

# Impact through businesses

We provide innovative forms of **patient capital**, with a **sharp focus on impact**

## Investor profile

Investment stage	Seed to series A
Ticket size	USD 500,000 to 1,000,000
Investment instruments	Equity, debt, convertible instruments
Geography	Low- to middle-income countries
Return expectation	From capital recovery to 10% IRR

## Who we are

UBS Optimus Foundation is linked to the global wealth manager UBS and receives the majority of funds from UBS clients and UBS itself. We fund programs and businesses that help the most vulnerable around the world in the areas of health, education, protection of children and youth, and the environment. We acknowledge that each social problem may need a different solution and therefore, use a wide range of tools to achieve social impact: grant making, result-based financing such as development impact bonds, and investments into impact enterprises. With around USD 100 million funding deployed annually, the foundation manages more than 200 programs.

## Why we invest in businesses

Some social problems are best addressed with market-driven solutions developed by for-profit entities. This is because:

- Businesses can become financially **self-sustainable** and do not depend on sustained grant funding
- Can increase the **scale** of their impact without relying on increasing funding
- In the ideal social business, financial and social success go hand-in-hand. A business' financial performance as disclosed in its financial statements will therefore transparently reflect its impact, leading to **accountability**, and an **efficient allocation of funding**
- Bridging the gap between the early startup stage and the point when businesses can acquire commercial capital is essential to **scale impact-focused businesses** and can **crowd in additional private capital** for development

We think we can contribute to **scaling impact-focused investments** into businesses by testing different financing tools and their capacity to maximize the impact of the investees. For this purpose, we will share our experience with the broader ecosystem.

## Types of businesses we are looking for

We have a sharp focus on impact. We only invest in businesses that can demonstrate a significant social impact

which is strongly embedded in the business model. Businesses can demonstrate their impact by:

- Having completed a rigorous evaluation of their impact or plan on doing so,
- Following a solid theory of change, and
- Having a robust monitoring and evaluation (M&E) framework in place

Businesses we invest in should have **established proof-of-concept** and create impact related to the following areas:

### Health

- Frontline health
- Safe surgery
- Pediatric cancer

### Education

- Education in displacement
- Skills for social mobility
- Scaling delivery innovation

### Environment

- Coastal and marine ecosystems
- Sustainable food systems and land use

Businesses we invest in should further have **strong roots in the region where they operate**. A significant number of founders, senior team members, and board members should come from and be based in the region the business operates in. We further prioritize investments into companies with diverse boards, including **women representation**, or that address women users through their products and services.

## How we invest

### *Equity/Investments convertible to equity*

We invest **patient capital** with an investment horizon between five to ten years. We do not intend to push for an exit if this comes at the cost of impact. We aim at acquiring **significant minority stakes** through our investments and consider taking a board seat if this adds value to the business.

### *Debt*

We provide debt in form of impact loans and social success notes. Impact loans are loans where the **interest rate varies with certain predefined impact metrics**: the higher the impact the business achieves, the lower the interest rate the business pays. Social success notes are impact loans where a third-party is paying for the reduced interest rate. We award impact loans with a **tenor of three to five years**.

## What we offer

We want businesses to benefit from the knowledge we build by testing a wide range of investment tools. We offer potential investees informal calls to **advise on the right form of capital** for their further development.

UBS Optimus Foundation is an **active investor** and wants to support its investees beyond the initial investment. Apart from capital, we provide the following support:

- Support with fundraising (e.g. advice on the right investment instrument, making introductions, review documents)
- Access to our subject matter expertise in health, education, environment and impact measurement
- Connect investees with other potential stakeholder from our global network
- Being featured on a list of organizations philanthropic UBS clients can fund through the foundation

## Investment instruments

UBS Optimus Foundation offers a wide range of investment tools. Using various investment tools allows us to provide businesses with the capital they need to thrive. It also enables us to test these tools in practice and share this experience with the broader social finance ecosystem to foster social investments.

Instrument	Criteria for use
Equity	<ul style="list-style-type: none"><li>– Impact embedded in the business</li><li>– Scalable solution</li><li>– UBS OF can have positive impact on business as a shareholder</li></ul>
Convertible instruments (e.g. Simple Agreements for Future Equity, SAFEs)	Same as equity, plus: <ul style="list-style-type: none"><li>– Company is at a very early stage where valuation is challenging</li><li>– Business needs bridge financing to prepare for a larger priced equity financing round in the near future</li></ul>
Impact loans	<ul style="list-style-type: none"><li>– Monetary incentives can increase the impact of the business</li><li>– A sustainable business model along with capacity to repay a loan</li></ul>
Funds	<ul style="list-style-type: none"><li>– Investment through a facility is more effective and efficient than direct investment</li><li>– Contribution to the fund leverages more commercial capital, including through blended finance</li></ul>
Grants	<ul style="list-style-type: none"><li>– Fund one-time expenses of businesses which will enable them to sustainably increase their impact</li></ul>



RISING ACADEMY  
NETWORK

## Spotlight SAFE: Rising Academy Network

Rising Academies owns and operates low-cost primary schools and participates in public-private partnerships which foster access to quality education in Sierra Leone, Liberia, and Ghana. Thanks to its experience, Rising Academies also generates revenue through consultancy projects.

Alongside two co-funders, UBS Optimus Foundation invested USD 500,000 into Rising Academies through a Simple Agreement for Future Equity (SAFE) to finance its expansion to Ghana. The expansion enables Rising Academies to reach up to 50,000 students and will help it launch a larger priced series A funding round. The foundation has taken a board observer seat and considers increasing its investment in the series A funding round.



## Spotlight Impact loan: Hewatele

Hewatele manufactures and supplies affordable medical oxygen to health facilities to avoid preventable childbirth related complications and deaths, and support safe anesthesia during surgery.

The UBS Optimus Foundation awarded an impact loan of USD 400,000 to Hewatele for the purchase of additional oxygen cylinders and distribution to a higher number of health facilities, providing access to oxygen during lifesaving procedures to 45,000 people. The interest rate is impact-linked to 1) supply of oxygen to clinics that previously have not used oxygen and 2) distribution to remote clinics.

## Contact

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