

# Impact Report 2021

# Index

	Pg.
Our history	3
Our vision of Impact Investing and our role	4
Impact Methodology	5
Main areas of investment	6
Impact of our portfolio	
Centro Medico Sant'Agostino	7
Erbert	8
Wonderful Italy	9
All U Need	10
Remainder of the portfolio	11
Our commitment and our partners	19

# Our History

Oltre Impact positions itself as **the first management company** operating in the **Impact Investing** sector in Italy. Since 2006 we have been a point of reference for Impact Investing in Italy, thanks to the pioneering establishment of **Oltre I**, our first vehicle, **with which we helped launch the Impact Investing market** in Italy and abroad, demonstrating the possibility of combining impact and economic return.

In 2016, we established **Oltre II**, the first operator in Italy to also attract among its investors the European Investment Fund and other Italian institutional investors.

With the **Oltre II** fund, we focused on investments in early-stage startups and venture-studios (i.e., co-founding companies together with entrepreneurs or managers) and invested in **24 companies**, generating **additionality**, that is to say, developing models that with innovative and sustainable solutions have generated impact and positively influenced the entire reference sector.

In 2021 we launched our third **Oltre III** fund, with a target of 100M with which we aim to broaden our scope, focusing on established companies (i.e., Series-A and later rounds) and buy-and-build deals, using the strength of companies already in the market to develop **impact models**.



## 2006 – Oltre I

€ 8 milion - 17 investments

## 2016 – Oltre II

€ 43 milion - 24 investments

## 2021 – Oltre III

€ 100 milion of which € 63 milion already raised

# IMPACT

## Our vision of Impact Investing

We believe that Impact Investing is no longer a niche market, but a key vehicle for creating **systemic change in all areas of society**.

Through our track record we have proven that by generating positive environmental and social impact for the community, it is possible to ensure market-aligned financial returns.

Our approach to creating impact is based on two fundamental pillars:

- The **business model** itself a vehicle for impact generation
- **Additionality**, understood as the social and/or environmental improvement that the developed solution presents compared to currently available solutions.

## Our role

Due to our strong **entrepreneurial nature** and our role generally as lead investor or controlling shareholder, we contribute directly to the process of building and developing the impact of our investees. We co-venture with the management team.

# Impact methodology

With our vision of impact in mind, we develop a **Theory of Change** (ToC) for each of our investments.

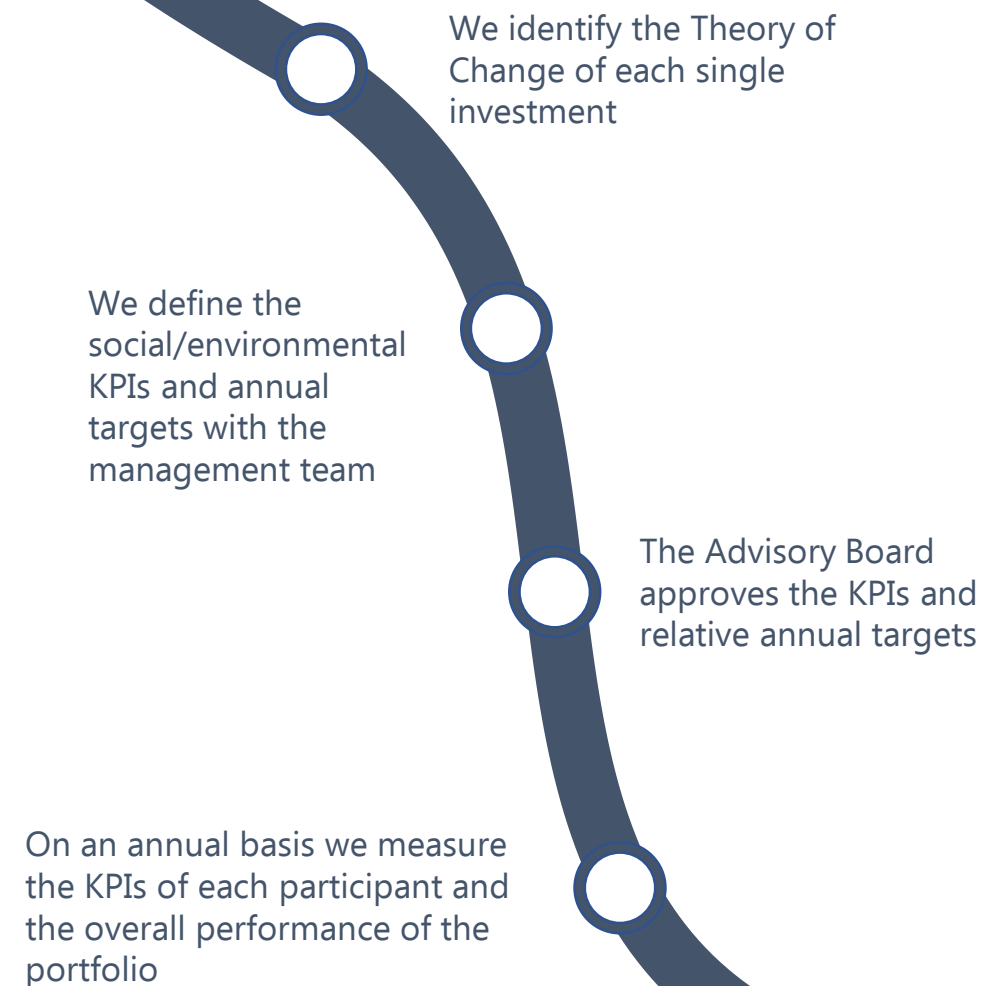
*The Theory of Change is a methodology that explains how a given intervention is expected to lead to specific changes and developments in the relevant field of action through a causal analysis based on available data.*

Once the ToC has been defined, together with the investee's management team we identify **Social Impact Goals** (SIGs), taking into consideration the 5 impact dimensions identified by the **Impact Management Project** methodology\* (i.e., what, who, how much, contribution and risk). These indicators help us to quantitatively identify the impact generated by our investees.


For the respective SIGs, we then identify annual targets to assess the impact performance of the investee and the entire portfolio over time

Our **carried interest** is tied, for 70%, to the achievement of the portfolio's 'overall' Social Impact Goals. As of 31 December 2021, we have achieved 119% of the overall target.

*\*Impact Management Project is formed of a group of 9 regulatory institutions to create and promote global consensus on how to measure, evaluate and communicate impact.*



# Main areas of investment

<div><div>Persons &amp; Communities</div><div></div></div>	<div><div><b>Individual Development:</b> improve the level of education in order to facilitate access to facilitate employment through appropriate skills</div><div><b>Social Infrastructures:</b> all assistance and support services for individuals and families</div><div><b>Economic Development:</b> encourage economic activities in less developed areas by leveraging Italy's main activities such as tourism and agriculture</div><div><b>Financial Inclusion:</b> promote solutions that improve access to the financial system</div></div>	<div><div>Sector</div><div>Education &amp; Employment</div><div>Community &amp; Local Development</div><div>Sustainable Finance</div><div>Food &amp; Agriculture</div><div>Sustainable Goods &amp; Services</div><div>Environmental Services</div><div>Clean Energy</div><div>Smart City &amp; Clean Mobility</div><div>Health</div><div>Personal Care &amp; Wellbeing</div></div>
<div><div>Environment &amp; Society</div><div></div></div>	<div><div><b>Circular Economy &amp; Sustainability:</b> stimulating the energy transition to renewable resources and encouraging environmentally sustainable solutions</div><div><b>Physical Infrastructures:</b> smart mobility and smart cities</div></div>	
<div><div>Health &amp; Wellbeing</div><div></div></div>	<div><div><b>Nutrition and psycho-physical well-being:</b> promote greater consumption of quality food to improve health and lifestyle</div></div>	



## PROBLEM

In Italy, the National Health System (SSN) has a weak offer in the outpatient sector (e.g., long waiting lists, short duration of visits, de-personalisation of the relationship with patients, etc.) forcing people to resort to private services at high prices. **!**

## THEORY OF CHANGE

The overall objective of CMS is to establish **new long-term relationships** with patients at an affordable price, through (i) **testing new services** focused on user needs, (ii) building a transparent relationship with patients and (iii) **digitisation**.

## SOLUTION

The introduction of **outpatient clinics scattered throughout the country** and close to citizens, offering the most in-demand outpatient services (to date in 57 specialty areas), with **high quality** and at an **affordable price** (i.e., slightly higher than the SSN ticket).

The project is **financially sustainable** because (i) doctors are paid the same as in the NHS, (ii) there is high capacity to attract large volumes of people and fill doctors' agendas, and (iii) there is intensive use of digital technologies (i.e., online booking and payment), which allows for reduced administrative costs, easier and faster service, and transferring doctor-patient interaction that does not require a doctor's visit.

CMS has succeeded in **improving accessibility to health care** for many people, and with its model to influence the entire market.



## PROBLEM

Scientific research shows that wellbeing is positively affected by a healthy diet with a recommended consumption of at least 80 percent fruit and vegetables and foods with reduced amounts of sugar and salt.

In Italy, **the purchase of these products is still low**, mainly due to the poor quality sold in supermarkets, which discourages their consumption. The few operators offering this type of food are local and small operators

## SOLUTION

Eat Right s.r.l. was founded in May 2018 in Milan.

The company aims to create a **chain of 'Erbert' branded shops** specialising in fresh bulk food and high-quality ready meals with prices in line with the best retailers.

An algorithm allows customers **to learn the principles of proper nutrition**, create their own personalised diet, either buy in the shops or receive both meals and groceries directly at home.

Eat Right also promotes environmental sustainability by **minimising the use of plastic**.

## THEORY OF CHANGE

Eat Right wants to spread a healthy food culture through:

- The creation of a place where customers can easily follow **healthy eating habits at affordable prices**
- Offering a wide assortment of (i) high quality fresh fruit and vegetables, **respecting seasonality** and (ii) **nutritionally balanced ready meals** with a focus on taste and flavour
- **A new shopping experience**, with experienced staff advising customers based on the principles of the Mediterranean diet.





## PROBLEM

Besides the top 10 most famous destinations, such as Rome or Venice, Italy is rich in many other locations that have a wonderful heritage, not only in terms of artistic, cultural, historical and natural assets, but also in terms of people and local traditions. However, the full potential of these locations is not well exploited. Most of the **heritage of these destinations is unknown** or **poorly accessible** to visitors, often due to the **poor quality of tourist services**.

## SOLUTION

Wonderful Italy was launched on the market in April 2017 and has since been offering, **through partnerships with small local entrepreneurs**, in selected locations:

- **Accommodation services** by taking over second homes that are not managed directly by the owner.
- **Tourist related services** (baby-sitting, transport, packages of food & drink).
- **Experiential tourism** services such as tours and guided visits to cultural, historical and scenic attractions.

## THEORY OF CHANGE

Wonderful Italy aims to develop **minor tourist destinations** by making them **accessible and attractive** to tourists in order to bring direct and indirect value to these territories and to professionalise small local operators.

It accommodates tourists in local flats and allows them to experience different sectors such as food, culture, nature, handicrafts and historical traditions.



## PROBLEM

The Italian population is one of the oldest in Europe and the percentage of over-65s is on a steady increase. Even though life expectancy has increased in recent years, Italy has a **decreasing level of well-being**. This is due to the **spread of chronic illness** as well as the lack of **Integrated Home Care Assistance (IHCA)**, such as old people's homes, able to cope with demand therefore causing serious problems.

## SOLUTION

Alluneed aims to become the **main point of reference** in Italy for **home care assistance** in the following ways:

- Acquiring small and medium-sized companies in Italy that have an IHCA budget, becoming a major player in the public sector by improving both the relationship with healthcare professionals and patients
- Adding an out-of-pocket service (paid directly by the patient) at affordable prices to complete the offer.

In order to be able to pursue the previous two points, Alluneed leverages technology and digital innovation so as to be able to (i) manage caregivers and patients more efficiently in IHCA and (ii) offer affordable out-of-pocket home services.

## THEORY OF CHANGE

Alluneed's objective is based on two main points i) to improve the quality of services offered to the public through IHCA, both for health professionals and patients, by aggregating small and medium-sized operators and making the service more efficient thanks to technology, and ii) to integrate public services through an affordable out-of-pocket offer.

This twofold objective will also be achieved through **investments in technology** that will provide a great user experience and leverage **telehealth tools** (e.g., telemonitoring) to assist Alluneed's ability to deliver impactful services.



# Theory of Change – Companies in Portfolio



## Activities

The only registry for patients suffering from rare diseases that offers a complete and easily adaptable solution

## Theory of Change

The software is used and guided by clinicians, researchers and patients to collect data, structure it as needed and retrieve meaningful information, insights and statistics, thus multiplying the knowledge embedded in everyday activities. Cloud-R addresses the problem of **limited availability of data by researchers on rare diseases** by providing data and information that enable pharmaceutical companies to improve research on new drugs. Cloud-R also aims to organise and implement **social collaboration between patients and doctors**, strengthening the development of patient-doctor communities.



## Activities

Italy's largest hydroponic technology greenhouse for the sustainable cultivation of vegetables

## Theory of Change

Sfera has invested in high-tech greenhouses cultivated with the hydroponic technique, following a worldwide trend that allows (i) **the production of high-quality vegetables with a superior year-round market position** and (ii) the **substantial increase in productivity, allowing the company to hire staff at a reasonable salary** (offering a real alternative to the illegal hiring system) and bringing professionalism to the sector. In addition to all these benefits, the farm produces more than the traditional farming system, with considerably less dependence on scarce natural resources such as soil and water.

# Theory of Change – Companies in Portfolio



POLOS s.r.l.



## Activities

Network of high quality psychiatric residential facilities in Southern Italy

## Theory of Change

Given the increase in demand for psychiatric rehabilitation and support services for the disabled, the public administration is struggling to adapt its offer and is increasingly seeking intervention from the private sector. Southern Italy has a significant gap between the availability of accredited psychiatric residential facilities and the residential population. Patients who cannot find a bed in the regional facilities are unlikely to move to another region for treatment and thus risk being left without care. The company has **concentrated its facilities in Southern Italy and seeks to expand the range of services offered.**



## Activities

The most comprehensive database and search engine of Italian public contracts for transparency in public procurement

## Theory of Change

Public procurement suffers from a serious problem: the annual value is around 100 billion euro, however, information and data on public procurement are extremely dispersed and difficult to find, as they are published by 20,000 different public administration bodies in old and different formats. Synapta's main objective is to **facilitate the connection and interaction between public administrations, private companies and citizens through the development of innovative software platforms.**

# Theory of Change – Companies in Portfolio



## Activities

Slovenian company that has developed an automatic system for monitoring and preventing the spread of pests



## Theory of Change

Every year, almost 5 million tons of more than 600 different types of pesticides are applied to combat pests, of which only 1 % is effective. Growers need to choose the right equipment and product for crop protection and identify the exact time of application to achieve the desired efficiency while minimising costs and the negative impact on the environment. Trapview provides a **solution to different types of growers aiming at targeted crop protection**. It is an automated pest monitoring and prediction system: compared to the conventional pest monitoring process, Trapview allows growers to be alerted in real time when the number of captured pests exceeds a specific threshold. This means that growers can plan their field activities on an average three days in advance and use less pesticides for a more effective effect.



## Activities

Digital fundraising platform for non-profit organisations



## Theory of Change

Non-profit organisations receive less support from governments and institutions and must find new ways to achieve their goals and raise more funds efficiently while facing increasing competition.

iRaiser solves this problem by **providing non-governmental organisations** with software tools including **a payment platform, a marketing automation solution, peer-to-peer payments, a crowdfunding solution and a CRM suite** that enables them to raise more money, gain more visibility and achieve more awareness for their cause with less effort.

# Theory of Change – Companies in Portfolio



## Activities

Software based on investigative techniques for the study of serial crimes and their prevention

## Theory of Change

KeyCrime wants to make the world safer from crime by providing public authorities (such as police departments) with advanced technologies that support crime analysis and investigation. KeyCrime has developed and marketed software in which technology is based on artificial investigative techniques and theories of serial criminal behaviour in order to effectively and efficiently prevent crime on a global scale. The **software enables police departments to deploy resources more efficiently and minimise risk** by knowing the modus operandi of a particular criminal. KeyCrime helps the justice system unify legal procedures for a range of crimes leading to faster and more effective prosecutions, harsher sentences and reduced legal costs.



## Activities

Provider and developer of social housing through the implementation of smart cities

## Theory of Change

**Housing** is generally defined as **affordable** when the rent or mortgage payment is less than 30-40% of the average household income. Twenty-three million new housing units are built each year worldwide, but less than half of them can be described as 'affordable housing'. This means that the global affordable housing market has a huge growth opportunity (\$250 billion per year), which is highly non-cyclical and uncorrelated with GDP trends. Planet offers an **innovative, vertically integrated solution that covers all project phases from land analysis, master planning, construction and after-sales services**, and can deliver smart cities focused on affordable housing globally.



# Theory of Change – Companies in Portfolio

---

M  
A — DE



## Activities

The first school with the aim of working at the convergence between design, art, tradition and local culture

## Theory of Change

Southern Italy lags behind in higher education in the liberal arts, while Northern Italy is booming with leading schools becoming well recognised worldwide and attracting both international students and investors.

The main objective of the project is to **create a cultural and international hub starting from Siracusa in Sicily**, in order to attract talent from all over the world in the disciplines of design and visual arts, promoting and supporting the economic development of the area.

# Theory of Change - Exit



## Activities

Development of turnkey photovoltaic plants without public subsidies on unused land in southern Italy

## Theory of Change

Negli ultimi anni, dopo l'abolizione degli incentivi, il mercato italiano delle energie rinnovabili ha subito una brusca battuta d'arresto. Tutto ciò ha comportato un ritardo nel raggiungimento dell'obiettivo del 28% entro il 2030 del consumo totale di energia italiana da fonti energetiche rinnovabili.

Inoltre, i **progressi tecnologici consentono di costruire impianti a costi ridotti del 40%-70% rispetto al passato**, ma il paese non ne sta approfittando. Inoltre, gli attori internazionali erano soliti sviluppare progetti importando lavoratori da paesi stranieri, a scapito dello sviluppo delle economie locali.

LIMES lavora in modo collaborativo con i governi, i proprietari terrieri, gli sviluppatori e i lavoratori locali. Essa fornisce **formazione sul posto di lavoro, e prediligendo la manodopera locale.**



## Activities

A leading company in the distributed generation of energy saving

## Theory of Change

One of the company's goals is to increase energy production from renewable sources. The increase in the number of residential photovoltaic systems sold will lead to an increase in production from renewable sources. In addition, **households will benefit from an overall reduction in energy costs due to a higher percentage of self-consumption energy produced by the installed system.** The company aims to increase the number of 'Prosumers', i.e., residential customers who have built a photovoltaic system on their roof and installed a smart metering system to monitor energy production and consumption. In this way, **the system becomes more efficient and allows the user to manage energy consumption and sales**, giving them greater autonomy and energy independence.



# Theory of Change - Exit



## Activities

Spanish last mile delivery company that promotes the inclusion employment of people with disabilities

## Theory of Change

People with mental disabilities have a lot of difficulty in finding a job, and therefore usually i) have no income (apart from a public subsidy) and ii) have few opportunities to socialise. Koiki **enables people with this type of disability to become more financially independent**, spend time in enhanced activities and **build social relationships**. These factors improve the economic and social integration of these people.



## Activities

The first social management system that brings all sports together in one App

## Theory of Change

Most sports clubs/associations use inexpensive or less advanced management software that is inadequate to cope with current market needs and to attract new customers. Moreover, their communication 'strategy' is often based on 'word of mouth' and they rarely use online tools to promote their activities. SportClubby has developed a user-friendly management system that includes a booking system and a CRM suite (payment platform to be developed) in order to **bridge the gap between associations/clubs and customers** and make it easier for clubs and sports associations to attract, retain and engage more of their customers, **promote smaller sports and gain more visibility with less effort**.

# Our commitment and our partners

Our commitment to Impact Investing will continue under the banner of sustainability and transparency, thanks to the new Oltre III fund and the **dissemination of the Impact Investing culture at all levels of the market**: both institutions and local communities.

This effort of ours has a European and international impetus, with Luciano Balbo among the founders of the **EVPA** and a leading figure in the European Impact Investing scene.

Oltre Impact is also part of the NGII, the **Next Generation Impact Investing Initiative**, that includes the major European impact funds.

We are signatories of the new **Principles of Responsible Investment** (PRI), we comply with the new EU Sustainable Finance Disclosure Regulation (SFDR) and are fully aligned with the **Objectives of Sustainable Development** as defined by the United Nations.



NGII





# OLTRE

## IMPACT

[www.oltreimpact.com](http://www.oltreimpact.com)