

PROOF OF IMPACT

Investor Deck

**We're on the verge of two of the largest
generational shifts we'll see in our lifetimes...**

Impact DeFi Market



Impact Movement

DeFi Movement

POI's Market

Generational Shift in Impact

Massive wealth transfer to purpose-driven Millennials/Gen Z

Risk + Return + Impact paradigm

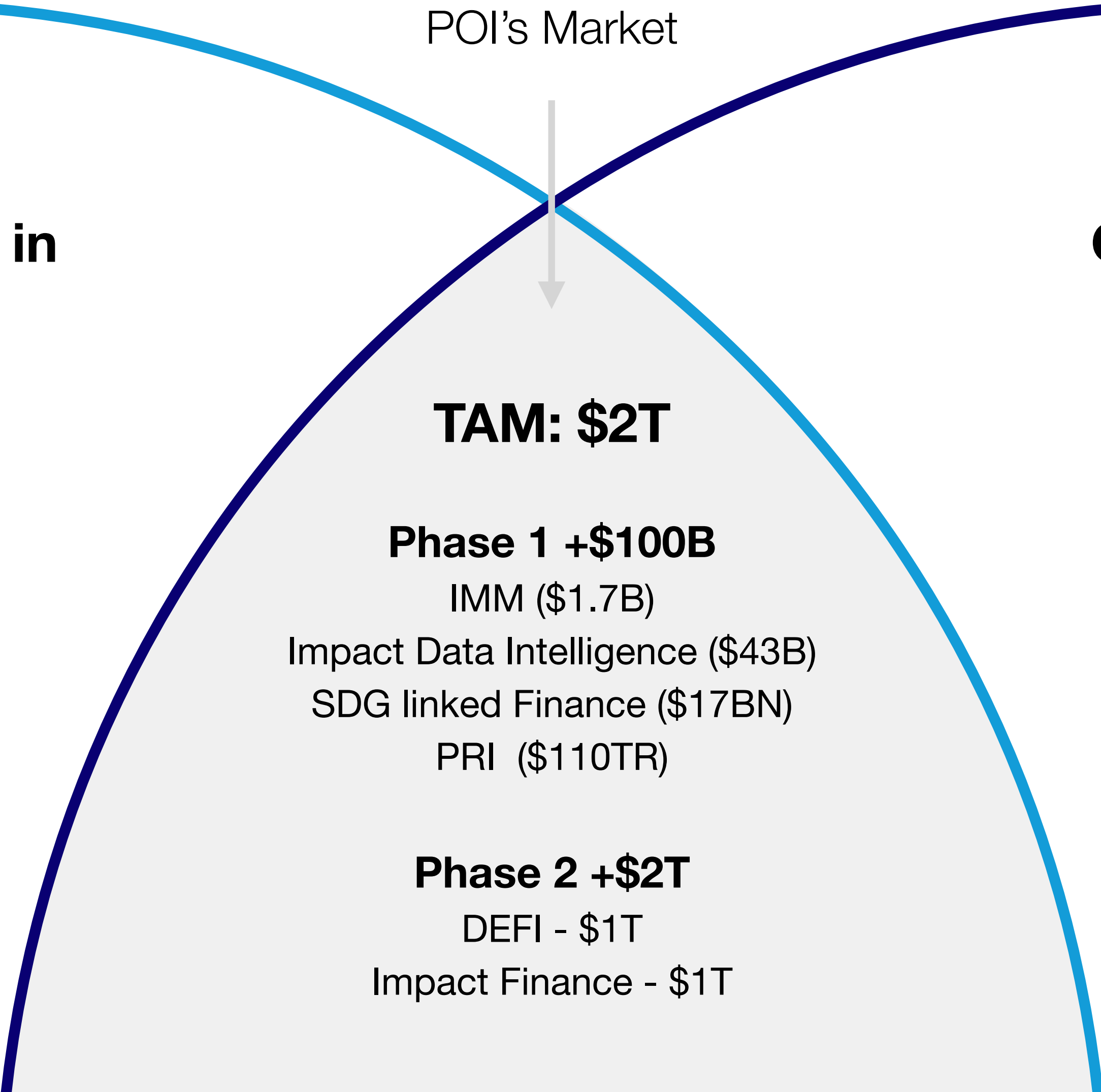
Private investment markets scrutinized for deceitful ESG/ Impact results

Generational Shift in Finance

Decentralized finance tools that empower broad range of investors

Mobilization of capital allocation in a transparent/accountable way

Immutable data for financial instruments



But there are still problems...



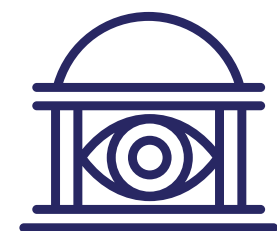
Garbage In, Garbage Out

Low-quality, incomplete, and unverified data from disparate sources prevents the generation of high-confidence reporting and analysis.



Lack of Real-Time Insights

Manual reporting cycles are too slow to extract meaningful, actionable insights for your business. The absence of a digital infrastructure results in unreliable information that cannot be used for risk mitigation or performance management.



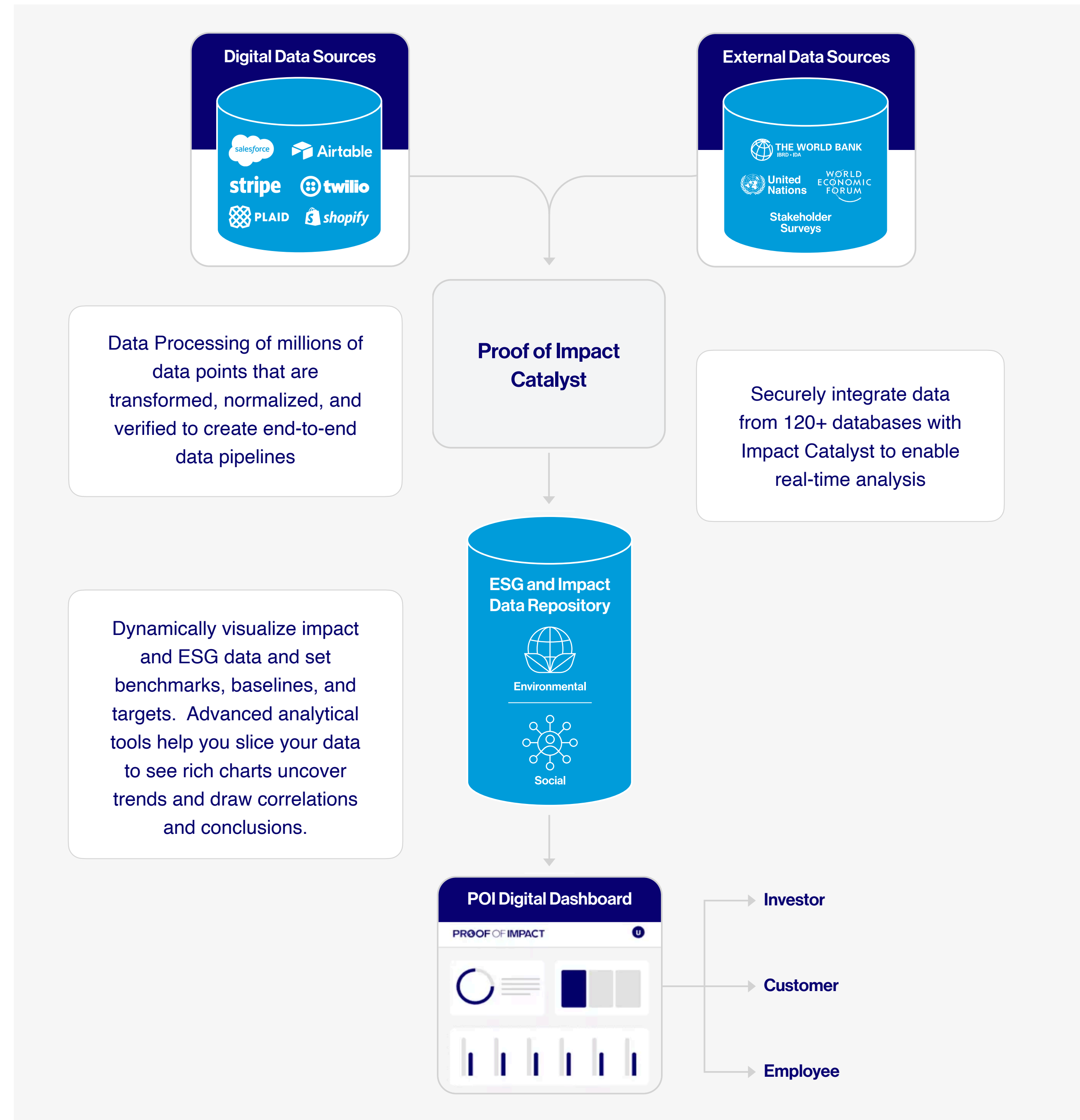
No Clear Pathways to Monetizing Your Impact

It's difficult for businesses to invest in sustainability without linking impact performance to financial outcomes. There is no clear path to implicitly or explicitly monetize impact reporting efforts to raise capital, mitigate risk, or grow revenue.

Untapped Value in ESG & Impact

Existing solutions do not integrate and verify ESG and impact data. As a result, there is no way to consistently and systematically monetize an organization's impact.

Proof of Impact has developed the category-defining solution to address this inherent gap in the market.



We have a solution



Baseline™

- ▶ Aligned with industry best practices to help set clients' strategies
- ▶ Seamlessly aggregate data across your organization or portfolio
- ▶ Streamline reporting to stakeholders - all in a simplified offering that can grow with your business.



Insights™

- ▶ Automatically connect disparate data sources and stream advanced analytics in real-time
- ▶ Derive intelligence and draw conclusions and correlations to enable dynamic ESG and impact reporting and analysis
- ▶ Normalize, verify, and analyze millions of data points



Outcomes™

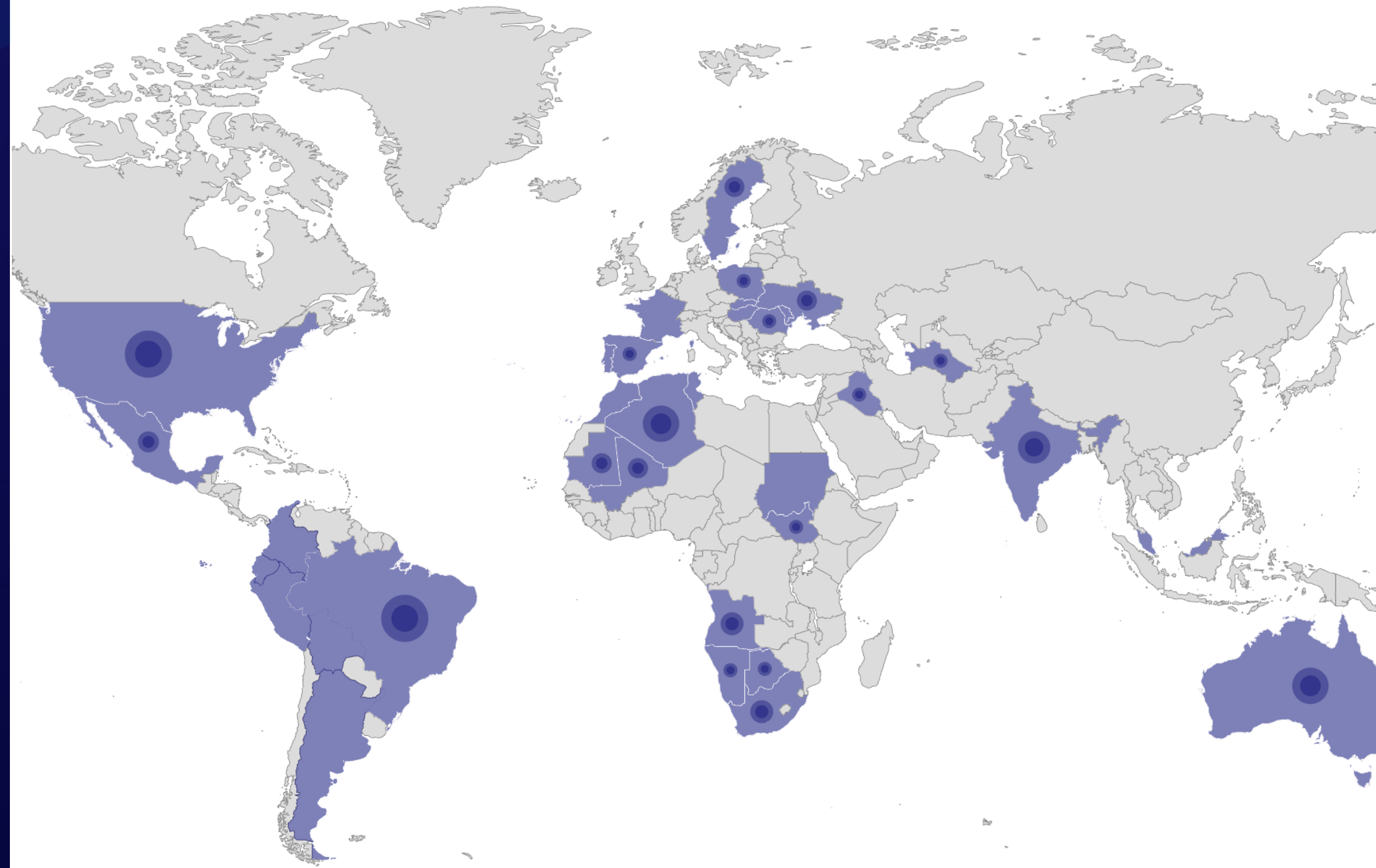
- ▶ Connects impact and ESG performance to next-generation financial products
- ▶ Combines impact analytics with tokenized data
- ▶ Enables a new set of investment factors that will power the burgeoning market for green bonds, climate risk finance, and sustainability-linked securities.

The Market is Ready...

Proof of Impact is the leading ESG & Impact Data Intelligence Platform

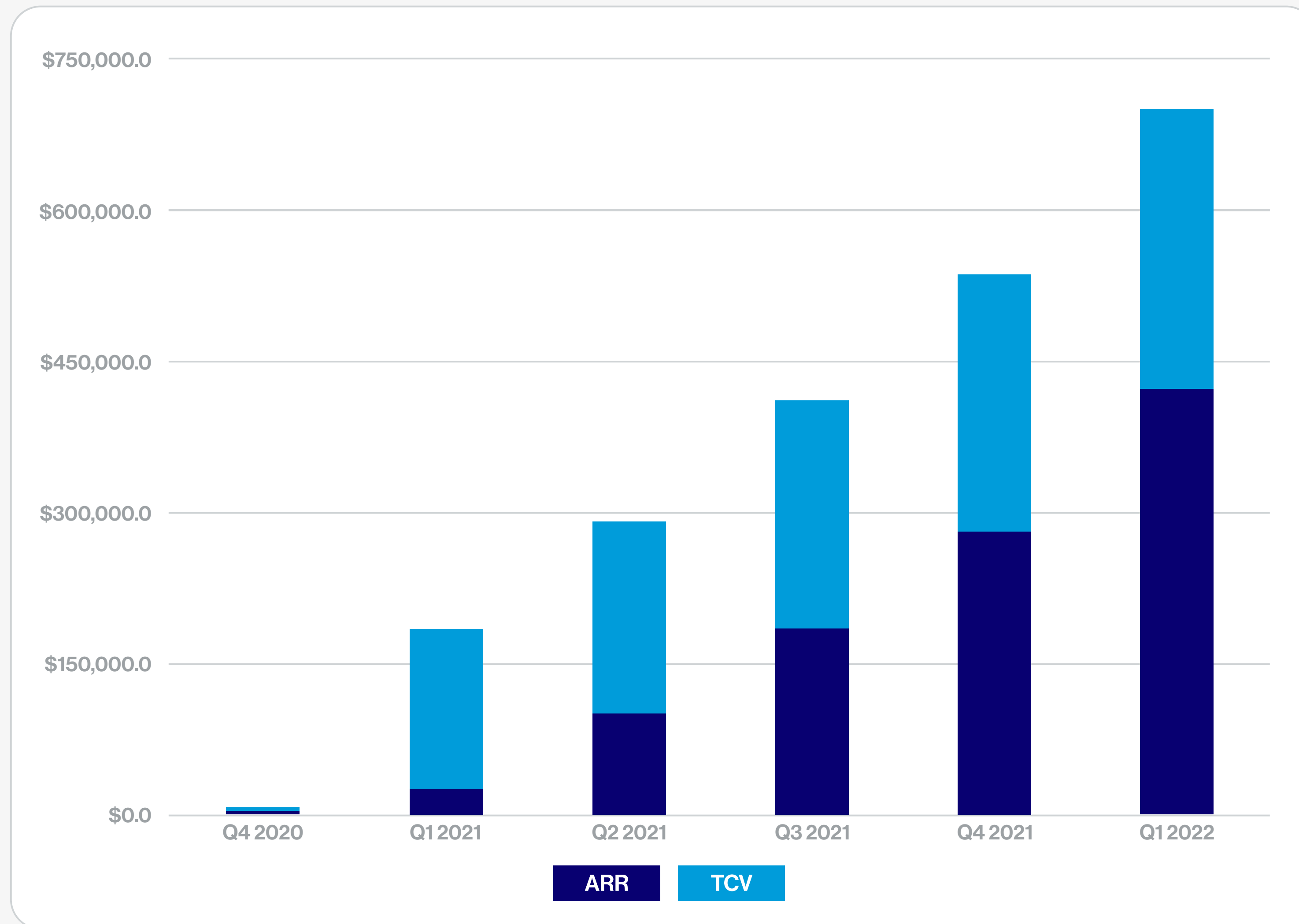
Proof of Impact (POI) is the leading B2B SaaS ESG and Impact Data Intelligence Platform. The company incorporates a micro-services architecture to collect, visualize, and analyze ESG and impact data. POI takes a bottom-up data approach by mining unstructured and disjointed data to transform it into actionable metrics, analytics, and insights for operators, investors, and relevant stakeholders.

In 14 months, Proof of Impact has serviced **90+ clients globally** and has grown to \$414k in Annual-Recurring Revenue (ARR), \$692k in Total Contract Value (TCV), and is projected to hit \$2M in ARR by the end of 2022.



We Have a Global Presence

Annual Recurring Revenue and Total Contract Value



Our Growth at a Glance

Launch (December 2020)
1 Client
\$7.7k TCV
0% TCV Growth
\$4.7k ARR
0% ARR Growth
100% Net Dollar Retention
Unknown Gross Margins



Now (April 2022)
90 Clients
\$737k TCV
38% TCV CMGR
\$448k ARR
37.5% ARR CMGR
106% Net Dollar Retention
65-80% Gross Margins

Our Clients Are Trusted Organizations Around the World

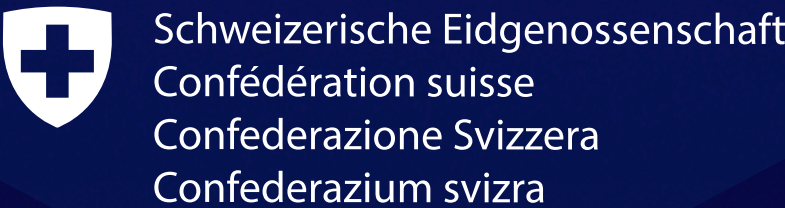
PE / VC Funds



Enterprises



Web3



Our Founders

Talented and experienced leaders with successful previous exits



Fleur Heyns
Co-Founder & CEO

EasyEquities
Co-Founder
(Robinhood of South Africa)

J.P Morgan
Former Investment Banking Analyst

Oxford University
Biochemistry



Kevin Pettit
Co-Founder & Chief Product Officer

Ethos.io
Chief Product Officer
(Acquired by Voyager)

Freddie Mac
Senior Product and Portfolio Manager

University of Virginia
Economics

J.P.Morgan

 **EasyEquities**

 **Freddie Mac**

 **Ethos**

Notable Strategic Partners

Google



Notable Investors



Board of Directors



Chadd Evans

Chairman and Managing Partner at
Altera Capital



Fleur Heyns

Founder & CEO



Jeffrey Kaditz

Founder of Q Bio and Co-Founder
& Former CTO of Affirm



Charlie Klesiner

Co-Founder of Toniic & KL Felicitas
Foundation



Kevin Farelley

Director at Franklin Templeton Investments

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founders@proofofimpact.com
www.proofofimpact.com