

Clarification I

Investor Map: UX Design Considerations

2 March 2020

The information included in the following slides is for designing purposes and only indicative.

Current layout:

The screenshot shows the SDG Impact website layout. At the top is a dark navigation bar with the SDG Impact logo and links for HOME, METHODOLOGY, INVESTMENT OPPORTUNITY MAP, and DETAILS. The main header features a large image of wind turbines with the text "Investment Opportunities for Global Impact". Below this is a section titled "What is the SDG Investment Opportunity Map?". To the right is a "UPCOMING EVENTS" section listing three events: SANKALP Africa Summit 2020, Impact Summit Europe 2020, and 2020 SDG Investment Summit. Below the header is a section with four statistics: Capital Mobilized (\$550M), Deals Currently Fundraising (69), Member Institutions (206), and Total Funding Sought (\$1.91B). To the right of these statistics is a "CASE STUDIES" section. The Windows taskbar at the bottom shows the Avast Secure Browser and the system clock (3:10 AM, 2/23/2020).

SDG Impact

HOME METHODOLOGY INVESTMENT OPPORTUNITY MAP DETAILS

Investment Opportunities for Global Impact

What is the SDG Investment Opportunity Map?

UPCOMING EVENTS

- FEB 27** SANKALP Africa Summit 2020
February 27, 2020 | Nairobi, Kenya
- MAR 24** Impact Summit Europe 2020
March 24, 2020 | Peace Palace, The Hague, The Netherlands
- APR 20** 2020 SDG Investment Summit
April 20, 2020 | UN Headquarters, New York

Capital Mobilized
\$550M

Deals Currently Fundraising
69

Member Institutions
206

Total Funding Sought
\$1.91B

CASE STUDIES

As the evolution of the impact investing industry moves from "what is it" to "how is it done", case studies become increasingly important.

Find more resources in our Research Center: What does impact investing look like in action?

Annotations:

- Across the top ribbon, I think we would like to keep the About, Methodology and Investment Opportunity Maps. However, I would consider changing the order of the tabs so that the landing page is the Map.
- I think we should also add a 'get in touch' option. It could be interesting to create case studies based on investments originated through this platform. It could read 'Showcase your work' or something similar.
- This could be for some point in the future, but highlighting our own impact facilitation conferences. For example with the Nigeria opportunity. Some questions around paywalls and if we foresee charging for these events (to cover the costs of attending).
- It would also be great to have a tracker (example shown below) that shows the number of IOAs available.

Methodology

SDG Impact
Investment Opportunity Map **beta**

Our Methodology:

The methodology for developing **SDG Investment Opportunity** is a combination of in-depth desk research and focused, in-country identify and validate where there is overlap between development and investment opportunities.

The four stages of our methodology are as follows:

1. Identify priority sectors and sub-sectors
2. Identify potential 'white spaces' where new business models are most needed
3. Assemble supporting information in 17 key data categories that enable investors to perform diligence and shape impactful deals
4. Identify priority sub-regions

We should highlight the data points underpinning each IOA, moreso than the funnel process. I think it would also be important to communicate the use of interviews with government and private sector actors.

Overview	Priority Sector & Sub-sectors <ul style="list-style-type: none">• https://www.sasb.org/wp-content/uploads/2018/11/SICS-Industry-List.pdf Investment OpportunityBusiness Model TypeBusiness Model Description
Impact Case	Development NeedPotential OutcomeSDG Alignment (direct and indirect)SDG Indicators
Users/ Beneficiaries	Development NeedPotential OutcomeSDG Alignment (direct and indirect)SDG Indicators
Enabling Factors	Policy EnvironmentRegulatory EnvironmentFinancial EnvironmentPartner Environment
Enabling Factors	Policy EnvironmentRegulatory EnvironmentFinancial EnvironmentPartner Environment
Enabling Factors	Policy EnvironmentRegulatory EnvironmentFinancial EnvironmentPartner Environment

IOAs

G Impact
Investment Opportunity Map **beta**

HOME METHODOLOGY INVESTMENT OPPORTUNITY MAP DETAILS

Investment Opportunity Map

Filter Investment Opportunities:

Filter by country... Filter by SDG... Filter by priority sector... Filter by timeframe...

*Currently showing 21 Opportunities in 6 Sectors in Brazil

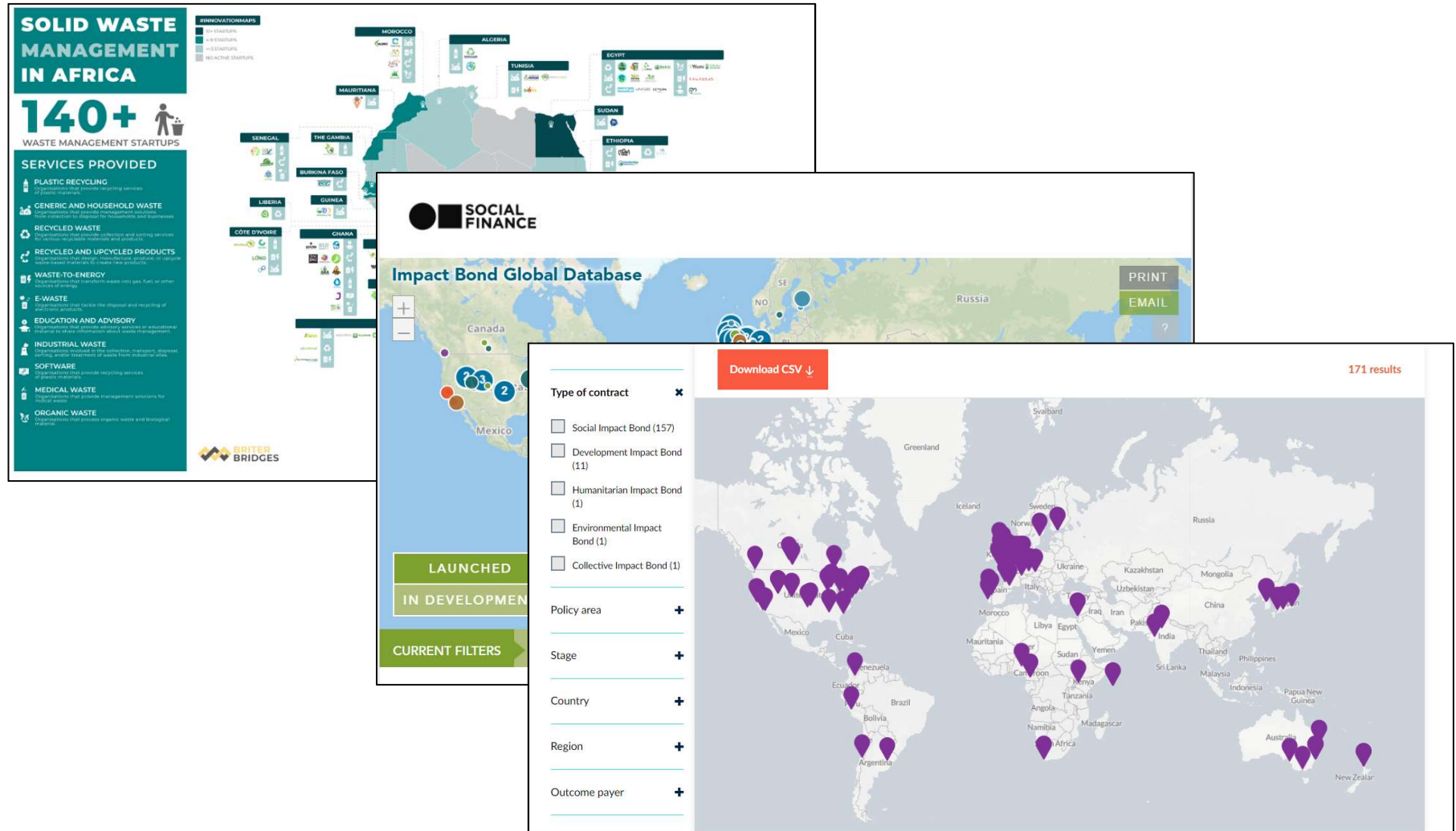
CLEAR FILTERS CARD VIEW

	INVESTMENT OPPORTUNITY	SECTOR / SUB-SECTOR	SDG ALIGNMENT	INVESTMENT TIMEFRAME
Brazil	Mixed plantation forestry for sustainable commercial timber production	Renewable resources and alternative energy Forestry management	15: Life on Land	5-15 years
Brazil	Private forest management for sustainable commercial activity	Renewable resources and alternative energy Forestry management	15: Life on Land	5-15 years
Brazil	Second generation ethanol production	BUSINESS MODEL > Scale-up generation of second generation ethanol (through facilities that reuse residue from production of first generation ethanol) for consumer markets		
		Renewable resources and alternative energy Wind technology & project	7: Affordable and Clean Energy	< 5 years

3:26 AM
2/23/2020

I don't think that the IOA tiles are very intuitive, or a strong way of showing the business models. I think that this section needs most work. It will be important to confirm the user stories of the filtering options, as well as build in a compare and contrast option for IOA tiles. Examples are shown on the next slide.

Examples of what we're looking for:



<https://sibdatabase.socialfinance.org.uk/>

<https://golab.bsg.ox.ac.uk/knowledge-bank/project-database/>

<https://briterbridges.com/innovation-maps>

<https://sibdatabase.socialfinance.org.uk/>