

unitus[®] seed fund

Activating markets for the masses



IMPACT REPORT

2015

“ *Impact investing is a powerful model with the potential to build markets and drive change for the people who need it most.* ”
- Bill Gates

OUR MISSION

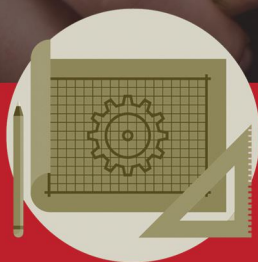
To invest in businesses that activate markets for the masses.

WHAT WE DO

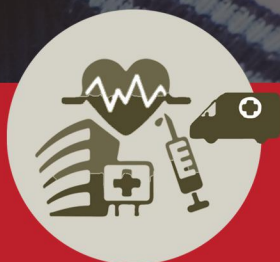
As a seed stage venture fund, we invest in startups to bridge the pioneer gap, enable companies to validate their business models and raise growth capital.

We accomplish this through capital investment and by building a community of experts/advisors who help founders scale their startups.

WE INVEST ACROSS SECTORS



Education



Healthcare



Agriculture



Financial
Technology



Mobile and
Consumer



Retail and
Ecommerce

OUR DEFINITION OF IMPACT

We envision three types of impact, all of which are measured at the company, sector, and fund level:

- **Social** – Portfolio companies have the potential to reach at least 100,000 BoP families, and/or directly employ up to 1,000 BoP individuals across geographies in 5 years.
- **Financial** – Investees are on a path to financial sustainability through increased revenues and additional capital.
- **Ecosystem** – Every company benefits from, influences, and improves the functioning of the overall market ecosystem.

WHO WE IMPACT

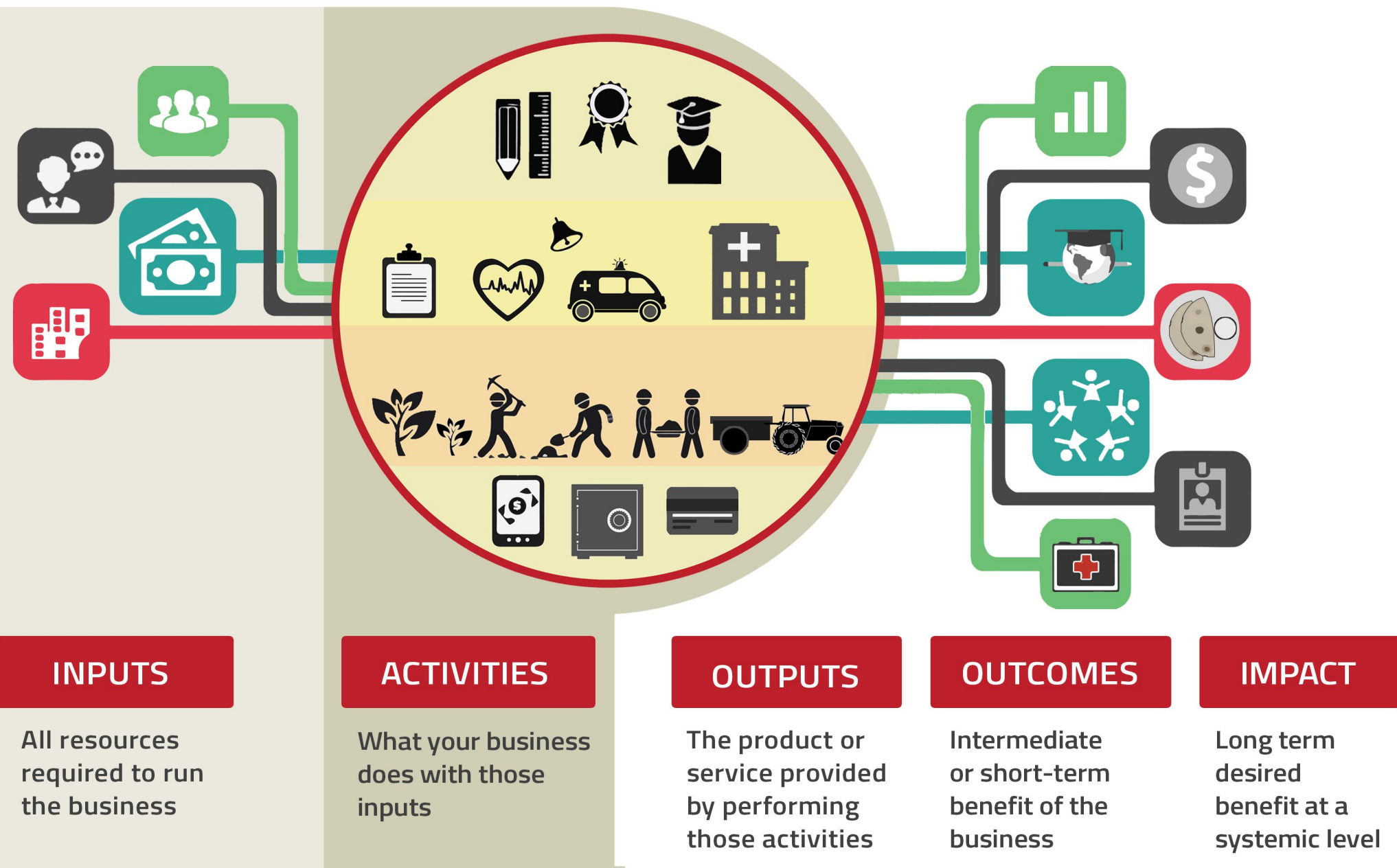
Bottom of the Pyramid (BoP) Population

BoP comprises the 1.05 billion people in India (5 out of 6 Indians) who live on a monthly household income of less than INR 17,000 (\$249) as of 2005.

In urban India, where cost of living is higher, we consider BoP to have a monthly household income of less than INR 25,000 (\$368). In rural India, we consider BoP to have a monthly household income of INR 13,000 (\$190).

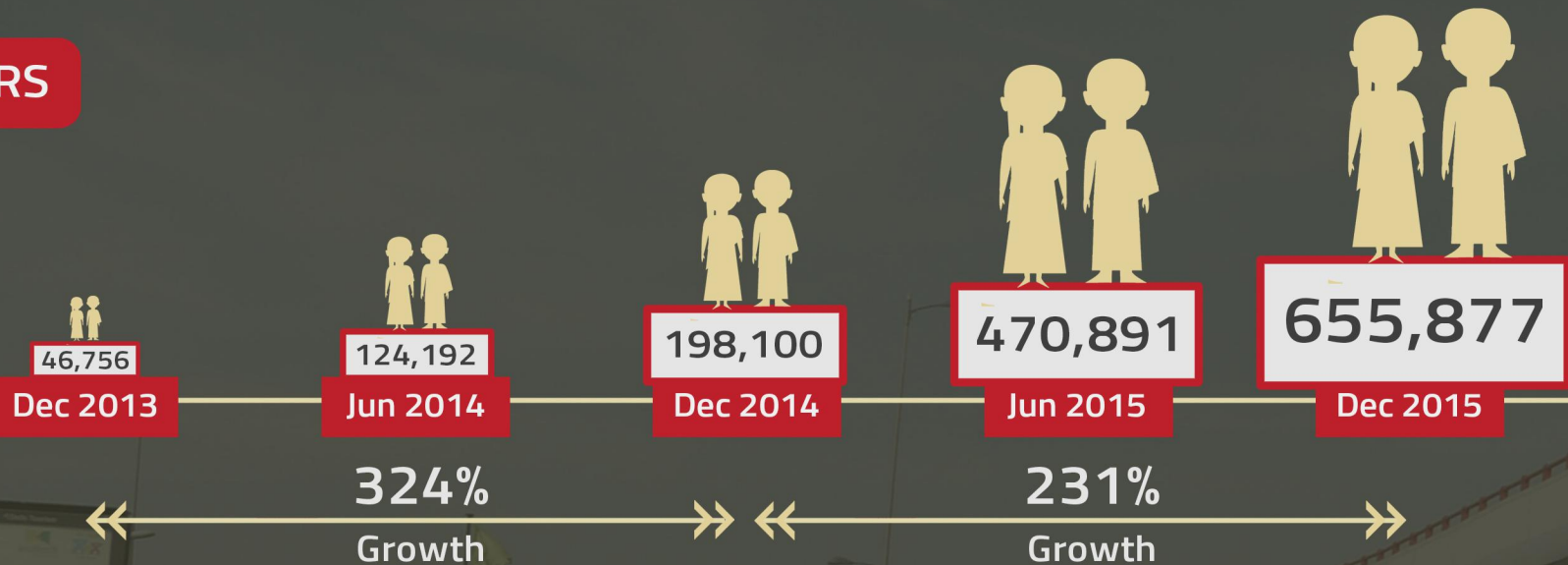
The evaluation framework is adapted from the commonly used logic model, a process which breaks the broader vision statement into a plan of actionable items and intended results at different frequencies as described in the example below.

Given that companies are early stage when we invest and continue to grow, the framework is designed to be lean (minimal metrics) and adaptive (metrics defined by stage of company – very early, seed and growth).



IMPACT IN NUMBERS

Number of BoP lives* touched



* BoP lives include patients, students, artisans, kirana store owners, laundry operators, tailors, auto and truck drivers.

Employment opportunities generated

employees

1,288

% BoP

59%

% growth
2014-15

101%

3.38x

Additional capital
raised as a multiple
of Unitus investment

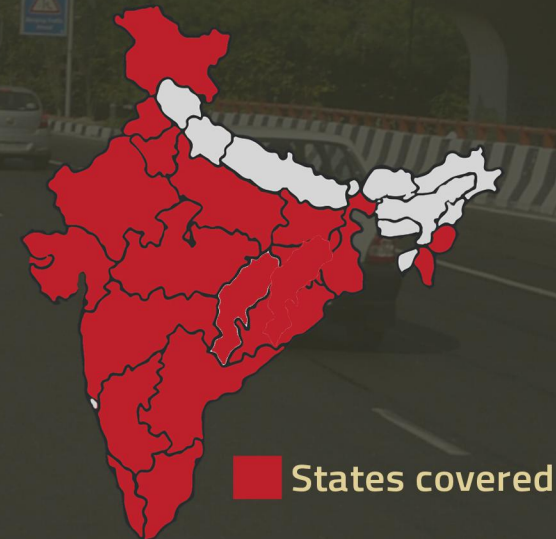
83

Advisors
onboard

26

Strategic partners
onboard

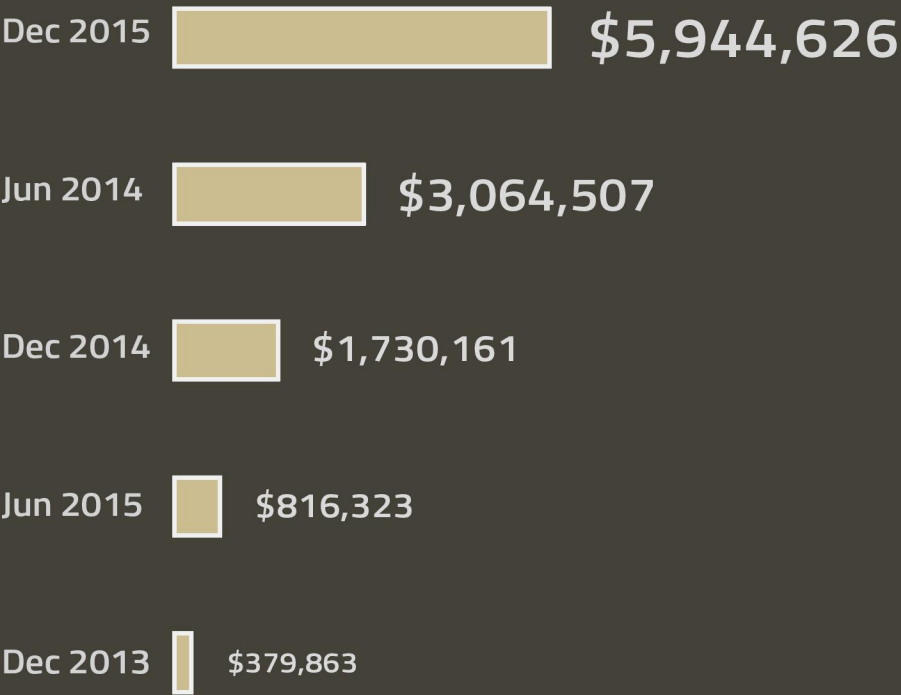
22 States
covered



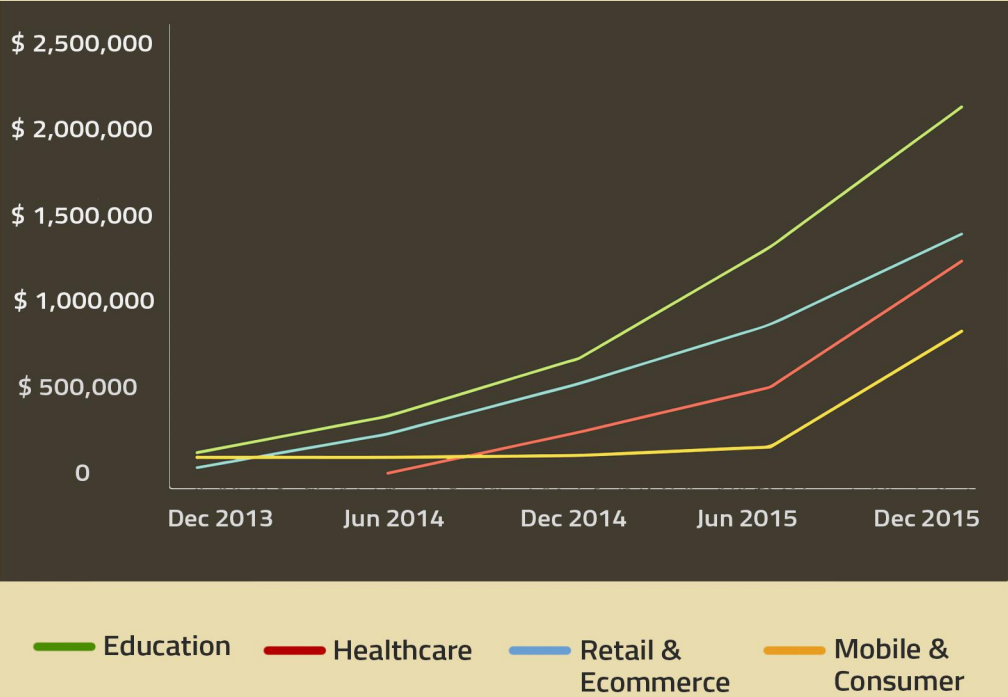
All numbers represented are as of
the end of December 2015

unitus
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CUMULATIVE PORTFOLIO REVENUE GROWTH

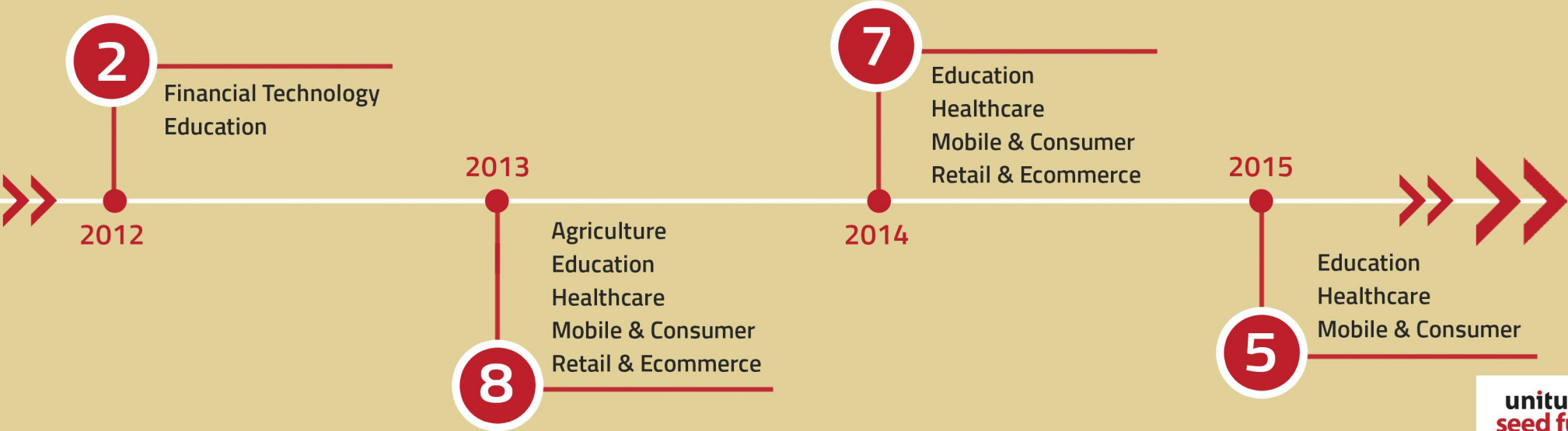


SECTOR LEVEL REVENUE GROWTH



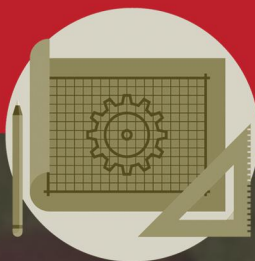
Financial Technology & Agriculture sectors are not represented as they include only one company each

NUMBER OF NEW INVESTMENTS ACROSS SECTORS



IMPACT BY SECTORS

Education



Healthcare



Agriculture



Financial Technology



Mobile and Consumer



Retail and Ecommerce



Number of BoP lives touched

39,539

67,195

500

196,605

15,480

331,946

Number of employees

790

133

11

30

164

160

Number of States

11

13

1

20

3

14

% Revenue growth

66%

136%

-

-

>500%

66%

Additional capital raised as a multiple of Unitus investment

2.7

2.5

-

-

0.7

5.1

SECTOR HIGHLIGHTS

Education

No. of educators:

1,379

No. of centres:

390

Healthcare

No. of early detection of health issues:

72,312

Financial Technology

No. of business transactions:

28,619

Mobile and Consumer

No. of business transactions:

58,507

Retail and Ecommerce

No. of business transactions:

17,734

No. of partnerships:

75



COMPANIES IN FOCUS



Hippocampus Learning Centres (HLC), is an organization with the vision to provide children and youth from low-income rural communities with high-quality prospects enabling them to make the most of their power of choice. HLC works in the field of education offering opportunities through its Full School programme, EnglishSTAR programme, Training Academy and its own Pre-School programme which runs in its own establishments and in existing private schools.

AddressHealth provides primary healthcare to children through its chain of clinics and school health programs integrating pediatric medicine with dentistry, opticals, nutrition, psychology and others. AddressHealth innovates by setting up medical rooms inside schools campuses, which provide school infirmary services during school hours transforming into child specialty clinics for the local community, after school.

Total number of students enrolled

13,069
(150% YoY growth)

>500%

Increase in the number of partnerships (NGOs & franchisees)

Learning centres

231

3.2/4

STEP performance rate
3.2/4 (GPA)

STEP (Hippocampus' proprietary performance assessment system for teachers & students on a scale of 1-4, 4 being the highest)

100,660
(31% BoP lives)

Total number of lives impacted (schools, programs & clinics)

Number of early detection /treatment of health issues

53,662

2,986

Number of patient visits

Number of schools with health programs/centres

130