

# FOUNDAMENTA#10

## Impact Makers for the Future

**Deadline July 12, 2020**

**Apply at:**

**[socialfare.org/application-foundamenta10](https://socialfare.org/application-foundamenta10)**



# FOUNDAMENTA#10

## Impact Makers for the Future

SocialFare | **Centre for Social Innovation** launches FOUNDAMENTA#10  
**the Italian** call to accelerate **social impact startups**  
offering new solutions to contemporary societal challenges.

We support the best businesses **with 'future-capacity'**  
helping you develop cutting edge products, services and models by  
offering a unique blend of **expert consultancy** and **equity investment**  
to generate *impact* entrepreneurship.

**Do you want your startup to apply?**  
The slides will show you how to, step by step

# WHO ARE WE LOOKING FOR

We select startups with an intentional, additional, measurable social impact offering innovative solutions to contemporary and societal challenges.

We are looking for teams willing and able to grow along us, triggering **scalable systemic change** while generating a new economy.  
SocialFare's network & team are at the side of your impact business!



1.

## Startups

(existing or in progress)

with a tested prototype or a market product



2.

## Businesses

that excel with a highly innovative  
model/product/service

(Ltd., Cooperatives, Social Enterprises and other legal entities)

# WHAT ARE WE OFFERING

SocialFare is Italy's first Centre for Social Innovation and incubator recognized and certified by the Ministry of Economic development (**MISE**).

Our acceleration program FONDAMENTA **focuses on social impact startups and businesses.**



## 4 Months of intense acceleration

A full-time on and offline program at Rinascenti Sociali, Turin



## Up to 100K€ in seed funding

in exchange for an equity percentage up to 15%



## A dedicated acceleration team

Design, business planning, investment readiness and social impact assessment experts



## A network of 50+ mentors and investors

Access to our prestigious network of impact investors, mentors and advisors



## Desk in the co-working area and meeting rooms

Access to events taking place in our offices in the centre of Turin



# SOCIALFARE

## SOCIAL IMPACT ACCELERATION PROGRAM

Our multidisciplinary team blends *lean startup*, *design thinking* and systemic design benefiting from the experience built up in the past 9 editions of the FONDAMENTA program, working in close contact with startups, fostering their growth , helping them to attract investments.



### Product Service Co-design

Our systemic design approach and design thinking in analyzing and developing social impact products, services and models for the market



### Business modeling & impact assessment

We work with each startup's team to structure business strategies, modeling & development. We identify and measure social impact indicators.



### Networking for scalability

We develop and share context and specific networks to boost the growth of the startups and businesses in our acceleration program



### Investment readiness

We prepare startups and businesses to interact with investors and develop relations to attract potential investors

# PROGRAM STEPPING-STONES

## 2. Business Modeling

- Benchmark & competitors
- Target identification
- Product/user/market fit

## 3. Service Design

- Research
- User Journey
- Prototyping & testing
- Implementation

## 1. Setup

- Establishing the company
- Team: skills & roles
- Budget with SFS investment
- Objectives and timeline

## 4. Growth Strategy

- Market analysis
- Financial Modeling
- KPI & metrics
- Marketing & Branding

## 5. Impact Assessment

- Value chain
- Impact indicators

## 6. Investment readiness & scaling

- Fundraising strategies
- Networking for scalability
- Social Impact Investor Day

**Systemic change**



# IMPACT AREAS

We select startups and businesses with intentional social impact & innovative solutions to contemporary and emerging societal challenges:



## Future welfare

Seeking products and services able to develop new models and solutions for treatment & care, inclusion, accommodation, sharing, mobility and work.



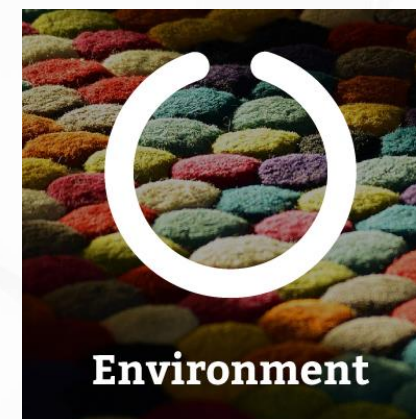
## Inclusive technologies

Seeking new products and services able to offer technological solutions addressing current challenges in terms of comprehensive sustainability, that is including economic, social and environmental sustainability.



## Widespread healthcare

Seeking new models and solutions to present day challenges in healthcare, prevention, diagnosis, treatment, as well as individual and community behavioural changes.



## Environment protection

Seeking new products, services, models and solutions to respond to the pressing environmental challenges arising in metropolitan systems, in consumer good manufacturing, food and processing.



## New Knowledge

Seeking new models and solutions to the new challenges surfacing in current learning context, access to education, content digitalization and development of new training & education paths.



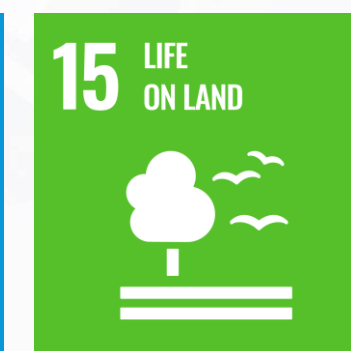
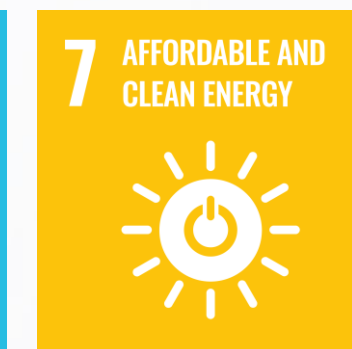
## Shared Heritage

Seeking new models and innovative solutions to regenerate hidden widespread and/or unappreciated tangible and intangible cultural heritage in our society.



# IMPACT AREAS

We select startups and businesses with intentional social impact & innovative solutions to contemporary and emerging societal challenges as also defined by the UN Sustainable Development Goals – 2030 Agenda





# READY TO INVEST IN YOUR *IMPACT STARTUP*



## **SocialFare Seed invests up to € 500,000 a year in social impact startups accelerated by SocialFare**

SocialFare Seed is a private investment fund that supports startups and businesses accelerated by SocialFare.

If eligible, each startup/business can receive a **seed fund of up to 100K€** - 20% of which to be paid to SocialFare for acceleration services – in exchange for a percentage of equity of up to **15%**, according to the valuation of the company

The investment is paid in cash at the beginning of at the beginning of the programme.

**For further details see T&C of investment:** <http://socialfare.org/come-investiamo>

**SOCIALFARE SEED SHAREHOLDERS: FINDE**



Fondazione  
Compagnia  
di San Paolo



FONDAZIONE CRC



Fondazione Magnetto





# OUR PORTFOLIO

790K€ invested by SocialFare Seed



Public Administration  
Transparency



Women's safety



Culture & art



Ethicjobs

Quality of work



JORDAN

Ethical fashion



Cultural heritage



Services to families



restorative  
neurotechnologies

Healthcare



Edtech



Co-housing



Inclusive gaming



**SIMPLIFAI**TED  
Il tuo risparmio. Il tuo tempo. I tuoi diritti.

Welfare



Healthcare



# WE INVEST IN ACCELERATED BUSINESSES

Startups selected by SocialFare for acceleration will be awarded a seed fund of up to 100K€ in cash, 20% of which to be paid to SocialFare for acceleration services, in exchange for a percentage in exchange for 15% equity. The investment will be performed by SocialFare Seed S.r.l.



**SocialFare Seed is a private company established by impact investors** such as the FINDE (Ltd partnership) Family Office, bank foundations such as the Compagnia di San Paolo, the Cassa di Risparmio di Cuneo Foundation and the Mario ed Anna Magnetto Foundation as well as *business angels*. SocialFare is also a partner and promotes a systemic model to establish and develop new social entrepreneurship. It is the one and only of its kind in Italy and is extremely innovative.

## Convertible funding

**The investment will be made as a convertible, that is a non interest-bearing convertible in the startup's equity.** A convertible is a finance instrument used in the early stages of a startup given it is a cheap, swift means to gather funds without having to formally add a new equity partner at the start given the costs this entails. The conversion into equity **by SocialFare Seed** will take place in the event of a good performance of the startup or alternatively if it raises capital from investors in the three years following the signing of the contract.

## Resource transfer

**Resource transfer will take place in two steps: before the beginning of the acceleration program and on achieving shared objectives.**

## Contract

**There is a standard contract for all start ups a draft of which will be sent to the project/business team before** Selection Day, so they may view it. In the event of them being selected and joining the acceleration program the startup undertakes to accept and sign the relevant seed funding agreement/contract.

## Type of company

If your *business ideas* is selected you undertake to establish the company within two months from selection, and to register with the Company Register (**Registro delle Imprese**).

## Total investment and equity share

**SocialFare Seed retains the right vary the exact amount of the investment and the percentage of the equity; the team will be informed of any decision in this regard at the same time as their admission** to the acceleration program.



# FOUNDAMENTA#10

## NEW PARTNERS On BOARD



**Invitalia**, is the National Agency for Inward Investment, and SocialFare's institutional partner: it **advises** our startups **on available funding and measures** and **follows them in their applications** for easy terms as well as pointing them to networking tools and opportunities for the growth of innovative businesses.



**UBI Banca** selects a startup among the ones that are part of each FOUNDAMENTA program and that are benefiting from a SocialFare Seed fund: the company must be non profit and must have a registered office in the bank's 'Macro Area Territoriale Nord Ovest' (Italy North-Western Area). This startup will be offered a **zero rate fund** and a free (no fee) 'UBI Comunità' current account for three years.



**Engie Eps**, is SocialFare's technology partner for **Environmental Sustainability**: they work alongside our startups **advising and mentoring** them developing business solutions in sustainable energy, energy storage, green mobility or the like.



# OUR IMPACT CONVERGENCE NETWORK



Rinascimenti Sociali

Founder



Partner di rete:



Partner tecnologico



Partner internazionali



Venture partner



Con il sostegno della



Fondazione  
Compagnia  
di San Paolo



# WHERE ARE WE



Rinascimenti  
Sociali

Via Maria Vittoria 38, Turin  
[www.rinascimentsociali.org](http://www.rinascimentsociali.org)

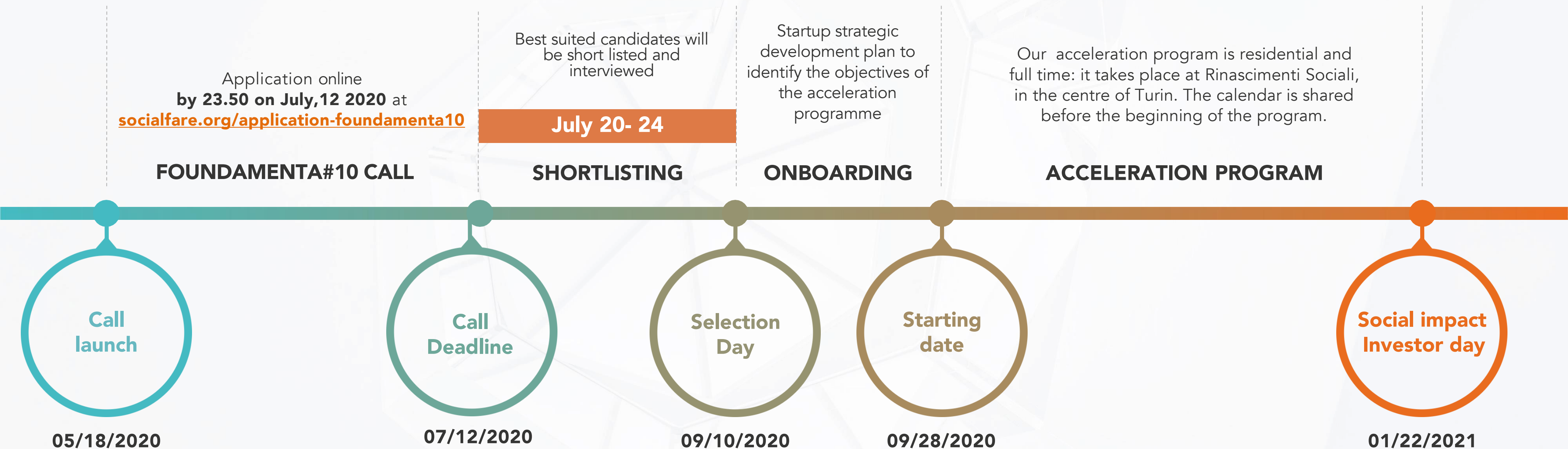
Since 2015 SocialFare has been promoting an innovation and convergence model through **Rinascimenti Sociali (Social Renaissance)**, a place and convergence network to accelerate social impact knowledge and entrepreneurship in Italy. It is based in Turin, a socially oriented city by choice, now Italy's point of reference for Social Innovation and startups.

Throughout the program, business and startup teams in acceleration will have a desk in the co-working area, and meeting rooms if required. .

Stay tuned



# PROGRAM AND SELECTION TIMELINE





# HOW TO APPLY

Applications by 23:59 of July 12, 2020 at :

[socialfare.org/application-foundamenta10/](https://socialfare.org/application-foundamenta10/)

## Contacts and Information

FOUNDAMENTA call is organized by

**SocialFare | Centre for Social Innovation**

Office Via Maria Vittoria 38, 10123 Torino, Italy | Registered Headquarters Via Manzoni 15, 10122 Torino, Italy | Phone: + 39 393.1718264



[www.socialfare.org/en/foundamenta](https://www.socialfare.org/en/foundamenta) | Info: [fondamenta@socialfare.org](mailto:fondamenta@socialfare.org)