of Impact, formerly the Impact Management Project, provides a set of shared fundamentals for communicating, measuring, and managing impact. By helping investors and entrepreneurs understand their material effects, the framework aims to promote more effective impact capital allocation.³⁶



The Ideal Investment Profile



ACCOUNTABILITY & VERIFICATION



B Corporation (B Corp) Certification

A third-party certification by B Lab that evaluates a company's social and environmental performance, accountability, and transparency. B Corps are legally committed to balancing profit and purpose.³⁷

Portfolio Companies: SDG Alignment

	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	17 PARTNERSHIPS FOR THE GOALS
HYDROSTOR						●						●		
SVX						●					●	●		
ALT TEX					●						●	●		
carbon upcycling								●		●		●		
FUTURE FIELDS	●										●	●		
BioIntelligence TECHNOLOGIES					●			●			●	●		
ThinkLabs						●		●				●		
PLANETARY								●			●	●	●	●
Lyteflo											●	●		
reusables								●			●	●		
FLOSONICS MEDICAL		●							●					
Valence Labs Powered by Recursion		●							●					
Inkblot by Genentech		●							●					
VERTO		●							●					
pathway		●							●					
ditch.		●							●					
LUCID		●							●					
kento		●							●					
Cerula Care		●							●					
future design school			●				●							
Classcraft			●				●							
Challenge U			●				●							
knockri			●	●			●		●					
chalk			●				●							
Sprout Labs			●				●							
UVARO			●	●			●		●					
mooZoom		●	●											
Rally Reader			●						●					

ESG Measurement: B Impact Assessment

The B Corporation certification recognizes companies where profit meets purpose, setting a high bar for social and environmental performance, accountability, and transparency. The certification process is rigorous, requiring companies to align operations with ESG goals and improve governance practices.

Benefits of B Corp

High employee engagement & low turnover | Higher productivity | Increased customer retention | Preferable supplier relationships

B Corp Standards Are Evolving

Starting in 2026, B Corp will move from an 80-point scoring model to mandatory requirements across eight impact areas (e.g., Fair Work, Climate, JEDI). Companies will need to meet, track, and report progress annually under a new “meets/exceeds” framework. Final standards will be released in early 2025. Amplify is monitoring these changes and will support portfolio companies as needed—but expects most exits will occur before the new standards take effect.

Knockri improved its score by 62% and is now eligible for certification. We will support the company in completing the process.

Flosionics improved its score by 7% and has further opportunities to qualify.

SproutLabs (formerly *EarlyBird*) improved its score by 7% and exceeds 80 points.

Future Fields increased its score to 90.2. We're preparing for certification but will navigate carefully given the upcoming changes to the certification requirements.

Rally Reader and **ThinkLabs** completed their assessments for the first time, scoring below 70. As pre-commercial companies, these initial scores align with expectations for their stage.

Our Companies with >80 B Corp Score



B Corp Certified Companies



Impact Ecosystem & Accolades



Amplify Capital is a proud member of the [Canadian Venture Capital and Private Equity Association \(CVCA\)](#), Canada's leading private capital association. The CVCA enhances the industry through research, networking, and advocacy, shaping policies that support innovation and investment. We have also been featured in the CVCA's [The 50: A Guide to the Canadian Venture Capital Ecosystem](#) for 3 years.³⁸



[Impact Capital Managers \(ICM\)](#) is an organization whose mission is to accelerate the performance of its impact fund members and scale the impact investing sector. It provides a collaborative peer network, resources, and events to foster member relationships, share investment opportunities, and identify best practices. ICM promotes member interests through policy initiatives, offers research and education, and supports a diverse workforce with talent and professional development programs.³⁹



Amplify Capital was awarded the [Impact Assets 50™](#) 2024 Manager. The IA 50 is the most recognized database of impact investment fund managers, updated annually to provide an easy way to identify experienced and emerging impact fund managers globally.⁴⁰

Data, Measurement & Reporting

DATA COLLECTION

Portfolio companies provide impact outcomes via customer surveys, interviews, third-party studies, direct project data, and external validation. When data is unavailable or needs triangulation, we use outputs and proxy measures grounded in secondary research. Impact forecasts are based on real-world project or customer data, modelled with realistic growth assumptions, and reviewed during diligence and post-investment.

TAXONOMY

We use GIIN IRIS+ metrics and UN SDG indicators to classify and track outcomes. Where relevant, we apply the Common Approach to align with Canadian standards and improve comparability. Each investment undergoes a GIIRS screen and a 5 Dimensions of Impact risk review to assess negative or unintended outcomes. Post-investment, ESG risks are reviewed via the B Impact Assessment, with mitigants set as needed.

REPORTING FREQUENCY & TRANSPARENCY

Impact is reported at least annually. For pre-commercial companies, we co-develop early outcome metrics and validate impact through pilot data. We disclose our methodologies, assumptions, and clearly flag when proxies or third-party data are used.

DATA GOVERNANCE & ASSURANCE

We prioritize data quality and integrity throughout the investment lifecycle. Where applicable, we draw on third-party audits, certifications (e.g., B Corp), or MRV systems to validate claims. Amplify plays an active governance role through board, observer, or advisor positions and conducts regular check-ins. One team member has completed CVCA board governance training, reinforcing our oversight capacity.

CONTINUOUS IMPROVEMENT

We continuously evolve our impact framework to align with leading standards and sector best practices. We collaborate with portfolio companies to refine measurement approaches and ensure accurate, meaningful reporting.

Endnotes

1. Statistics are aggregated from the portfolio companies' responses to the B Impact Assessment.
2. Statistics are aggregated from Amplify Capital's CRM and self-disclosed data from pipeline companies.
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