

FASE



CASE STUDY ON CREATING INVESTMENT DESKS



ÉNPROJEKT.HU
AHOL SEGÍTSÉGET KÉRNI OKÉ!



- The Financing Agency for Social Entrepreneurship GmbH (FASE) was launched by Ashoka to support impact ventures in raising growth capital to scale their impact. FASE's mission is to help create a thriving Pan-European ecosystem for social innovation by building coalitions between different types of investors and by developing innovative financing models specifically tailored to the needs of ventures with focus on social and environmental impact.
- Cultivating a strong social finance ecosystem plays an important role in FASE's overall strategy. As part of these efforts, we teamed up with Porticus Foundation to support CSOs (Civil Society Organizations) in designing and planning for income-earning activities. Long-term funding is a critical challenge for CSOs as most of them grapple with one-off funding sources that do not enable them to carry out sustained work over the long-term. Organizations looking to meet these challenges have to develop fundraising strategies consisting of different sources of funds and incomes that make them more sustainable on the long-run.

This guide is aimed to support CSOs that want to embark on the road to design, develop and attract funding for income-earning activities. We collected all of our learnings in an extended case study that walks you through each step of an investment deck while outlining good practices for each section. This guide also contains additional resources for those who want to delve deeper into the topic.





Community Land Trust Brussels

Community Land Trust Brussels (CLTB) offers **low-income residents of Brussels the possibility of living in affordable, sustainable, and quality homes.**

The work of Community Land Trust Brussels is not just limited to the development of housing, but also extends to **community work with residents**, improvement of the surrounding neighborhood and strengthening community life.

In the project described in the investment deck CLTB opens its services to middle-income residents of Brussels.



Énprojekt

Énprojekt **connects psychologists**, coaches and other consultants **with those who seek help** in having a more balanced personal or work life.

In the investment deck Énprojekt shows how can it offer its services to more people by increasing its capacity and making its processes smoother by introducing IT solutions.



Bystriny

Bystriny **connects and supports useful projects** and people active in their communities **by giving them tools** to be stronger and inspire society to value their contribution more.

In the investment deck Bystriny introduces its new project of organizing team building activities focusing on giving meaningful contributions to local communities. The team buildings also support the employer brands and their ESG goals.

Let us start with an important distinction between various formats:



Investment deck: your full business plan with all the details, facts and figures. You can use it for internal planning or with close partners



Pitch deck: a presentation that summarizes your business plan in a concise and visual way, consisting of 10-15 slides that cover the main aspects of your business.; the goal of a pitch deck is to create interest for a call or meeting



Teaser: a short (one or two pages) summary of the key details, allowing the funder/investor to gain an initial understanding for your company or project (you can consider this a conversation starter)

During the project, we focused on creating **investment decks** to have all the relevant topics addressed in detail. Once this is complete, it is easier to work backwards and create shorter versions around the key messages.

While there could be some flexibility, there is a commonly accepted sequence of how an investment deck should be built. You can find a short outline of each topic along with real-life examples from the participants to give you a full picture.



Key considerations:

- An executive summary is a one-page section that provides a brief overview of your business plan
- It highlights the most important and compelling points of your pitch deck, such as your business model, the market opportunity, competitive landscape and your financial projections
- The purpose of an executive summary is to communicate the essence and potential of your business, and to persuade investors to read your full business plan or meet with you

EXECUTIVE SUMMARY – EXAMPLE BY ÉNPROJEKT



PROBLEM

Every third person does not receive proper mental health support due to lack of professional care. However, 39% of people already experienced some form of mental health crisis. It results in 600B EUR economic losses annually in the EU. Meanwhile, 8 of 10 helping experts are struggling to promote themselves.

SOLUTION

Enprojekt aspires to become the Airbnb of mental well-being support. We help people find the type of mental health support they need when they need it. We are also building a network of mental health consultants to allow for peer support, consultation, and professional development.

BUSINESS MODEL

We operate as a B2C and B2B marketplace, connecting helping experts and clients in a sustainable way. We charge a 34.5% commission after every transaction - a part of this is revenue while a portion allows people in financial need to access our experts at a discount.

PROOF OF CONCEPT

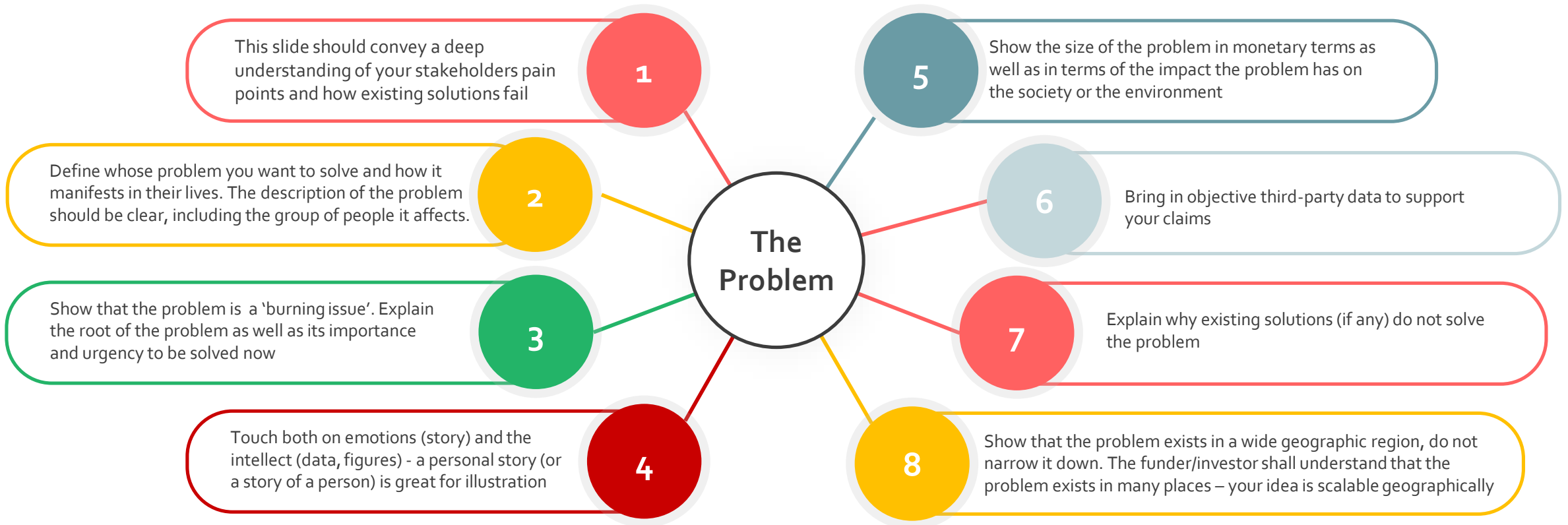
We have already served 750 clients in the first 3 years by referring them to psychologists, coaches, or counsellors, or to psychiatric services if needed. We also have IT and GDPR support in our community of 120 people. We have received support from PwC, Design Terminal, NGO Academy Vienna, were nominated at SozialMarie and won the Social Impact Award in addition to being recognized as a social innovator by IFKA and voted the most innovative HR organization in Hungary in 2022.

EXPANSION PLAN

Enprojekt will expand its services to 2000 transactions during 2024 throughout the ongoing Jira development and grow again to 8000 yearly payments by the invested UX design by 2025 from the successful MVP. We will be extending our offer to the Hungarian diaspora abroad by 2026.

FINANCES

Revenues in MVP stage were 12,000 Euros (4.5 M forint) with no marketing or any investment. We are looking to raise up to 16,000 Euros (59M forint) in equity or mezzanine financing in Q2 2024.



SOCIAL PROBLEM

Every third person does not receive proper mental health support due to lack of affordable & accessible professional care

however 39 % of people

already experienced some form of mental health crisis according to a recent EU study

BUSINESS PROBLEM

Mental health and well-being have been on the decline coupled with an increasing sense of isolation across Europe

it means 600 B EUR

economic losses annually in EU
eg.: sick leaves, low performance, etc.



MACRO VIEW

THE MARKET – PLANNING TIPS

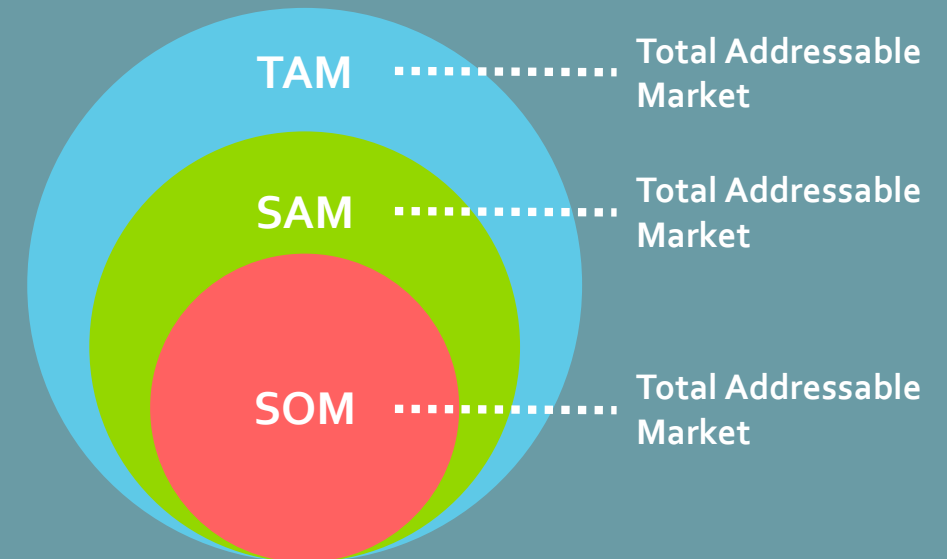
Key considerations:

First, lets clarify some basic definitions in market size slides:

- Total addressable market (TAM): the absolute maximum market size or potential revenue that your business can generate. It does not take into account competition, geographical boundaries, marketing budgets, or any other market-narrowing constraints.
- Serviceable Available Market (SAM): a subset of the TAM, defined by the demographics of your product / service. It shows how big of the market segment that can be served by your business model.
- Serviceable Obtainable Market (SOM): is an estimate of the portion of revenue within a specific product segment that you can capture

Contents of the market slide:

- Statistics regarding the size of the market
- Market growth forecast and relevant trends
- Target customer and segments
- Analogies from parallel industries or success stories
- Be sure to include sources for your numbers!





TOTAL ADRESSABLE MARKET

Real estate residentials transactions in Brussels regions in 2022*: 12.600



SERVICE ADRESSABLE MARKET

People open to consider cooperative housing in Brussels**: 4.200
(34% of housing survey respondents)



SERVICE OBTAINABLE MARKET

CLTB will provide its consulting services to x clients between 2024-2028

*IBSA Statistics
** Pro-facts survey

Key considerations:



Explain how you will solve the issues outlined in your problem slide



Define exactly who are your consumers and customers and what is the change your product/service will cause in their lives



Emphasize the specific value that makes your product beneficial for the consumers



Make it simple; jargon or technical details might make sense to you, but it will totally confuse investors



Keep coming back to the parameters you set out of the problem's scope; sometimes the answer is to modify the problem to fit our solution better.

Our solution – Transformative Team Experiences

...to authentic communities that solve social issues, to off-the-beaten-track gems

- Re-thinking the classic team-building concept
 - offer powerful experiences with local community involvement
- Engaging teams with local communities to solve local issues while learning from each other
- Experiences that make employees part of supporting communities and thus part of a positive change

Added value: track record of impact via communication internally + social media, reportable for ESGs, verified local partners for systemic volunteering, CSR activities – HR capacity saver



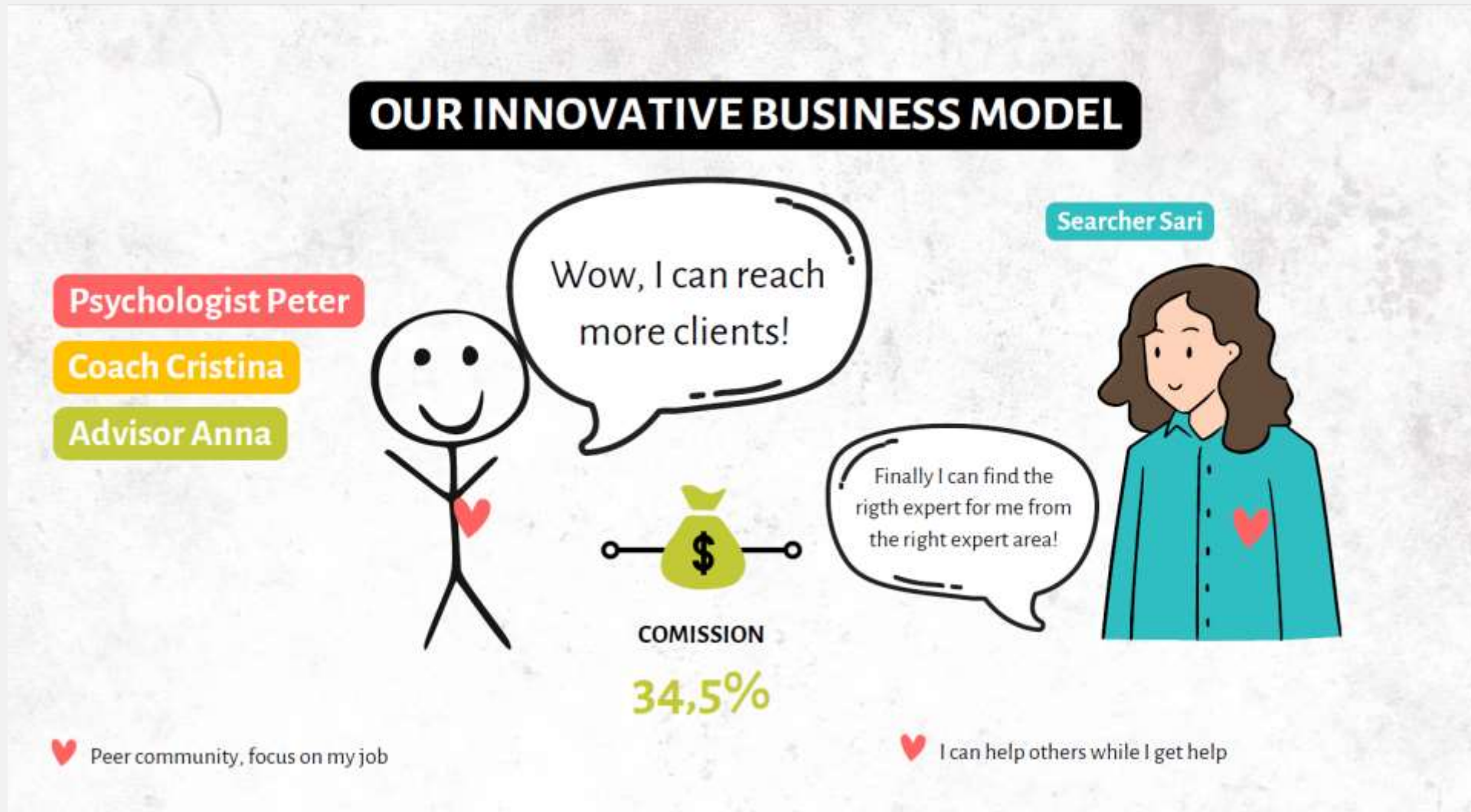
Key considerations:

Investors are looking for the answers to these questions on this slide:

- What products or services will generate revenue?
- How will you generate revenue?
- What is the amount of revenue your business generates?
- What is your pricing strategy?

This section should also describe your sales/marketing channels as well as your main customers and what value proposition they find in your company





Key considerations:

You need to answer two simple questions here:

1. Who are your competitors? (competitive set)
2. What sets you apart from them? (Unique Selling Proposition or USP)



Investors want to see you understand your market and your position vs your competition



Show that you are aware of your competitors' threats and strengths and have a clear concept of how to come out a winner



Never say 'we do not have any competition



Look at your service/product from the customer's' point of view when assessing your competition



Show how your USP is sustainable and defensible by unique technology, patents, key relationships, R&D advantage, etc.

COMPETITIVE ANALYSIS – EXAMPLE BY ÉNPROJEKT



COMPETITORS	DIVERSITY OF EXPERTS	ACTIVE MATCHING	FLEXIBLE EXPERT PRICING	CHARITY PROGRAM
WWW.ENPROJEKT.HU	✓	✓	✓	✓
HEDEPY.HU	✓	✓	✗	✗
MEGHALLGATUNK.PREMIUM	✓	✗	✗	✓
MINDSETPSZICHOLOGIA.HU	✗	✗	✗	✗
PSZICHOLOGUSKERESO.HU	✗	✗	✗	✗

USP : ACTIVELY GUIDING CLIENTS TO FIND THE MENTAL HEALTH EXPERT THEY NEED

Key considerations:

- The primary purpose of this slide is to build confidence in your team and your skills to succeed with the venture (Is this the right team to deliver?)
- Keep the background info short - you can add a more extended version of your team slide to the appendix
- The team slide is key, especially for early-stage ventures

An effective team introduction slide in a pitch deck should include the following information:

- ✓ The names and job titles of each team member
- ✓ A brief overview of each team member's background and relevant experience
- ✓ Any notable achievements or accomplishments of the team or individual team members
- ✓ A photo of each team member, if possible



THE TEAM – EXAMPLE BY CLTB



THIBAULT LEROY

Coordinator, Financial, Legal, real estate prospection and development. Focus: pragmatics solutions, legal innovative solutions



GEERT DE PAUW

Coordinator, Partners, Funding, real estate prospection and development. Focus : pragmatics solutions, innovate solutions



SOPHIE GHYSELEN

Real estate development, circular construction, heritage buildings



ANNA CHAMBRIETTO

Real estate development, construction work management, participatory real estate, feasibility study



YANNIK RIHOUX

Real estate prospection and Development, property building management



JULIETTE SCHMETZ

Fundraising and Communication



H EL ENE STRYCKMAN

Cooperative housing, citizen's project management and support

Key considerations:

- The traction slide provides proof to investors that you have validation in the current market and growth potential
- It shows how far the company has come, gives them a validation/roadmap, and minimizes their investment risk

SOFT TRACTION:
could be any awards or endorsements and articles in the press that show the company's credibility (be careful not to over-emphasize these)



HARD TRACTION:
could include your growing sales, customer numbers, a profitable sales pipeline, renowned brand names and clients that the company has worked for and received positive results



GROWTH STRATEGY:

Explain the company's development/growth, including the past few years and coming years. Add actions to the growth milestones that support the planned increase of your sales.

How will you achieve the planned growth? What is your strategy? How can you scale your business?



TRACTION & GROWN STRATEGY



Completed 107 housing units in Brussels, including planning, design and full implementation. 84 housing units in development.



Received the World Habitat Award in 2021, and had 40 media appearances.



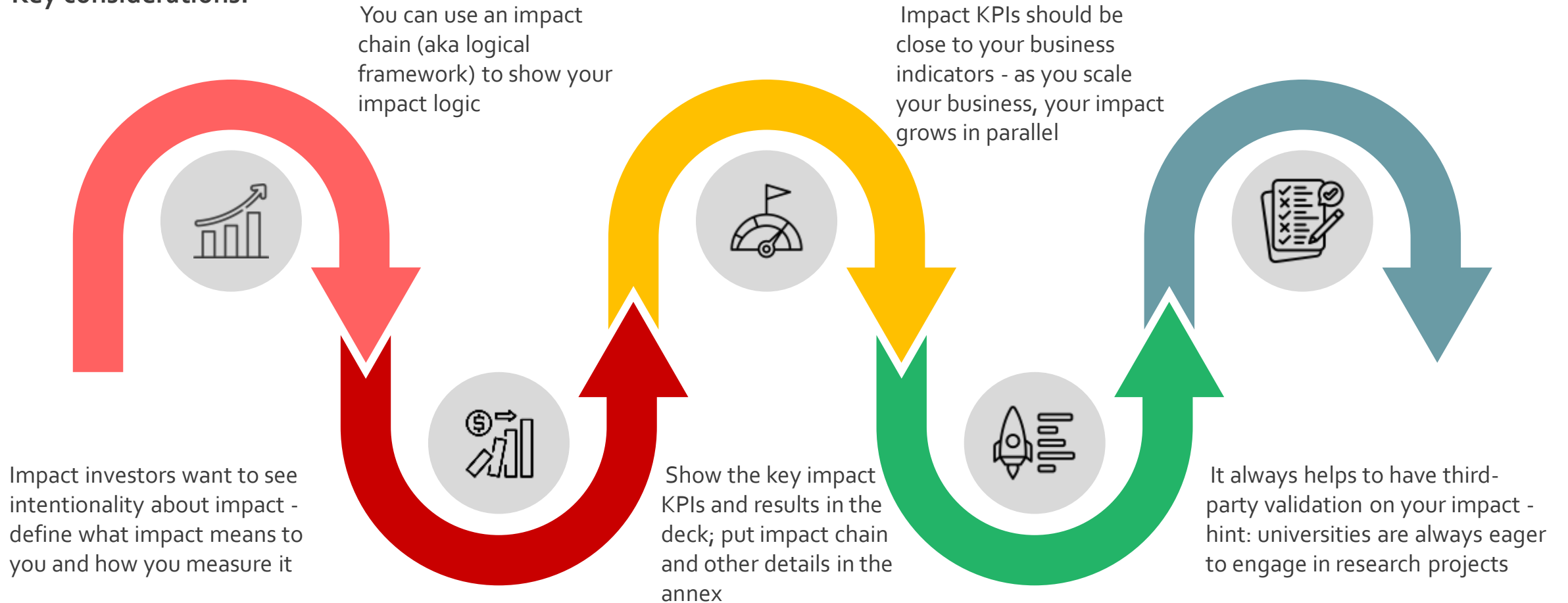
Team members sit on the boards of 8 partner associations.



Officially recognized by Brussels' government since 2021 by a decree and a management contract.



Key considerations:



Impact

Bystriny will measure KPIs from two perspectives:
corporate clients and local communities

Sample KPIs to be included

- Level of trust by employees towards their company
- Team cohesion
- Change in employees' perception of value contribution within their company to social causes
- Increase of declared sense of engagement in their companies

For local communities

- Value generated for local communities
- Increase of revenue by local partners
- Number of local partners involved in the services
- Number of volunteer hours facilitated



BYSTRINY



→ Show the summary of the profit and loss (P&L) statement (recent year actuals + 5 year forecast). List only the main income and expense categories. Show the ratio of the EBITDA in % of the revenues



→ Indicate the full funding need - list the main items the funding is needed for as % of funding



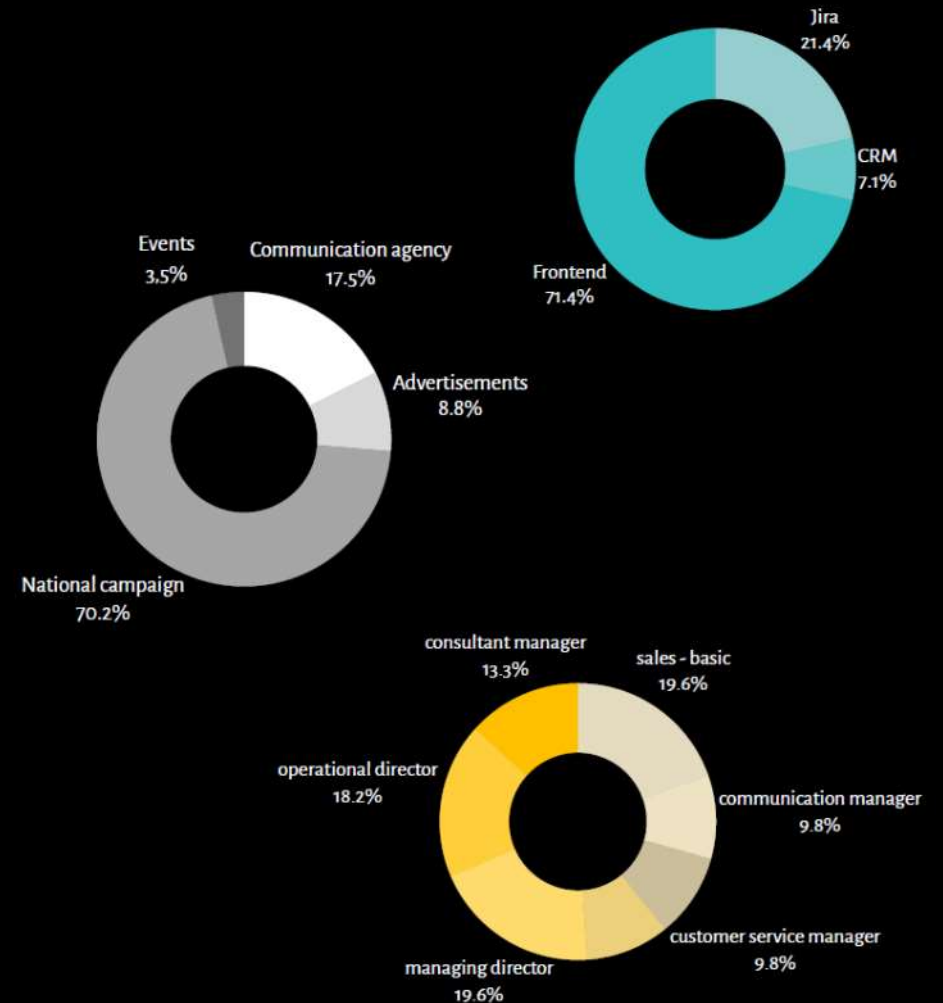
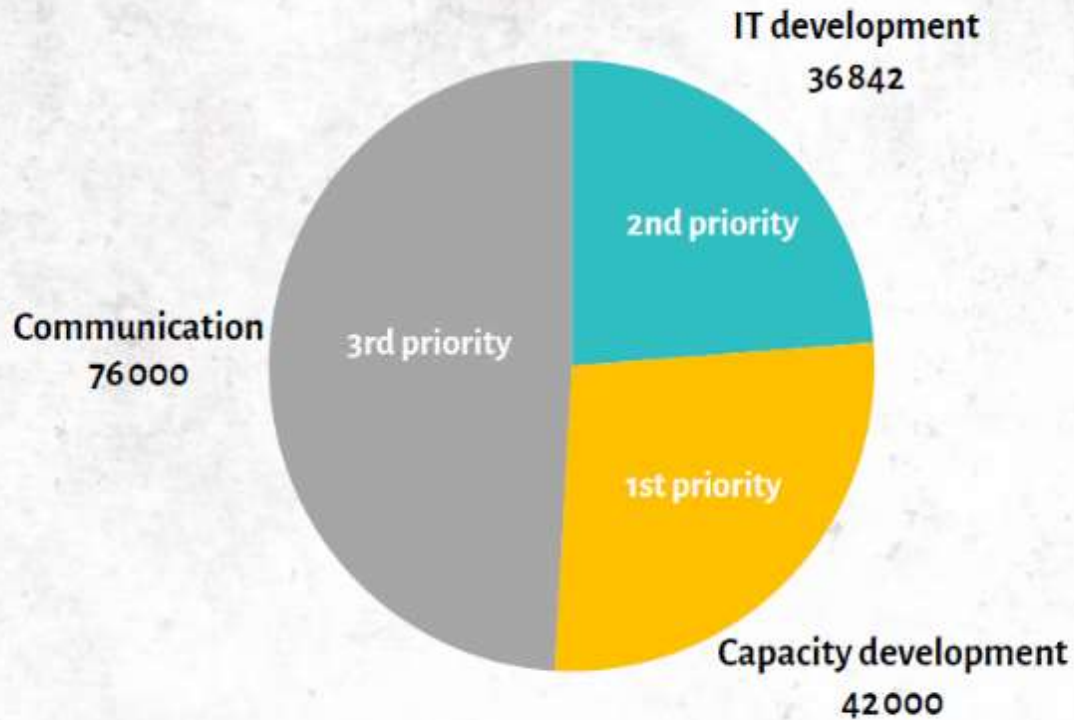
→ On a separate slide, add the main assumptions of your financial projections. Explain significant jumps in revenues or the need of extraordinary expenses



→ Investors will most likely dig into your figures, so have your detailed P&L and cash flow statements ready; know your numbers!

FINANCIALS & FUNDING NEED – EXAMPLE BY ÉNPROJEKT

155 000 EUR INVESTMENT



Do you have questions?



Contact us:
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