

Annual Impact Report 2018



Firm Impact as of December 31, 2018

Foreword

We are pleased to share our December 2018 Impact Report for Unitus Ventures Fund I and Fund II. This report marks the beginning of our fifth year of investing in great entrepreneurs innovating for the masses in India and working alongside them to generate superior financial returns and social impact at scale.

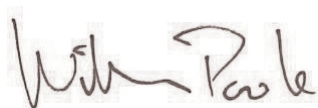


For us, meaningful impact is measured and managed by a business to enhance the well being of low-income individuals. A strong impact strategy warrants that the company continues to grow and enables them to deliver sustained results over time. From the time of our initial investment, we proactively work with our portfolio companies to drive their success and growth. As of December 2018, we had 23 active portfolio companies and 12 of them have received follow-on financing from us and other investors to help them scale their businesses and increase their impact.

Emerging global best practices require fund managers to focus more on screening for impact before making an investment. Over the last five years, Unitus Ventures has not only screened for impact pre-investment, we have also been recognized as a pioneer in implementing impact management practices. As of December 2018, our portfolio companies have impacted more than 4.7 million low-income lives, an increase of 160% year-over-year.

To bring some of the impressive impact statistics to life, we've highlighted portfolio company examples in this report. These illustrate how they have improved the lives of their customers, employees or suppliers.

Impact measurement and management at Unitus includes collaborating with our portfolio companies to set five-year impact goals and corresponding impact metrics in alignment with their business strategies and operations. We set high standards around governance by taking a "**Profits and Values**" approach. We manage for both impact and financial returns in our interactions with CEOs, management teams and board members by evaluating, probing and discussing impact-related questions for strategic planning. We also continue to refine these impact goals and metrics in tandem with evolving market realities, customer behavior patterns, fundraising rounds, and other changes in the ecosystem.



Will Poole

Co-founder & Managing Partner
Unitus Ventures

At a glance

Our investments lie at the intersection of the world's greatest needs and opportunities – in terms of both capital and innovation. We are actively seeking and investing in businesses in the following sectors:



EDUCATION



HEALTHCARE



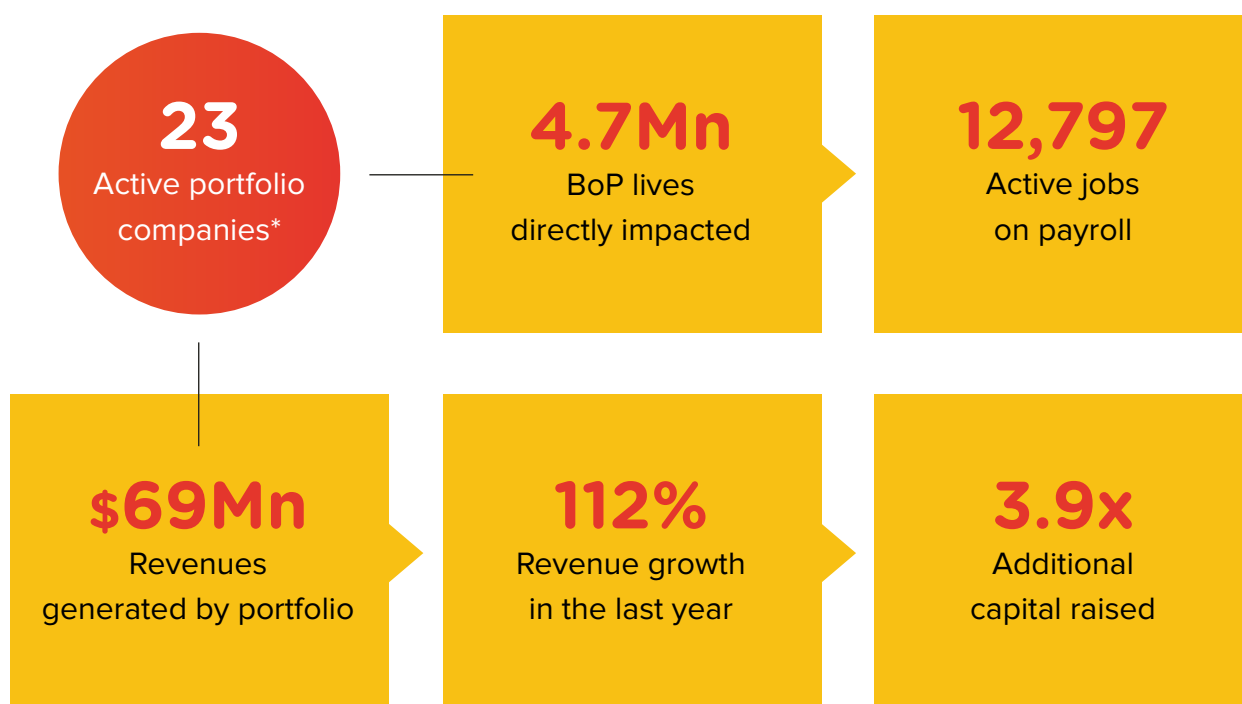
FINTECH



BUSINESS SERVICES





















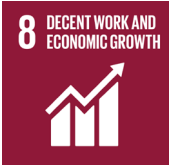






In order to ensure sustainable impact, we track progress using industry standard IRIS metrics, aligned with the UN Sustainable Development Goals (SDGs):

- **Social Impact** – Number of lives impacted by our portfolio companies' products and services and no. of formal jobs created for BoP individuals.
- **Financial Impact** – Overall revenue generated by our portfolio companies and additional capital raised.
- **Ecosystem Impact** – Geographic reach, number of associations with local and global advisors, service providers and strategic partners.



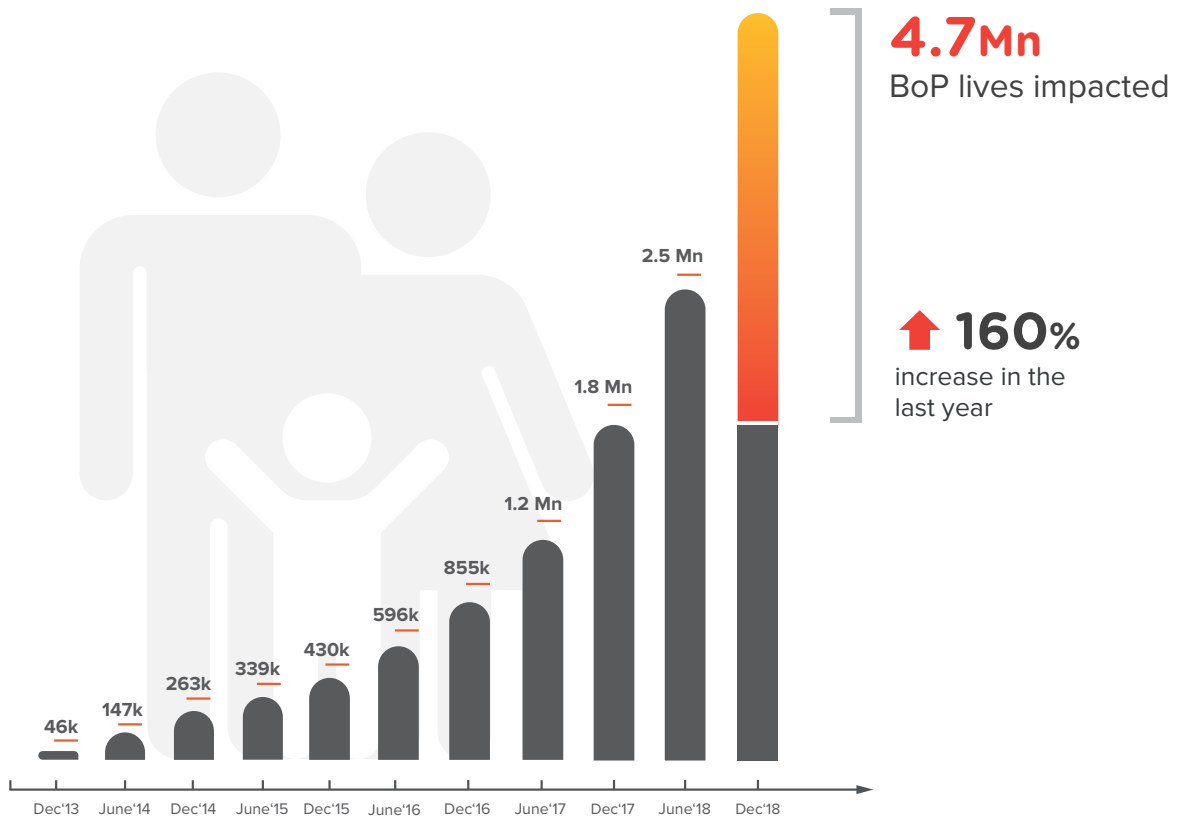
* 23 companies are active of 32 invested. 9 companies have been exited or written off.

Portfolio Overview





SECTOR	UN'S PRIMARY SDG	OUR PORTFOLIO COMPANIES
FINTECH	 <p>End Poverty Access to basic goods and services, financial inclusion</p>	 
HEALTHCARE	 <p>Ensure healthy lives and promote well-being Universal access to healthcare</p>	      
EDUCATION	 <p>Ensure quality education for all Universal access to education</p>	       
BUSINESS SERVICES	 <p>Promote decent work for all and sustainable economic growth Developing world employment, fair trade and ethical supply chain</p>	     

Social impact - Lives impacted

Cumulative number of BoP lives impacted¹



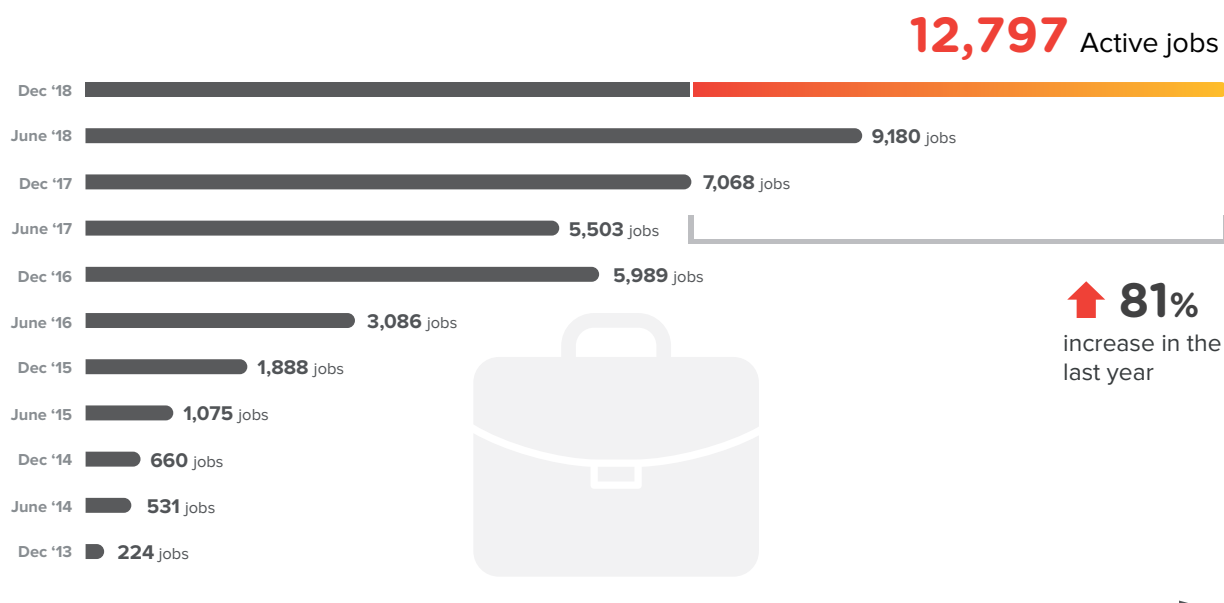
Sector wise breakup

	Cumulative lives as of Dec'18	Growth in the last year	% increase in the last year
 Education	1,116,146	+1,045,530	↑ 1,481%
 Healthcare	737,730	+462,276	↑ 167%
 Fintech	666,053	+123,504	↑ 23%
 Business Services	2,192,240	+1,272,954	↑ 138%





1. BoP lives directly impacted include general BoP consumers like students, patients, artisans and kirana store owners. For the rest of the report, BoP lives impacted refers to BoP lives directly impacted.

Social impact - Active jobs

Cumulative number of active jobs across portfolio²



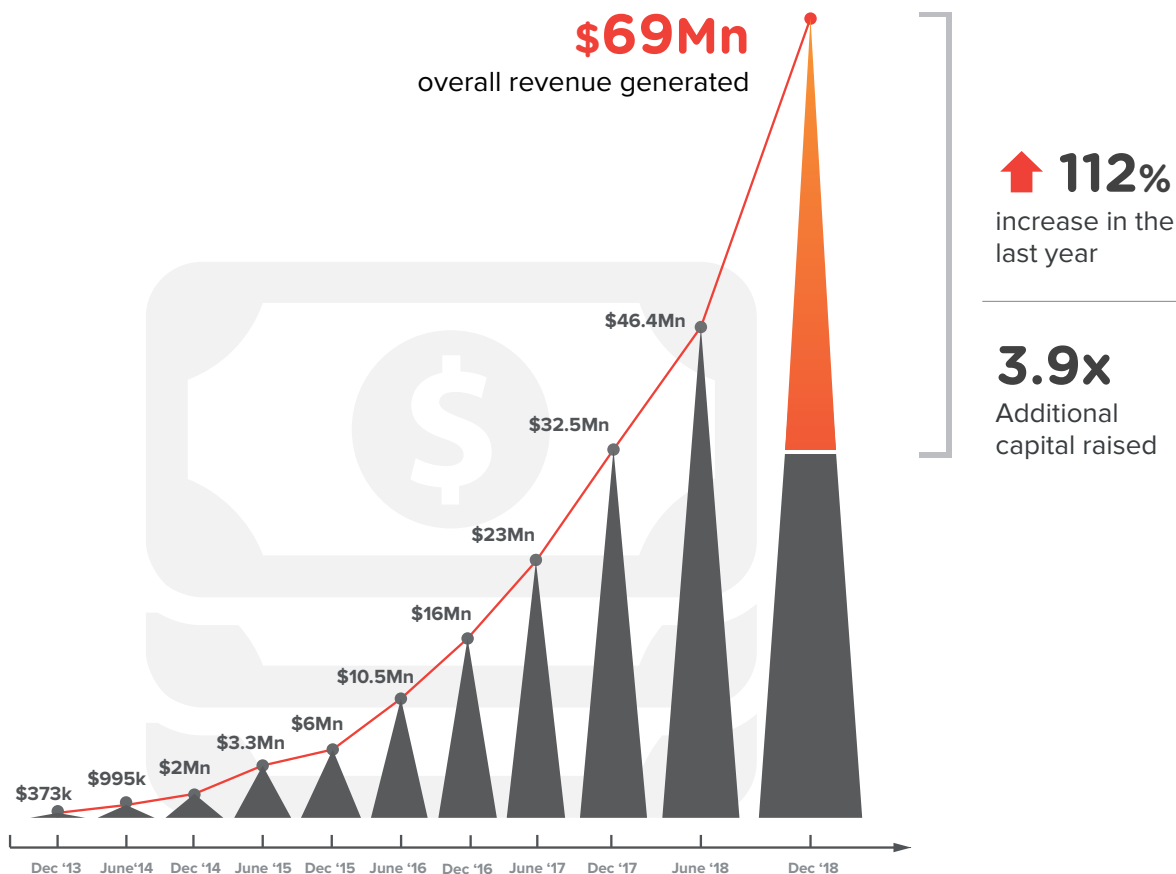
Sector wise breakup

	Cumulative jobs as of Dec'18	Growth in the last year	% increase in the last year
 Education	4,403	+1,478	↑ 51%
 Healthcare	299	+95	↑ 47%
 Fintech	98	+52	↑ 113%
 Business Services	7,997	+4,105	↑ 105%

2. Active jobs include teachers, drivers, and employees of companies on payroll as of December 2018.

Financial impact

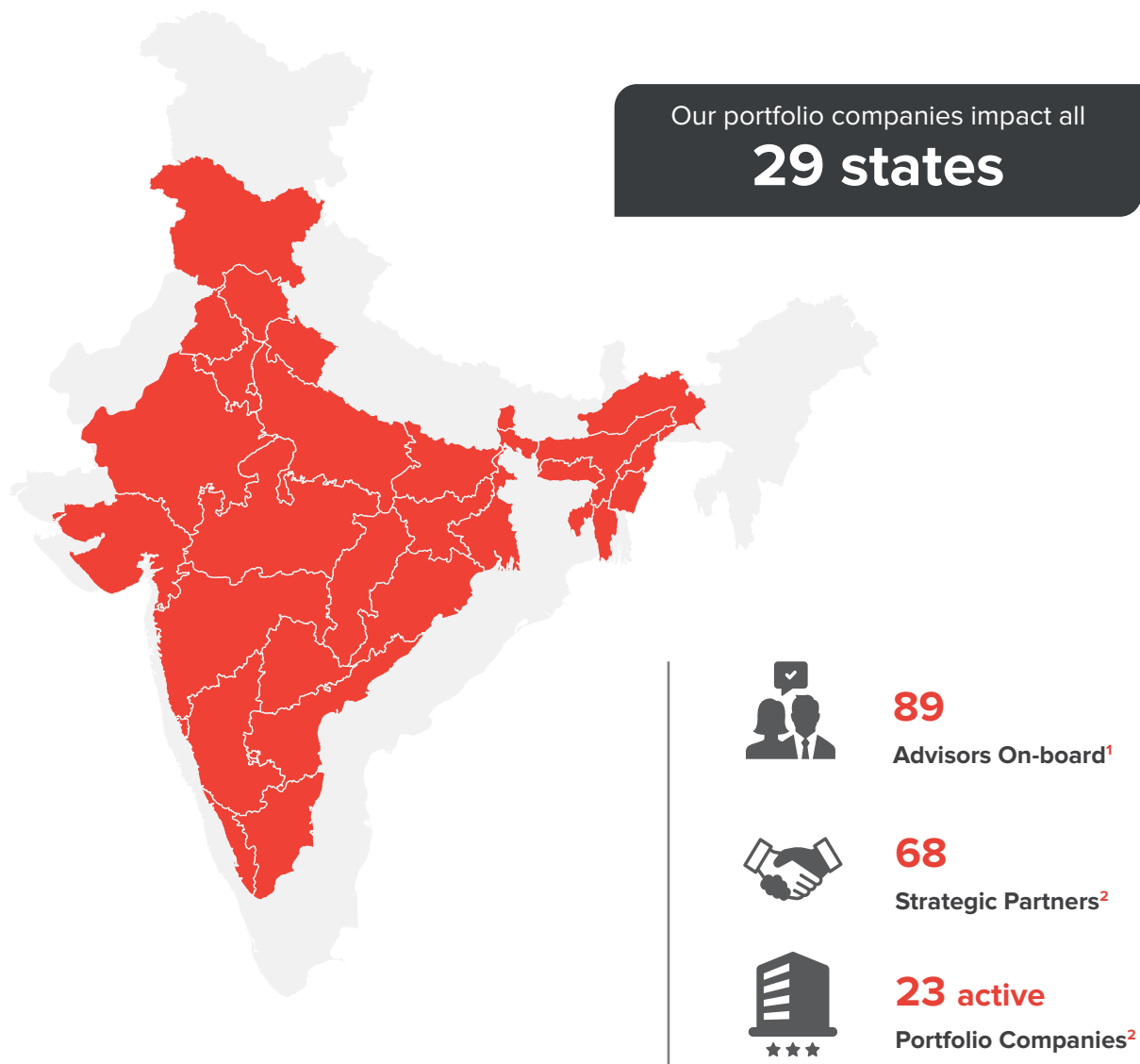
Cumulative revenue generated across portfolio



Sector wise breakup

	Cumulative revenue as of Dec'18	Growth in the last year	% increase in the last year
 Education	USD \$15.4Mn	+ \$7.8Mn	↑ 102%
 Healthcare	USD \$7.2Mn	+ \$3.3Mn	↑ 85%
 Fintech	USD \$7.2Mn	+ \$3.4Mn	↑ 90%
 Business Services	USD \$39.2Mn	+ \$22Mn	↑ 128%

Ecosystem impact



1. Advisors include board members, venture advisors and voluntary members.
2. Strategic partners include non-financial relationships that help scale. e.g., trade associations, governmental agencies, etc.
3. 23 companies are active of 32 invested in; 9 have been exited or written off.

FEATURE IMPACT STORY

DriveU – Analyzing impact metrics to increase driver incomes



DriveU began its journey in 2017 as a professional car driver service that allows customers to hire a part-time driver, on demand at an affordable cost.

Improving drivers' income is a core strategy for growing DriveU's business. DriveU carefully monitors driver supply and customer demand metrics to ensure drivers earn a sizeable monthly income. This effort keeps drivers motivated to check in and stay on the platform. For e.g., over an 18-month period, the number of active drivers increased by 121% to 3,479. During the same time, the average income of a full-time driver increased by 82% from INR 9,402 to INR 17,084.

To ensure constant income growth and driver check-ins on the platform they have revolutionized the payment process for drivers. Unlike cab aggregators who pay drivers on a weekly basis, DriveU pays their drivers the very next day. This happens through an automated process that reconciles cash and online payments.

DriveU provides trip insurance through a local partner Acko General, that usually covers vehicle damages. Going a step further to enhance driver welfare, DriveU offers first-of-its-kind insurance that insures drivers' lives as well at a minimally incremental cost.

This not only keeps the best interest of the drivers' in mind but is good business practice to keep the drivers motivated and committed to the platform. Thanks to the driver-first approach, DriveU's NPS score is 51 - one of the highest in the industry.

FEATURE IMPACT STORY

Thanks to 5C Network, this remote hospital can now access tele-radiology services



Siddhartha Hospital is a 100-bed hospital situated in Kakinada, a tier 2 city in the southern part of India with limited access to quality healthcare facilities. Radiology is the most advanced diagnostic tool that uses imaging techniques for reading MRIs, CT scans, etc. Doctors all over the country are increasingly depending on it for an accurate understanding of a patient's problem.

After extensive research and budget considerations, Siddhartha hospital installed a CT scan machine. However, the technicians found it challenging to operate the machine and read complex images. The hospital was in a fix - they had the machine but couldn't find a radiologist in their vicinity to interpret the scans.

This problem isn't unique to just Siddhartha Hospital. India currently has approximately 10,000 radiologists who are heavily concentrated in urban cities, aggravating the problem of access in semi-urban and rural areas. In Siddhartha's case, 5C Network was the answer to their woes.

5C gives every hospital or diagnostic center, irrespective of its location, on-demand access to India's largest and most reliable network of specialist radiologists. 5C's technology helps with increasing accessibility, reducing waiting time, and enhancing accuracy for patients.

Dr. Aditya Mootha, a consultant at the hospital says, "After signing the deal, we got our first report within three hours. I am extremely impressed with the quality and analysis of the report. The constant availability of radiologists for interaction have made 5C our preferred choice." Now, Siddhartha Hospital is able to use world-class technology in Kakinada for their patients.

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