

Who is Good & Well?

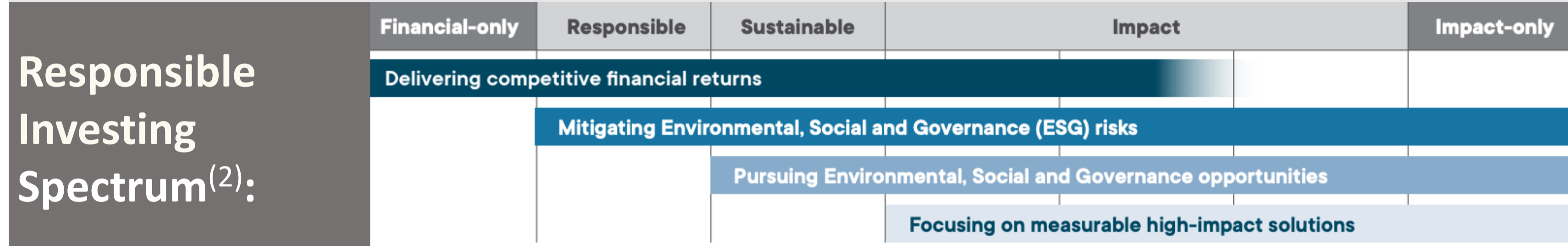
- Boutique impact investing firm
- Generalist, early-stage investors
- Focus on creating impactful businesses & engaging the next generation of leaders

Investment Themes:

1. Brands and platforms that engage and activate **consumers** to be powerful forces of change (ex. Kotn)
2. Products and services that empower **businesses** to be more impactful (ex. Public)
3. Businesses that facilitate **impact sector building** in Canada (ex. Rally Assets)

What is Impact Investing?

The Global Impact Investing Network (GIIN) defines impact investments as “investments made with the intention to generate positive, measurable social and environmental impact alongside a financial return”.⁽¹⁾

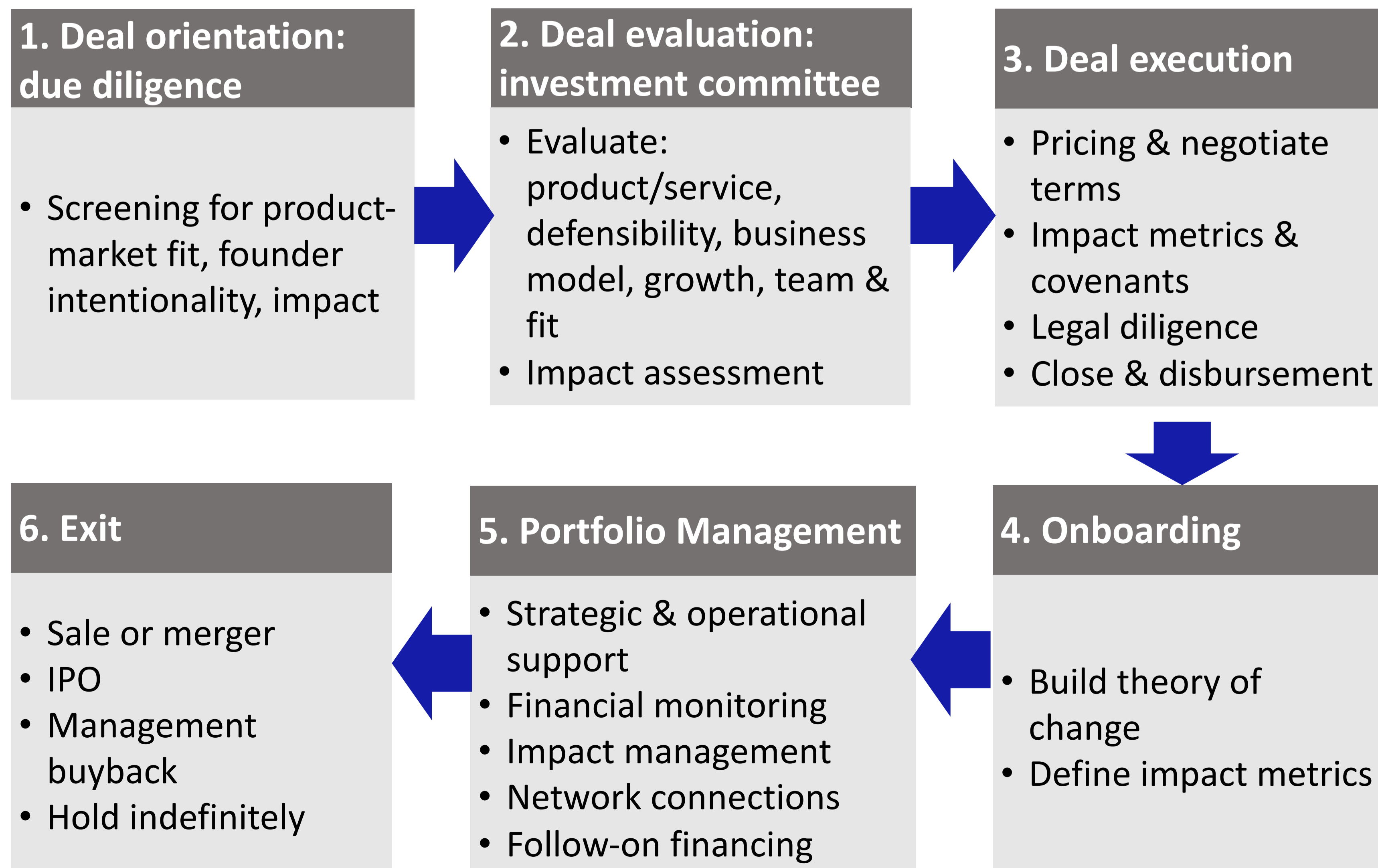


Venture Capital & Entrepreneurship

Stages of Startups: Pre-Seed → Seed (~\$3.6M) → Series A (~\$18.7M) → Series B (~\$40M) → Series C (~\$59M)

Types of Investment Vehicles: Debt, equity, convertible notes, SAFEs⁽³⁾

Investment Lifecycle



Key Projects/Contributions

1. Impact Measurement and Management (IMM)

G&W's IMM Framework:

1. Clarify & evaluate intended impact – IMP's 5 dimensions
2. Develop Theory of Change
3. Identify Impact metrics
4. Monitor & learn
5. Adjust practices & set targets

Assess Impact: IMP⁽⁴⁾

- What
- Who
- Risk
- How much: scale, depth, duration
- Contribution: additionality, use of synthetic counterfactuals

ESG Assessment

- current areas (Governance, Employee rights and benefits, Diversity, Environment)

- Current ESG assessments do not consider the stage and size of companies when assessing ESG performance
- Developed a more robust & applicable ESG maturation tool
- Supported data management, aggregated portfolio metrics

ESG Maturation Tool:

- Portfolio is divided based on revenues: **Early (<\$1M), Early-Medium (\$1-5M), Medium (\$5-10M), Late (\$10M+)**
- Priority ESG topic areas were selected for founders to focus on based on the assessment.

Example of some of the topics that were assessed.

Topic	Sub Topic	G&W Assessment
GHG Emissions		Below Expectations
	Carbon footprint	Above Expectations
Sources of Environmental Impact	Environmental impact of the business	Meeting Expectations
	Environmental impact of facilities	Meeting Expectations
Circular Economy	Waste during production	Below Expectations
	Production waste reduction	Meeting Expectations
	Sustainable packaging	Meeting Expectations

2. Investments and Deal Team

- Supported due diligence on potential impact investments (Reviewing data rooms, external research, etc.)
- Met with founders & reviewed the pitch decks

3. Community of Founders

- G&W aims to build a community for founders to feel a sense of belonging & supported throughout their journey.
- Drafted a proposal for the development of a community of founders based on research

Key Learnings

Large potential for impact investing	<ul style="list-style-type: none"> • In 2022, the RIA estimated the size of the Canadian impact investing market as CAD 14 B⁽²⁾ • More awareness & education (ex. universities, industry professionals) is required to learn about the impact space 	Value of community & relationship building	<ul style="list-style-type: none"> • Successful businesses are often a result of genuine, sustainable relationships that foster trust & belonging • Relationship building begins with your authentic self & generosity
Impact vs. sustainability	<ul style="list-style-type: none"> • Varied definitions for sustainability & impact • Impact appears to be one step further & deeper than sustainability 	Impact looks different for everyone	<ul style="list-style-type: none"> • Impact measurement is a growing space • Very difficult to measure social impact • Needs to be a balance between having standardized metrics & metrics that are useful for the founders to align with their strategy

Summer Highlights

Events: <ul style="list-style-type: none"> • Social Finance Forum • TMZ Black Innovation Summit 		G&W Internship Program: <ul style="list-style-type: none"> • leadership retreat • professional development • socials 	
--	--	--	--