



FINANZIERUNGSAGENTUR FÜR
Social ENTREPRENEURSHIP



WORKSHOP: RAISING GROWTH CAPITAL FOR SOCIAL ENTERPRISES

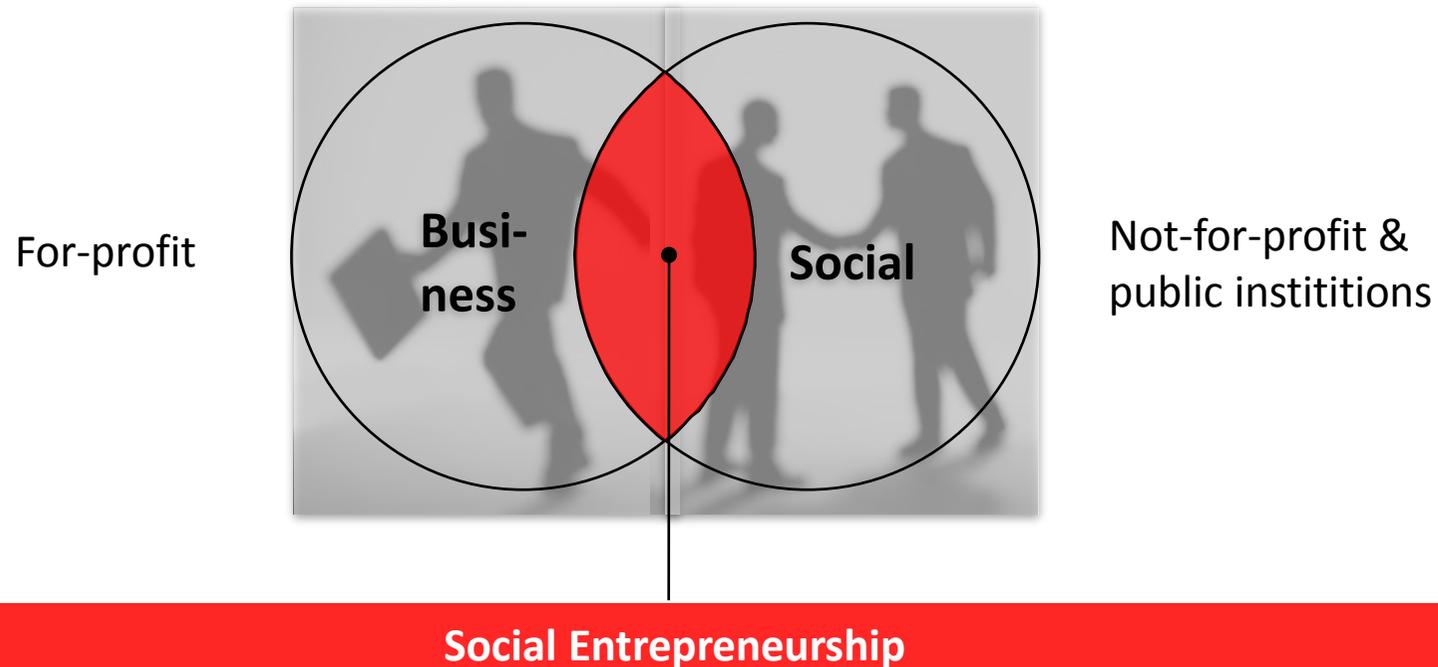
Social Entrepreneurship Camp
Dr. Markus Freiburg



- **Give brief overview** of concept of social entrepreneurship and impact investing
- **Create common understanding** of major challenges in financing social enterprises and successful remedies to deal with these
- **Show best practice examples and case studies** on how to raise growth capital and to close a financing round
- **Discuss your concrete questions** from your own social start-ups for raising growth capital

- The potential of Social Entrepreneurship
- The opportunity of Impact Investing
- Funding challenges for Social Enterprises
- Mastering the challenges: FASE
- Case Study: SchulePLUS
- Q&A Session

Social Entrepreneurship defines new rules between society and business



Social entrepreneurs are mission driven entrepreneurs using innovative approaches and typically the power of markets to tackle social or environmental challenges. They are the engines of social change with the potential to change patterns across society.

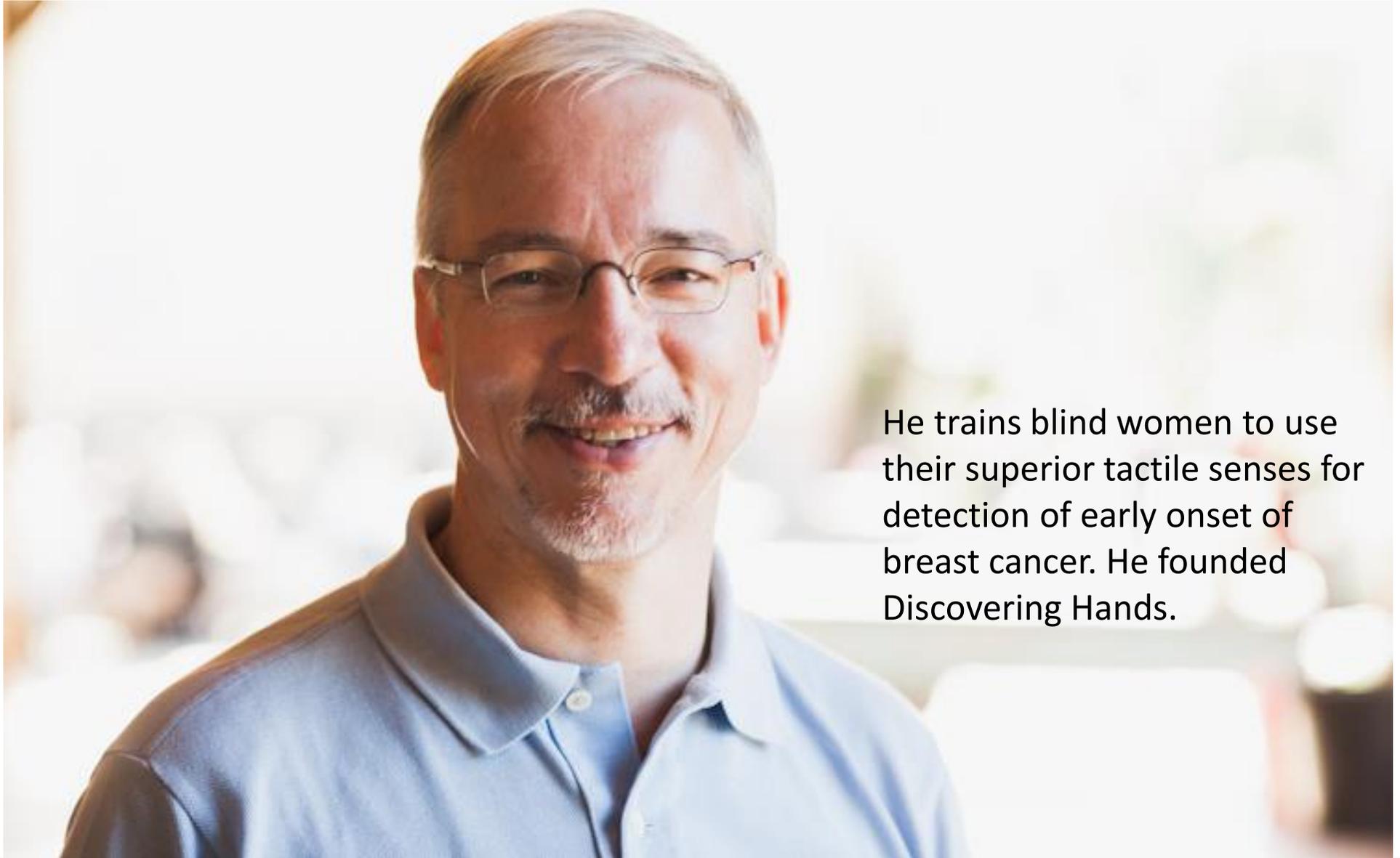
Envisioned a different way for mankind to work with knowledge: How many times a day do you use Wikipedia?





Papilio conveys early emotional competencies for infants – with the pixies in the box.

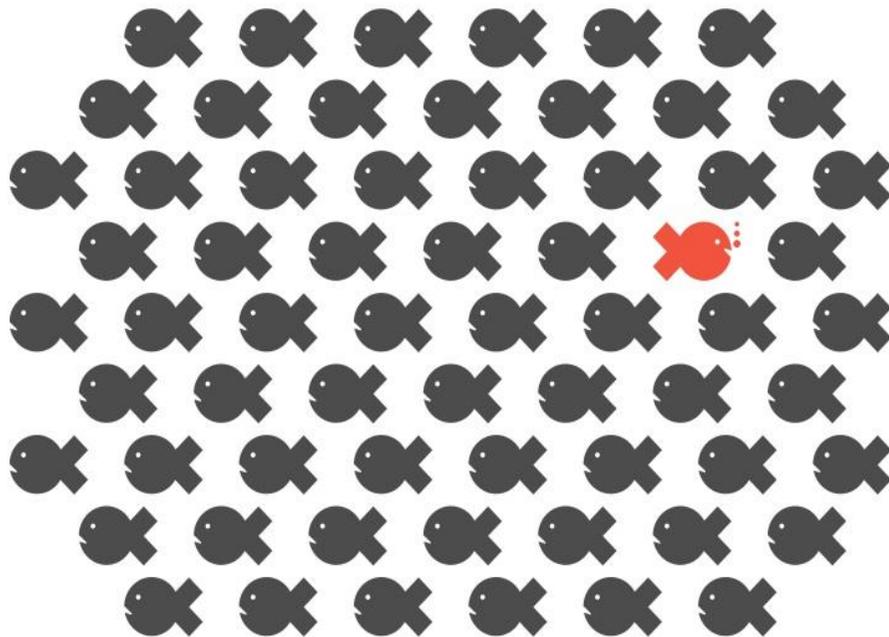




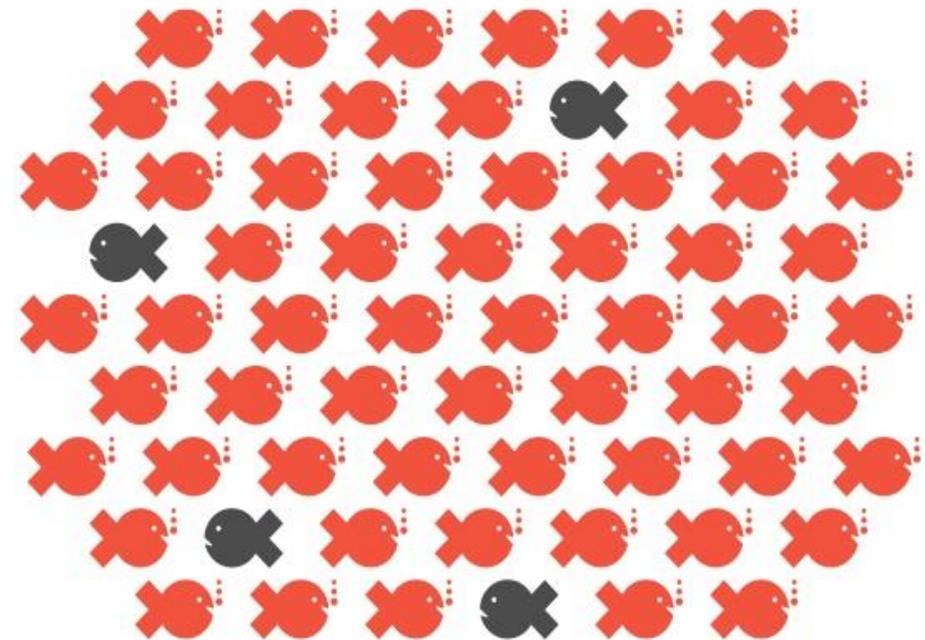
He trains blind women to use their superior tactile senses for detection of early onset of breast cancer. He founded Discovering Hands.

The Ashoka way: Looking for the one who is able to change the system

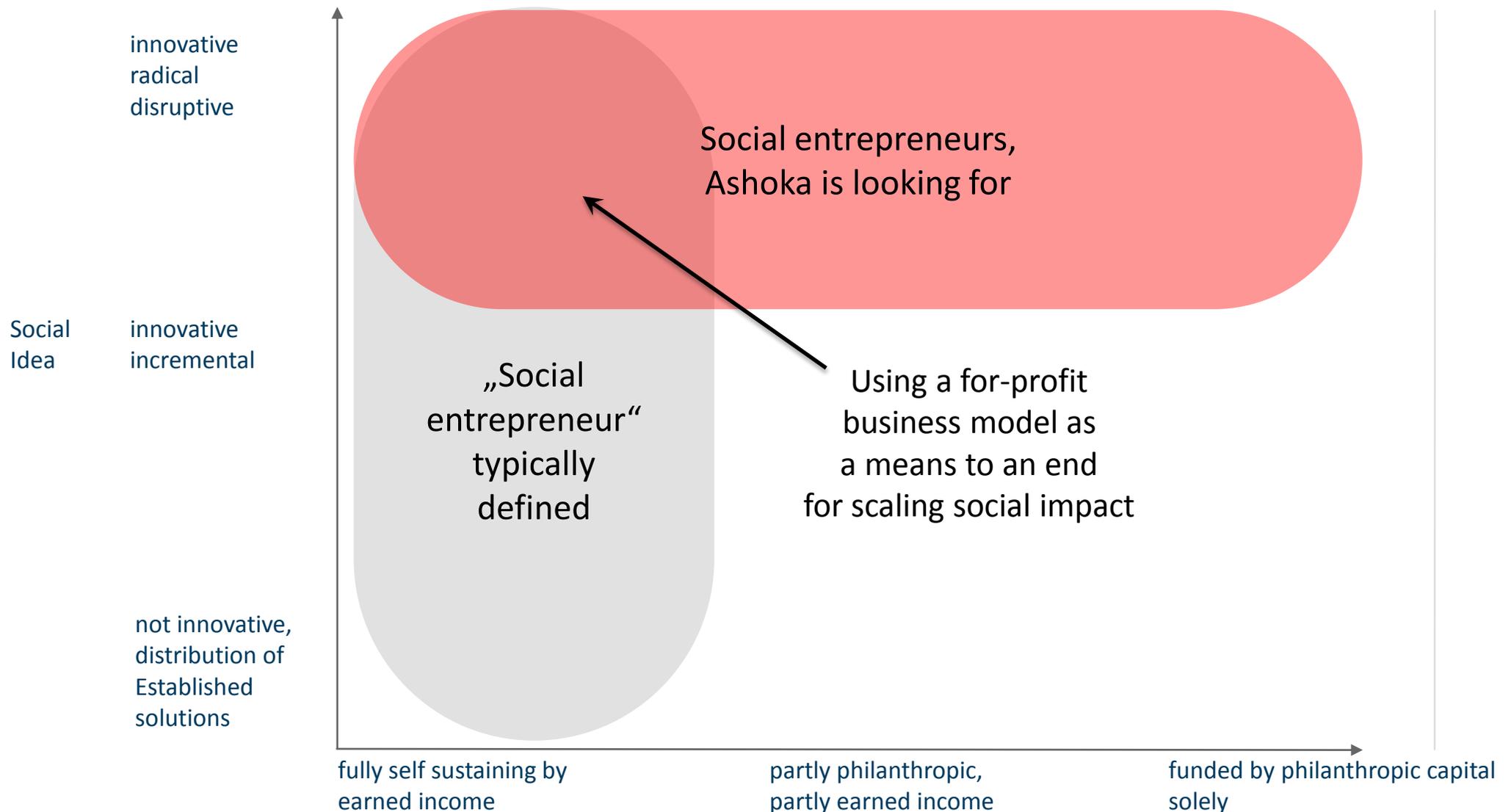
Starting position



Mission accomplished

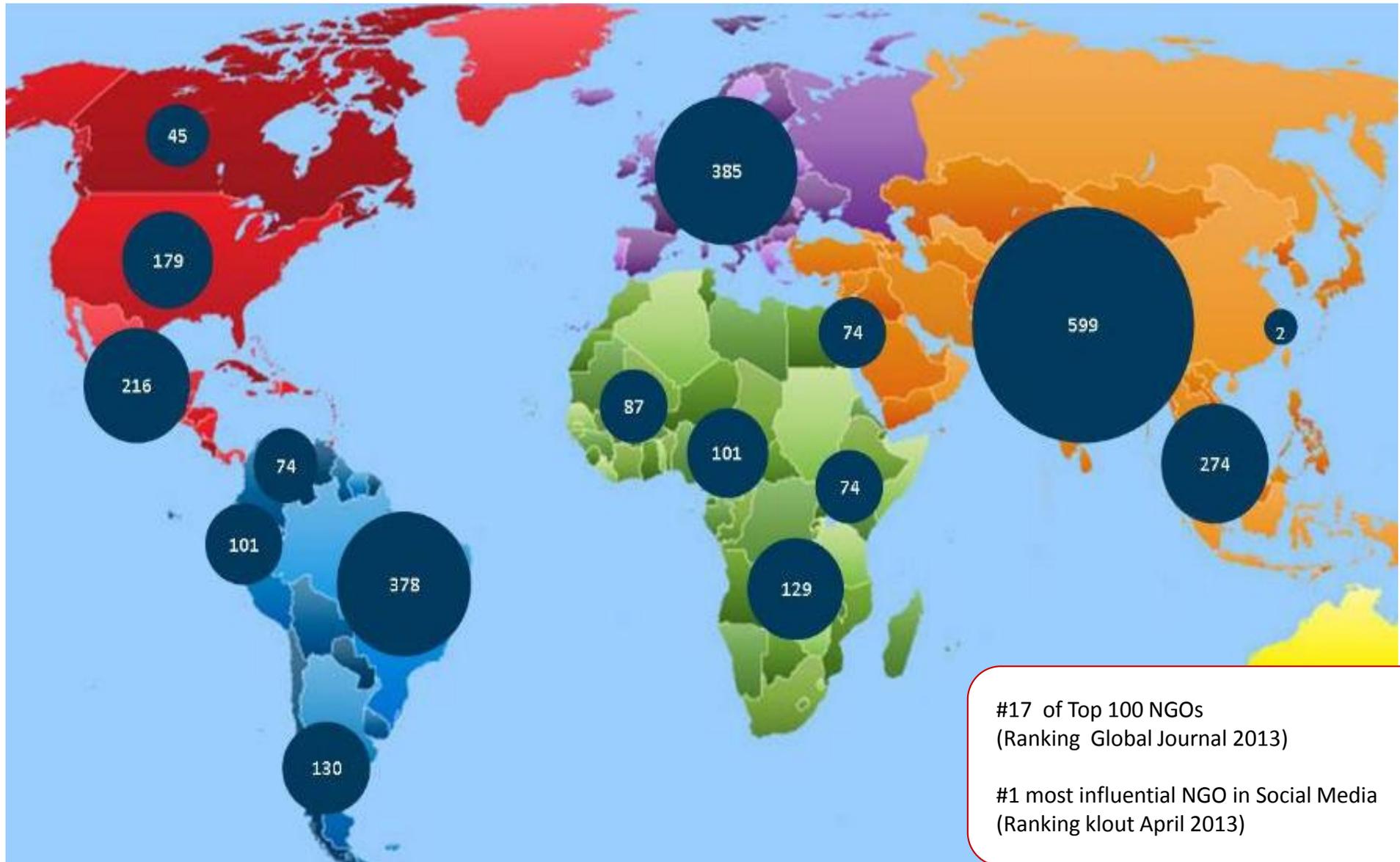


Radical innovation more important than type of funding



3.000 Ashoka Fellows in more than 80 countries

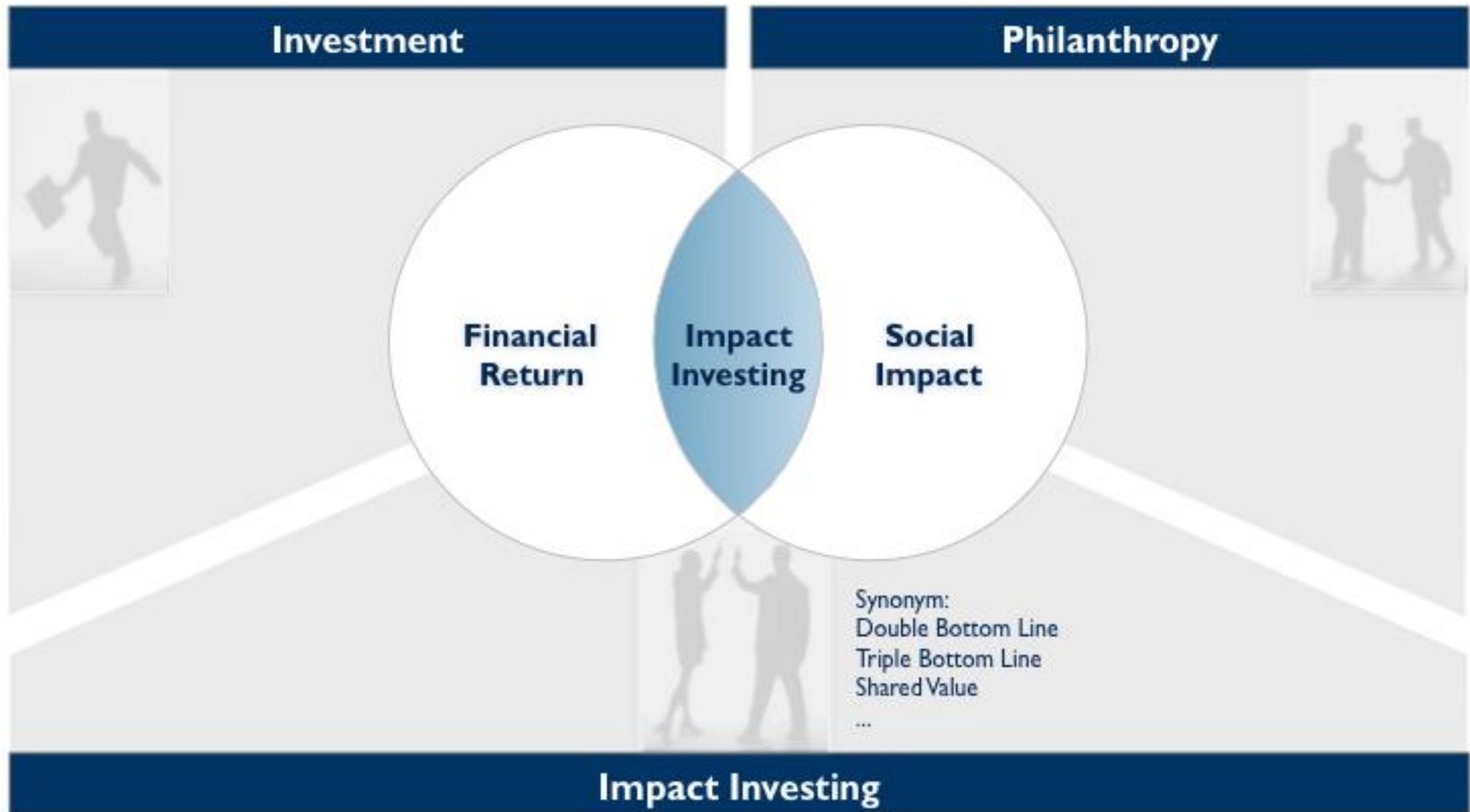
FASE



#17 of Top 100 NGOs
(Ranking Global Journal 2013)

#1 most influential NGO in Social Media
(Ranking klout April 2013)

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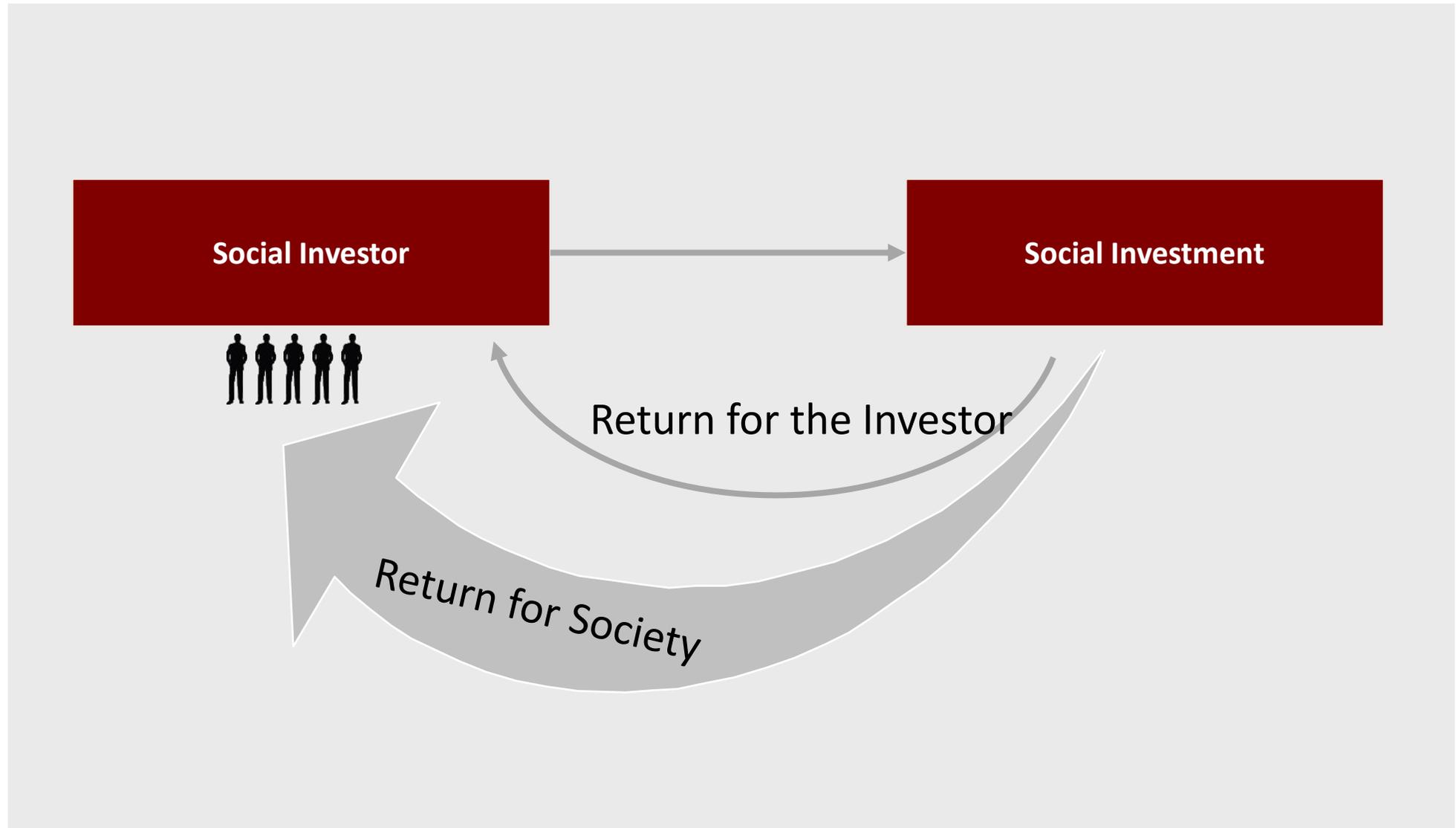
“Impact investments are investments made into companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return. “

Source: The Global Impact Investing Network (GIIN)

In other words:

“doing well by doing good“

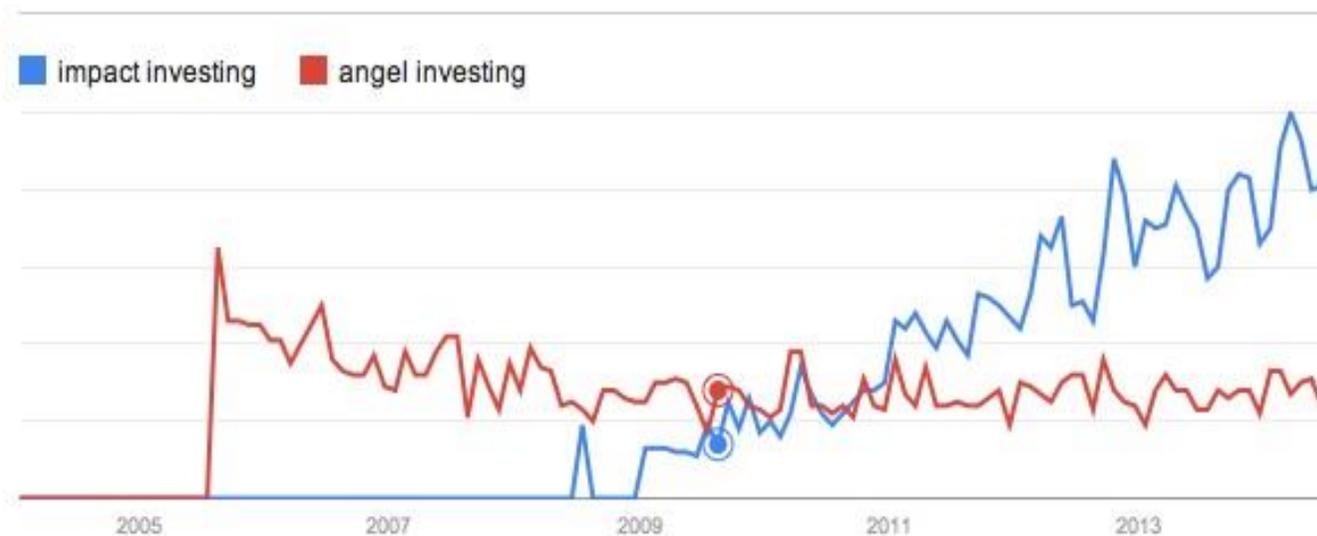
the ,double bottom line' promise



Source: SROI - State of the art and Perspectives , University of Heidelberg, Center for Social Innovation & Investment, October 2013

“A rush to the new field of ‘impact investing’ with hundreds of funds set up in just a few years and billions of dollars waiting to be invested.”

Monitor, April 2012



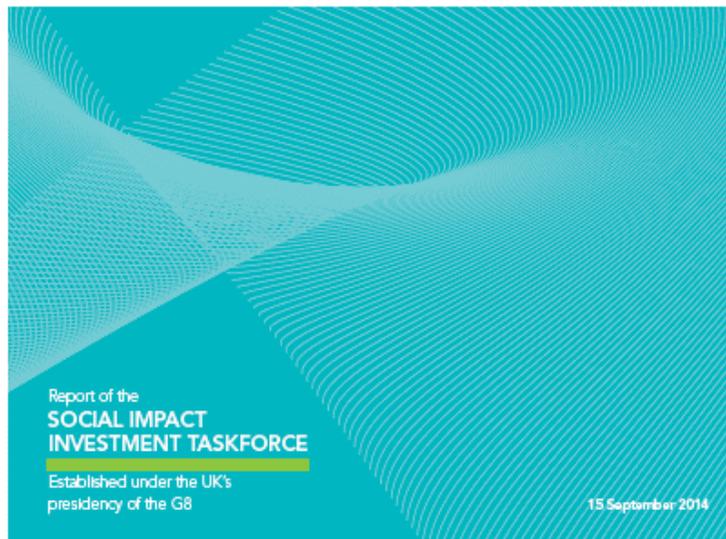
Google search for Impact Investing 2005 - 2014

... and there is momentum ...

G8 Impact Investment Taskforce – Report in 2014

IMPACT INVESTMENT: THE INVISIBLE HEART OF MARKETS

Harnessing the power of entrepreneurship,
innovation and capital for public good



“I want to use our G8 presidency to push this agenda forward. We will work with other G8 nations to grow the social investment market and increase investment, allowing the best social innovations to spread and help tackle our shared social and economic challenges.”

David Cameron Prime Minister, UK World Economic Forum, Davos 2013

“It is urgent that governments throughout the world commit themselves to developing an international framework capable of promoting a market of high impact investments and thus to combating an economy which excludes and discards.”

Pope Francis, June 2014

... but investment opportunities are not



“There is an imminent lack of impact investing opportunities into which large amounts of capital could be placed at investors’ required rates of return.”

“While we believe that this potential is real, we also believe that we are a long way from realizing it fully. The rosy picture of abundant opportunities to make high returns that many have drawn from the hype may be obscuring the challenges faced by investors seeking to deploy capital into inclusive businesses.”

Monitor, 2013

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The market (challenge): Capital (not) meeting investees



\$500bn

market size 2014 (GIIN, 2010)

1700

social entrepreneurs in D
(CSI Heidelberg, 2013)

€1bn

currently committed in
impact investing funds in EU
(EVPA, 2012)

150

Ashoka Support Network
members in EU, about 1/3
willing to invest

€50m

currently committed in
impact investing funds in D

350

Ashoka Fellows in EU
about 1/3 "investable"

€500k-1m

possible deal range for typical
impact investing fund

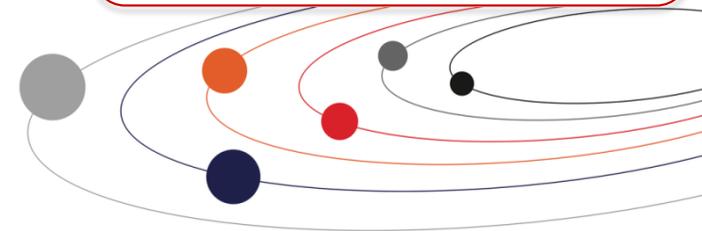
20-25

Deals in Continental
Europe per year

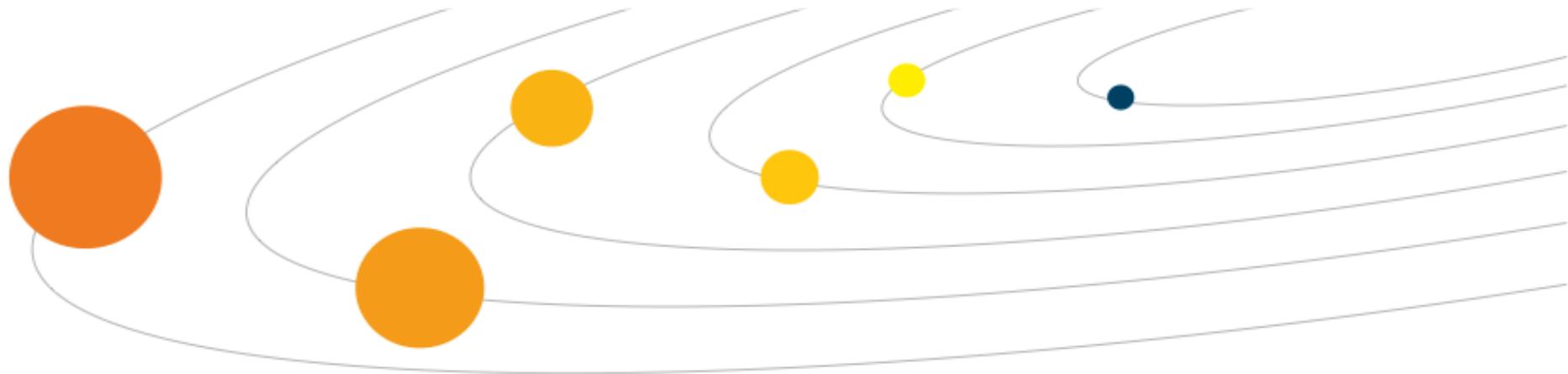


why?

planetary system not ecosystem
needs new intermediary



Status Quo: Financiers live on separate planets – difficult for social enterprises to navigate in this universe



● Public Sector (grants, subsidies)

- + mostly minus 100% return, can provide access and legitimacy
- many restrictions with hidden costs (proposal, pre-financing, reporting)

● Foundations (donations)

- + mostly minus 100% return, sometimes willing to take on risk
- usually many restrictions (proposal, appropriation, reporting), usually duration of support limited

● Commercial banks (loans)

- + provide unrestricted funds
- expect returns and a certain volume, access for social entrepreneurs is difficult

● Private Sector (donations)

- + mostly minus 100% return, few restrictions, fast decisions
- limited resources, rarely expertise and time

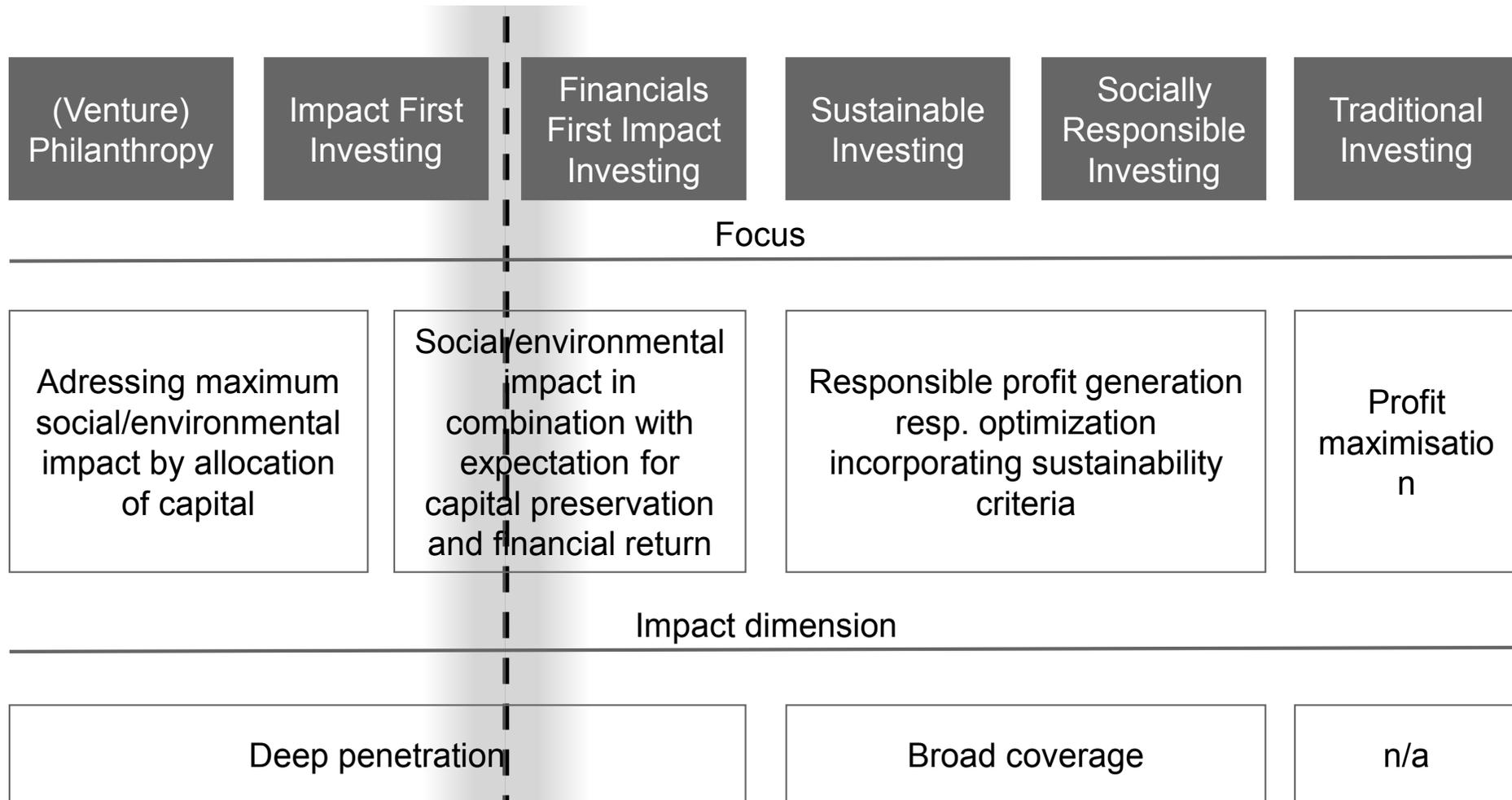
● Enterprises (donations, sponsoring)

- + usually few restrictions, strong entrepreneurial engagement
- high expectations on visibility, engagement is often separated from core business

● Social Investors (loans, equity)

- + (relatively) low return, few restrictions, expertise
- no small investments, expect controlling rights

The invisible ‚separation‘ of the market

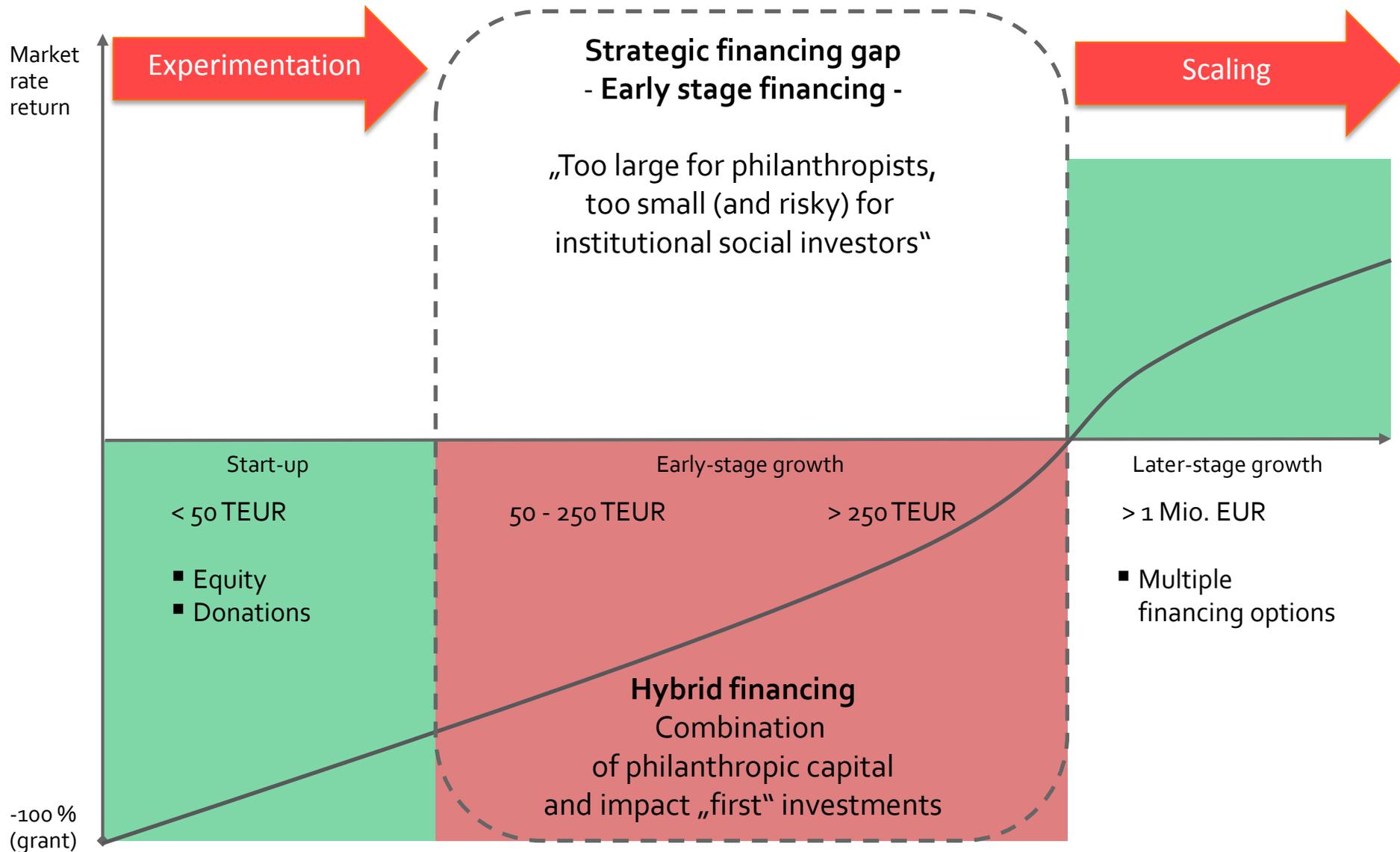


Everybody is waiting ...



... at the end of the pipeline

Financial instruments: our mission is to close the 'strategic financing gap' with hybrid growth capital



Early-stage social enterprises don't fit to traditional types of funding



Non-Profit

Hybrid

Commercial



- No return
- Short-term horizon

- Modest returns
- Few exit options
- No "one" finance solution

- Market-rate returns
- Exit options

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FASE at a glance: We build a bridge between social entrepreneurs and investors



Social entrepreneurs

- ✓ Support in developing their business model to investment readiness
- ✓ Identification of potential investors and recommendation for their optimal financing mix
- ✓ Comprehensive advisory consulting and coordination to guide them through the transaction process

Investors

- ✓ Access to investment and financing opportunities of leading, investment ready social enterprises
- ✓ Specifically to their individual investment preferences customized impact investing opportunities
- ✓ Clearly structured investment and transaction processes for social enterprises

What is the social problem?

1. Problem definition

2. Target group definition

3. Competitor analysis

What is the approach to solve the problem?

4. Vision & strategy

5. Offering

6. Social impact / value

7. Distribution

8. Organization

9. Resources

10. Cooperations

11. Scalability

12. Quality control

13. Pilots

How is it implemented (business model)?

How is the business model funded?

14. Financial plan

15. Funding needs

FASE built a pipeline of investable social enterprises that have already closed deals to enable their growth



Dr. Frank Hoffmann
Discovering Hands



- **Frank pioneers a diagnostically superior breast examination method by training blind people as skilled diagnosticians.**
- **Social impact:** Their superior sensitive touch enables blind women to detect breast cancer earlier than the average doctor. So far 10,000 women have been examined. 38,000 planned in the next five years to come.
- **Investment need:** Investment of EUR 500k to cover national rollout. Further investment is needed to tackle the international rollout.

Contracts with two institutional investors signed



Attila von Unruh
Insolvents Anonymous



- **Attila established self-help groups for people in bankruptcy. Based on this, he builds a consulting company to advise entrepreneurs around bankruptcy.**
- **Social impact:** von Unruh & Team provides crisis and turnaround consulting. All consultants have made their own crisis experiences and advise on equal terms. Usually, they accompany their clients to their successful comeback.
- **Investment need:** For the start-up phase EUR 120k are needed, structured as revenue participation right.

Contracts with two business angels signed



Heinz Frey
DORV



- **Heinz Frey creates DORV centers, which become a one-stop-shop for citizens so that they can stay in their areas instead of deserting them.**
- **Social impact:** DORV offers domestic goods and services, but also a place for personal interactions. Currently, 10,000 citizens already benefit from 12 centers. 50 new centers are planned in the next 5 years.
- **Investment need:** Setup costs of EUR 150k are needed until break-even is reached and profits for the non-profit organization can be generated

Contracts with one foundation and one business angel signed

FASE built a pipeline of investable social enterprises that have already closed deals to enable their growth



Robert Greve
SchulePlus



- **Robert** has created a unique social online-network connecting schools with external partners, who offer various external offers to enrich the schooling curriculum.
- **Social impact:** the online market place is free of charge for schools and connects them with companies, cultural institutions, experts and sporting clubs (for example via a virtual pin board) to enhance the learning of students.
- **Investment need:** Setup costs of EUR 450k are needed until break-even.

Contracts with business angel and two institutional investors signed



Ralf Sange
Gründer 50plus



- **Ralf** is pioneering the movement of supporting people over age 50 to become entrepreneurs with economically sustainable models and is activating their creative potential for solving social problems.
- **Social impact:** He supports the growing number of men and women in their second half of life that are keen to start their own businesses, either due to a lack of jobs and financial difficulties.
- **Investment need:** Setup for national social franchise implies EUR 200k.

Contracts with one business angel and one foundation signed



Gregor Demblin
Disability Performance Austria



- **Gregor's** new venture, **disAbility performance austria (dpa)**, is the link between commerce and people with disability. The entrepreneurial and social goal is to help companies identifying the potential in disabled people.
- **Social impact:** dpa is the first intermediary between companies and disabled people with the aim to identify and use new potential and use it.
- **Investment need:** For the start-up phase in Austria EUR 300k are needed.

Two institutional investors and two business angels are finalizing deal

Investors: We have built a broad network of potential impact investors and established the first social business angel club in Germany



Investoren-Profil

für Sozialinvestoren, Impact Investoren und Philanthropen

Dieses Investoren-Profil ermöglicht den effizienten Abgleich von Investoren-Präferenzen mit aktuellen Beteiligungs- und Finanzierungsprojekten, die durch die Finanzierungsgesellschaft für Social Entrepreneurship betreut werden (Eigenkapital, Fremdkapital, Spenden & Mischformen). Die Finanzierungsgesellschaft für Social Entrepreneurship ist eine Initiative der Ashoka Deutschland gGmbH. Ashoka wird die erhobenen Daten keinesfalls an Dritte weitergeben. Das Ausfüllen des Profils dauert ca. 5 Minuten. Vielen Dank für Ihre Unterstützung.

I. Allgemeine Informationen

Ansprechpartner:

Vorname, Name

Funktion (bei Organisationen)

Ggf. Organisation

Straße, Hausnummer

PLZ, Ort

E-Mail

Telefon-Nr.

Bitte wählen sie die Kategorie, die am ehesten Ihrer Organisation entspricht:

- Stiftung
- Privatinvestor (inkl. Business Angel)
- Family Office
- Sozialinvestor (Eigenkapital und/oder Darlehen)
- Bank (inkl. Förderbanken)
- Klassische Beteiligungsgesellschaft
- Fonds / Asset Manager
- Dienstleister (kein Investor)
- Andere

Wie wünschen Sie über aktuelle Investment-Opportunitäten informiert zu werden?

- Jeweils bei passenden Opportunitäten abgestimmt auf mein Investoren-Profil
- Gebündelte einmal pro Halbjahr (Durchsprache der Investitionspipeline)
- Bitte keine unaufgeforderte Ansprache

2. Übergeordnete Ziele und Bedürfnisse

Kurzbeschreibung Mission und Investitionsziele (falls vorhanden):

Investitions- bzw. Förderfokus:

- Finanzielle Rendite
- Soziale/ökologische Wirkung
- Finanzielle Rendite und soziale/ökologische Wirkung (blended value)

Arbeitsgebiete der sozialen oder ökologischen Wirkung:

- Bildung
- Bürgerengagement
- Gesundheit
- Menschenrechte
- Umwelt
- Wirtschaftsentwicklung
- Sonstiges:

Region der sozialen oder ökologischen Wirkung:

- Lokal, und zwar: _____
- Deutschland
- Europa
- Asien (inkl. Ozeanien)
- Afrika
- Nordamerika
- Südamerika

Auflagen/Restriktionen für die Investitionsstrategie:

- Rechtliche/steuerliche Auflagen: z.B. Stiftung
- Individuelle Investitionsrichtlinien
→ Bitte als Anlage beifügen
- Positiv-/Negativ- oder Ausschlusskriterien (inkl. Berücksichtigung von ESG-Ratings):

- Broad base of investors in Germany from all “financing planets” (business angels, foundations, private investors, family offices)
- Structured database of individual investor preferences on the basis of personal interviews and detailed investor profiles
- Recently established “Ashoka Angels Network” as first social business angel club in Germany

First scientific evaluation confirms our potential to transform social finance sector in Germany

FASE

CSI

Centrum für soziale Investitionen und Innovationen
Centre for Social Investment
Beratung • Advisory Services

UNIVERSITÄT
HEIDELBERG



Excerpt from current research (September 2013):
**„Social Entrepreneurship in Deutschland
– Potenziale und Wachstumsproblematiken“**

Best practice perspectives and solutions:

✓ Transparency and agency

„Financing Agency for Social Entrepreneurship (FASE), founded by Ashoka, makes a crucial effort in this respect.“

✓ Building competence for all parties involved

„Also regarding this aspect, Financing Agency for Social Entrepreneurship (FASE), founded by Ashoka, has to be mentioned first and foremost.“

✓ Improving efficiency/ lowering transaction cost

„Another function that serves to increase mid-term efficiency is taken over by FASE... in the context of building a pipeline of investments.“

✓ Reducing and diversifying risk

„The activities of FASE represent a first, institutionalized approach to systematically gain and use experiences with the intention to reduce risk.“

Team and partner: our efforts are driven by our core team and a strong network of partners



Our Team



Dr. Markus Freiburg
Founder and Managing Director



Ellinor Dienst
Founder and Managing Director



Cecilia Bunnberg
Project Manager



Christina Moehrle
Assistant to the Managing Directors

Initiators and Co-Founders



Felix Oldenburg
Managing Director Ashoka



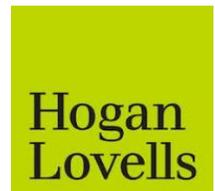
Björn Strüwer
Senior Advisor Ashoka



Karsten Zengerling,
Andreas Lange, Carsten Schymik
Markus Hipp, Thomas Jetter



Our Partners



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SchulePLUS: Social network for schools



SchulePLUS connects schools with regional medium-sized business, cultural institutions, experts and sport clubs through a social online-network tool.

This significantly facilitates teacher's search for local offers and expertise with the goal to improve to the teaching process (for instance, by use of a virtual pin board). This allows the **pupils to learn better and faster**. Simultaneously, the teachers will experience a higher job-satisfaction and the **burn-out rates will drop**.

Parallel to the free basis-offer, revenues will be generated through **fee-based supplementary offers** (e.g. premium profiles for companies). After a **successful 8-month-piloting** in Berlin, **45% of Berlin schools** are already active on the platform. For the German-wide roll-out **TEUR 450 is needed**.



The Business Model for SchulePLUS is based on the networking of teachers and external service providers



The pin board

The screenshot shows the 'SchulePLUS' pin board interface. At the top is a navigation bar with icons for 'Startseite', 'Pinnwand', 'Nachrichten', 'Themenräume', 'Kontakte', and a user profile for 'Robert Greve'. Below the navigation bar is a search bar with the text 'Suchen Sie hier nach Aushängen, Personen und Organisationen.' and a search icon. To the left of the main content area is a 'Neuer Aushang' (New Posting) form. The form has two main sections: 'Titel*' (Title) and 'Beschreibung*' (Description). The title field has a character limit of 50 and contains the text 'Max. 50 Zeichen, z.B.: Praktikumsplätze IT-Branche, 9. Klasse'. The description field has a character limit of 300 and contains the text 'Max. 300 Zeichen, z.B.: Für unser Betriebspraktikum in der 9.Klasse suchen wir für noch 10 Schüler/-innen einen Praktikumsplatz in der IT-Branche.' Below the description field are two dropdown menus: 'Zielregion:' (Target Region) set to 'Alle Regionen' and 'Archivieren am:' (Archive on) set to 'unbefristet'. A 'Veröffentlichen' (Publish) button is at the bottom right of the form. To the right of the form is a large dashed box representing the pin board, which is currently empty and contains the text 'FREI'. To the right of the pin board is a 'SchulePLUS empfehlen' (Recommend SchulePLUS) section with a green button. Below that is an 'Interessante Aushänge' (Interesting Postings) section with a list of items: 'Gustav-Falke-Schule AG zu Tischtennis geplant', 'Wilhelm - Busch - Grundschule AG zu HipHop geplant', 'Schule am Königstor Lesepaten gesucht!', 'Photoacademy Urbschat und L... Kreativberuf- ja oder nein?', 'Jean Piaget Schule Betriebsbesichtigung', and 'Ernst-Ludwig-Heim-Grundschule'.

Queries and offers can be published on the pin board.

The theme rooms



Themenräume Übersicht



Beruf und Studium

Die optimale Vorbereitung auf Studium und Beruf beginnt in der Schule. In diesem Themenraum dreht sich alles um Praktikumsplätze, Betriebsführungen, Schnupper-Vorlesungen und alles, was den beruflichen Weg nach der Schule bereichert.

[Zum Themenraum](#)



Gesellschaft und Soziales

Die Schule endet nicht mehr mit dem letzten Klingeln. Am Nachmittag dreht sich die Welt der Schülerinnen und Schüler um Lernförderungen, Teamaktivitäten, Sport oder Politik. Lesen Sie hier einige Beispiele hervorragender Zusammenarbeit.

[Zum Themenraum](#)



Kunst und Kultur

Kultur fasziniert Jung und Alt. Theater, Galerien, Lesungen oder Konzerthäuser prägen die Vielfalt der kreativen Darstellung. Lassen Sie sich in diesem Themenraum von den Angeboten an Schulen und Kultureinrichtungen inspirieren.

[Zum Themenraum](#)



Medien und Internet

Was ist eigentlich ein Tablet? Was tun gegen Cyber-Mobbing? Wie wird eine Zeitung gemacht? Und wie sollte die nächste Präsentation gestaltet sein? Schulpartnerschaften helfen dabei, das Zukunftsfeld digitaler Medien im Internetzeitalter zu verstehen.

[Zum Themenraum](#)

SchulePLUS empfehlen

Helfen Sie uns dabei, noch vielfältiger zu werden. Hier können Sie SchulePLUS unkompliziert weiterempfehlen.

[SchulePLUS empfehlen](#)

Interessante Kontakte

-  Deutsche Telekom AG
Stefan Schubotz
-  Hotel- und Gaststättenverband...
Gerrit Buchhorn
-  Schülerlabor-Netzwerk GenaU
Christina Seidler
-  Institut für Aus- und Weiterbild...
Michael Dormin
-  Verfassungsschutz Berlin, Sen...
Felix Schubert
-  BEST-Sabel MEDICUM, Berufsf...
Röhner Katja
-  Kids' Potential Club - Inh. Sere...
Serena Sontag
-  7xjung - Dein Trainingsplatz fü...
Cecile Preiss

[weitere Vorschläge ...](#)

In the theme rooms, the user can comfortably search for offers.

Messenger function

The screenshot shows a messenger interface with a navigation bar at the top. The navigation bar includes a 'SCHULE PLUS' logo, a home icon labeled 'Startseite', a grid icon labeled 'Pinnwand', an envelope icon labeled 'Nachrichten', a clipboard icon labeled 'Themenräume', a person icon labeled 'Kontakte', and a profile icon for 'Robert Greve' with 'Einstellungen' below it. The main area displays a list of messages:

- Waldhochseilgarten Jungfernhöhe** (Erhalten am 30.08.2013):
Wenzel Bartels
Aushang zum Teamparcours?
Hallo Herr Greve, vielen Dank für Ihren Vorschlag. Tatsächlich sind wir gerade in der ...
- Mobility von SWIM Bildung** (Erhalten am 29.08.2013):
Tine Maikowski
Kontakt?
Hi Robert, ja stehe schon mit ihm in Kontakt: erstes Hin- und Herschreiben. Und versuch...
- Gustav-Langenscheidt-Schule** (Erhalten am 29.08.2013):
Rosemarie Hoch
Ihr Aushang: Suche Helfer für Schulhofgestaltung u Holzprojekte
Hallo Herr Greve, Herzlichen Dank für Ihre Info, werde versuchen mich mit dieser Art de...
- Helmut-James-von-Moltke-Grundschule** (Erhalten am 29.08.2013):
Renate Magnani
Ihr Aushang: Dringend TanzlehrerIn gesucht
Vielen Dank. Frau Schultz habe ich schon kontaktiert. Herzliche Grüße, Renate Magnani
- SchulePLUS** (Erhalten am 29.08.2013):
Johannes Rothe
Empfohlener Aushang: Ehrenamtliche Lese-/Lernpaten gesucht!

Example: A teacher has found an offer and can now communicate with the provider through the messenger function.

The pupil's world (in development)



In this publicly accessible area, pupils have direct access to the offers from organisations, can contact them directly and download information about e.g. holiday camps, internships, studies, and apprenticeships.

For the pupil's world a new unit is developed to facilitate for teachers to directly work with their pupils on computers at themes such as work orientation. This makes SchulePLUS an integral part of the the work orientation guidance formed both at home and in school.

The **goal of SchulePLUS** is to promote the concept of multi-professional schools. The targets of SchulePLUS are:

- By 2016, 5% of all teachers in Germany shall use SchulePLUS, by 2018 this number shall increase to 10%,
- Every participating school shall on average enter into five school partnerships annually via SchulePLUS.

The **pupil's learning results should improve**, the **burn-out rate among teachers should drop**. The **social impact** of the multi-professional school shall be measured on these two key performance indicators. For the evaluation SchulePLUS will use the following data:

- Potsdamer teaching study – survey of teacher's burn-out rate and,
- The PISA study publishes a report on pupil's performance.

Results from the 8-month pilot phase in Berlin - 45 % of schools and 750 teachers are active on the platform



Achievement: Eight-month piloting results:

45%

of the Berlin schools are registered

650

external organisations make offers

79

successful cooperations were announced

860

offers are currently published

14

organisations offers structural support to SchulePLUS

210

companies use the network

Examples:

- Pupils perform the school theatre play prior to the evening-performance in the theater,
- A group of pupils go on a canoe-trip,
- One school organises a career day with lectures from human resource experts,
- A university organises a students counseling day at a school.

E.g. Vattenfall, Siemens, Deutsche Bahn, Deutsche Post, Dussmann, Deutsche Bank, Tengelmann.

SchulePLUS is based on a freemium model with offers both free of charge and fee-based



Offers and pricing

BASIS	PROFESSIONAL	PREMIUM
Recommended for: Teachers Parents Volunteers Replacement teachers	Recommended for: SMBs Educational Provider Foundations Coaches	Recommended for: Corporations Large Enterprises Organisations Public Agencies
Free	Annual Fee	Annual Fee

Basis Version: The above version

Professional/Premium: Extended organisation profile. This allows for an individualised portrayal of the user (company) and makes it possible to bundle the company's activities on school cooperations. It is possible to upload videos, insert a picture gallery, publish existing school partnerships and use an upload-center for information material. Above all the company is visible in the pupil's world.

The Social Entrepreneur and his Mission

Robert Greve – Initiator, Founder and Chief Executive

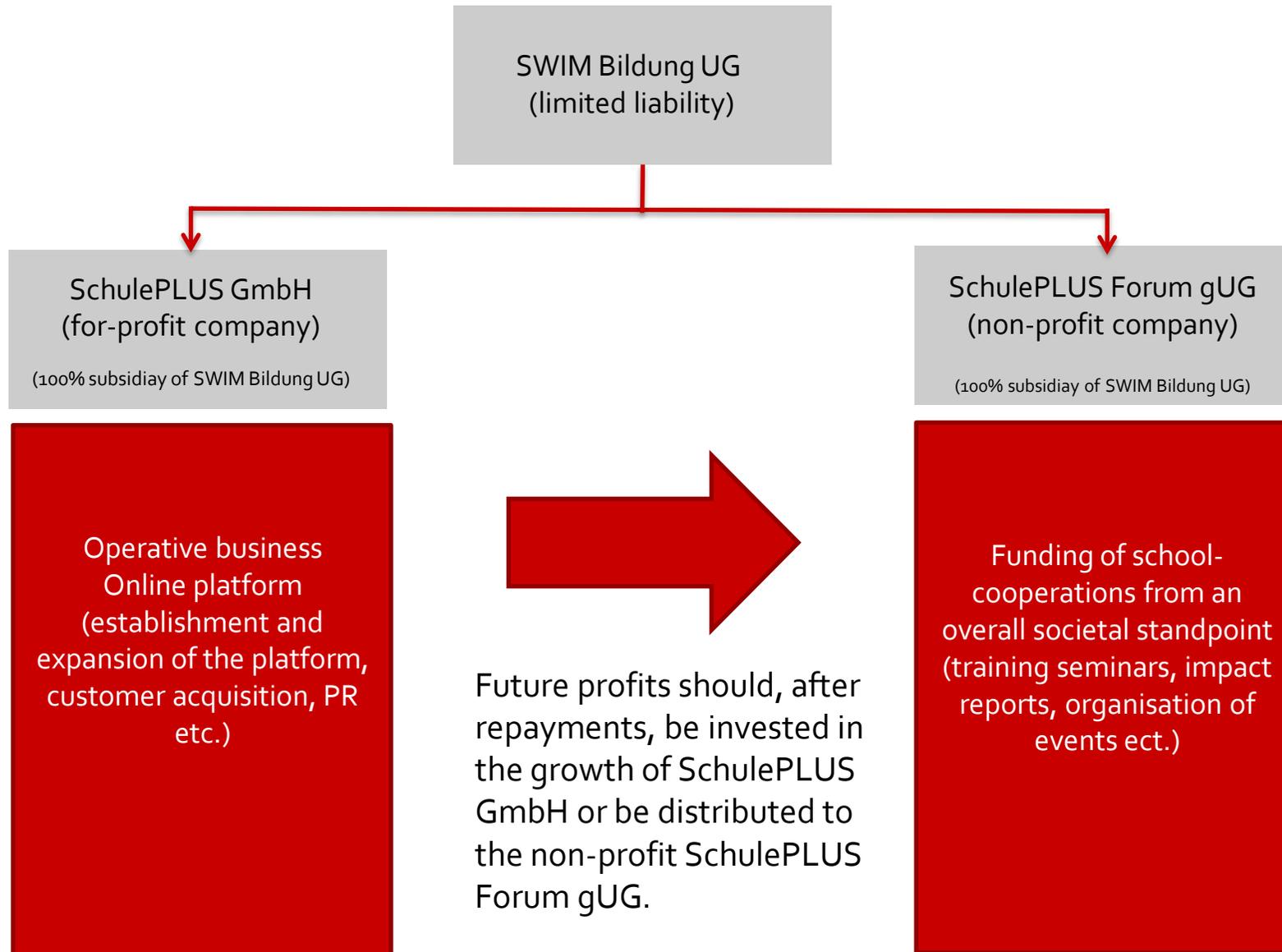
During his teacher training, Robert Greve founded his first social business SWiM Bildung. Since 2007, he is bringing teacher students directly to the pupils in order to train key qualifications in group workshops. SWiM Bildung is active in four German states (“Bundesländer”) and employs 30 people. Since 2007, SWiM Bildung is generating positive annual results. In order to make schools even more flexible, Robert Greve simultaneously planned SchulePLUS. Through the financial support of Ashoka, it has been possible for Robert Greve to concentrate fully on the development of SchulePLUS since 2013.

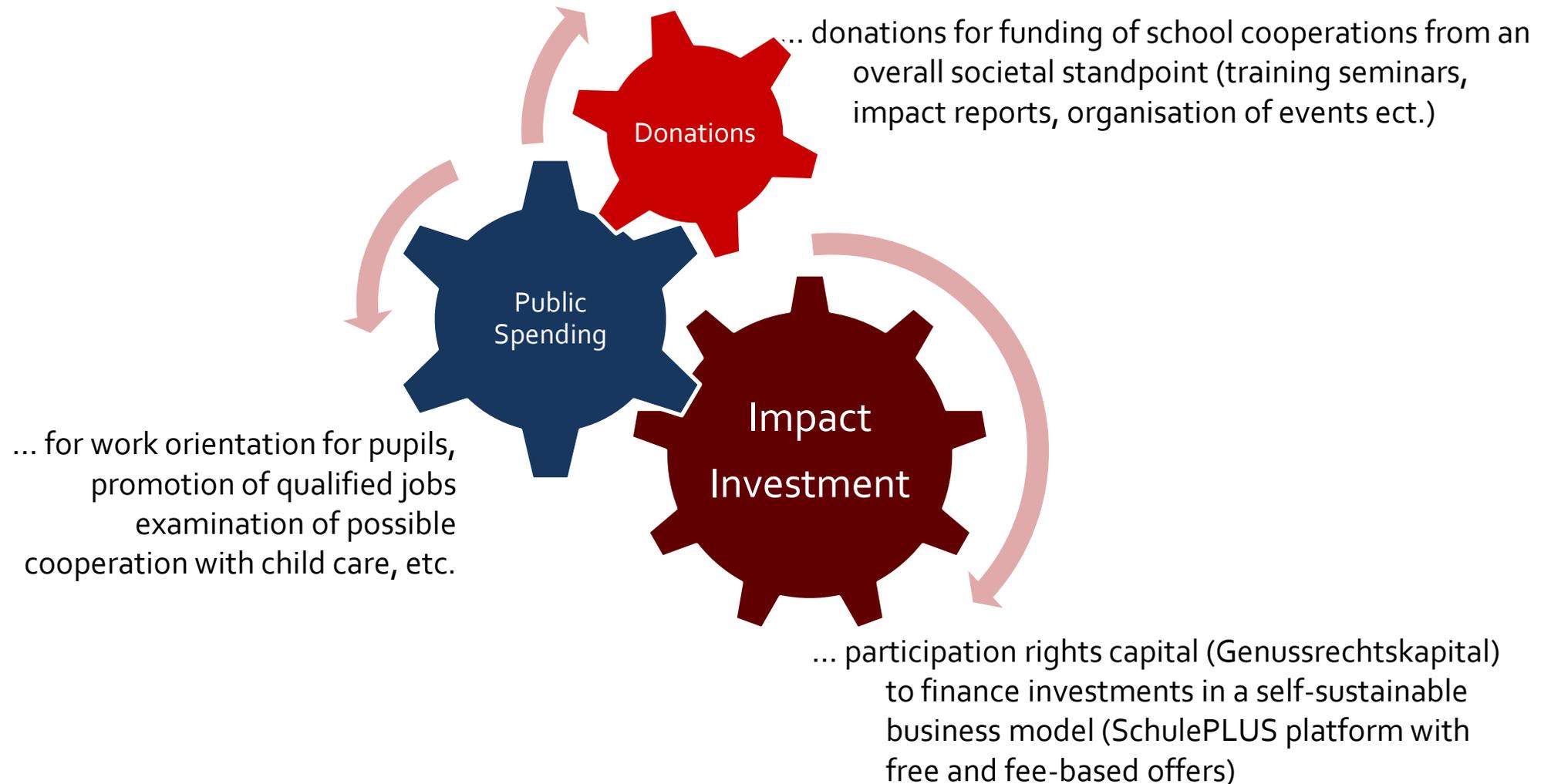


Robert Greve is supported by a strong team with Julian Fürstenau, Christian Johann, Johanne Rothe, Anna Görg and Vasja Laharnar.



The Hybrid Business Model





Participation rights capital with subordination agreement

Structure

- Revenue participation rights capital („Genussrechtskapital“) with qualified subordination clause („Nachrangabrede“), but without loss participation.

Remuneration

- Revenue participation model with an annual variable compensation based on a fixed share of revenues. The annual compensation is limited by a cap on the nominal amount and as compensation, there is a catch-up payment in the end in order to achieve a pre-defined target IRR.

Duration / Repayment

- Disbursement in two tranches, conditional upon pre defined milestones
- Seven year maturity with the option for an early repayment.

Investor rights

- Appropriate information, participation and confirmation rights, but no shareholder rights.
- Establishment of an advisory board with appropriate representation of the investors, supervising and controlling financial and strategic issues.

The Investors



Co-investments from private business angel, institutional investor and KfW

SchulePLUS was financially supported by a **private business angel** and an **institutional investor**. Together their participation accounts for approximately **70%** of the total financing amount.



The **KfW** (German Development Bank) offers capital to medium sized and small businesses committed to tackle social problems in Germany through market-based innovative business models. The capital is provided as a co-investment within the KfW program 091. The KfW covers **30%** of the total investment amount.



Consulting by FASE and Hogan Lovells

The **Financing Agency for Social Entrepreneurship (FASE)** consulted Robert Greve in the creation of the business structure and financing model. In addition, the international law firm **Hogan Lovells**, supported SchulePLUS in all legal matters on a pro bono basis.



- **Social impact and a successful business** are neither mutually exclusive, nor exclusively related – however in this specific case they are – the more successful the social business model, the higher the social impact.
- **The higher the social impact of the social business, the more likely it is to attract sponsors and supporters.** Social innovations have the potential to redefine a whole sector.
- **A hybrid business model** (including legal structuring) facilitates the combination of various financial instruments – creating a self sustaining financial system.
- The mix of **investments and philanthropic capital accelerates the social impact.**
- **Scaling up** the concept through a **national roll-out** allows SchulePLUS to approach the social problem on the whole German market, achieving **structural improvements on a larger scale.**
- Social entrepreneurs should **obtain professional advice**, both when preparing for investment readiness and for the financing process itself.

- The potential of Social Entrepreneurship
 - The opportunity of Impact Investing
 - Funding challenges for Social Enterprises
 - Mastering the challenges: FASE
 - Case Study: SchulePLUS
- Q&A Session

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