



PLANET FOUNDAMENTALS

Social Impact Startups
for a Sustainable Future

 **SocialFare**
Centro per l'Innovazione Sociale



launches

PLANET FUNDAMENTALS

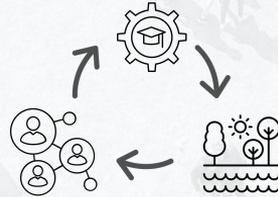
the Italian call to accelerate impact startups
offering innovative solutions to contemporary societal challenges
for a more sustainable future

PLANET FUNDAMENTALS

Social Impact Startups for a Sustainable Future

Which are the fundamental societal challenges we must face for building a sustainable future?

Relations | **Knowledge** | **Environment**



We look at the human community's future aiming at a higher and more widespread standard of wellness of society and planet.

PLANET FUNDAMENTALS

Social Impact Startups for a Sustainable Future

We imagine a **360° sustainability model**,
capable of combining societal, economic and environmental necessities
with the goal of **overcoming inequalities** and **protecting ecosystem balance**.



Does your startup have a solution that can contribute to the challenge of integrated sustainability?

Find out **PLANET FUNDAMENTALS!**

WHY APPLY?



SocialFare is the first Center for Social Innovation in Italy, founded in Turin in 2013. We are an **incubator certified by the Italian Ministry of Economical Development**.



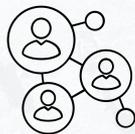
From 2016 to today we have launched and implemented **12 'FOUNDAMENTA' acceleration programs** through which we have accompanied **66 social impact startups** which, overall, have collected over **€ 15M of funding** by now.



Thanks to the expertise of our multidisciplinary team and a prestigious network of mentors, advisors and impact investors, we offer **a unique program of expert advice** and **equity investment** for the generation of impact entrepreneurship

WHAT CHALLENGES FOR A SUSTAINABLE FUTURE?

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



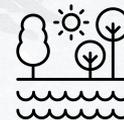
Relations

Actions aiming at integration and inclusion, equity in the labor market, closing the gender gap, promoting equitable distribution of wealth, fighting social inequality, accessibility to prevention, diagnosis and treatment services, active aging



Knowledge

Actions aiming at protecting and enhancing the cultural, historical and artistic heritage, accessing to education and knowledge, reducing digital divide, promoting responsible and sustainable tourism.



Environment

Actions aiming at combating climate change, protection of the planet's resources, water and soil, renewable energy, biodiversity, development of eco-sustainable production systems, promotion of responsible consumption practices, development of sustainable urban models

Sustainable Development Goals (SDGs)

The challenges relating to the areas of Relations, Knowledge and the Environment emerge clearly also among the priorities defined by the Sustainable Development Goals of the UN 2030 Agenda:



WHO WE ARE LOOKING FOR

We select startups with an **intentional, additional, measurable social impact**.

We are looking for teams willing and able to grow along us, triggering scalable systemic change while generating a new economy. SocialFare's network and team walk alongside of your impact startup!



Startups

existing or in progress,
with a tested prototype
or a market product



BUSINESSES

that excel with a highly innovative
model / product / service

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

WHAT WE ARE 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 focuses on social impact startups and businesses.



**4 Months of
intense
acceleration**

A full-time online and
offline program at
Rinascimenti 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 advisor



**Desk in the
coworking area and
meeting rooms**

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

Social Impact Acceleration by SocialFare

Our multidisciplinary team blends lean startup, design thinking and systemic design benefiting from the experience built up in the past 12 editions of the FUNDAMENTA 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

1. Setup

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

3. Service Design

- Research
- User Journey
- Prototyping & testing
- Implementation

4. Growth Strategy

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

5. Impact Assessment

- Value chain
- Impact indicators

**Systemic
change**

6. Investment readiness & scaling

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

READY TO INVEST IN YOUR IMPACT STARTUP!



**SocialFare Seed invests up to € 100,000
in each social impact startup 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€ (15% 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 of at the beginning of the program.

I SOCI DI SOCIALFARE SEED:

The logo for FINDE consists of the word "FINDE" in a bold, black, serif font, enclosed within a thin black rectangular border.



READY TO INVEST IN YOUR IMPACT STARTUP!

Startups selected by SocialFare for acceleration will be awarded a seed fund of up to €100K in cash (15% of which to be paid to SocialFare for acceleration services) in exchange for a percentage of equity up to 15%.

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 startups a draft of which will be sent to the project/business team before the 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 to vary the exact amount of the investment and the percentage of the equity; these clauses are negotiated with the team upon admission to the acceleration program.

OUR PORTFOLIO

1,2M€ SocialFare Seed Investments



Trasparenza
dei dati



Sicurezza
delle donne



Welfare



Arte e cultura



JORDAN

Ethical fashion



Patrimonio
culturale



Welfare



restorative
neurotechnologies

Riabilitazione
sostenibile



Edtech



Co-housing



Gaming inclusivo



Accessibilità ai
servizi pubblici



Psicoterapia
a distanza



Welfare



Turismo
sostenibile



Health tech

PARTNERS



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 application for easy terms as well as pointing them to networking tools and opportunities for the growth of innovative businesses.



NHOA, SocialFare's technological partner for the Environmental Sustainability sector, works alongside our startups advising and mentoring them developing business solutions in sustainable energy, energy storage, green mobility or related areas.

OUR MENTORS & ADVISORS

In its accompanying and entrepreneurial acceleration programs
SocialFare collaborates with a prestigious network of external professionals, including:



Filippo Barbera



Mario Botta Micca



Carlo Alberto Danna



Emilio De Lazzari



Federica Falomi



Corrado Ferretti



Sara Galvangna



Eleonora Gargiulo



Igor Calcio Gaudino



Nadia Lambiase



Federico Maggiora



Marco Montrucchio



Claudio Naviglia



Domenico Nesci



Antonella Parigi



Gianguido Passoni



Pietro Puglisi



Alberto Robiati



Christian Zegna

OUR NETWORK

 Rinascimenti Sociali

FOUNDER

 **SocialFare**
Centro per l'Innovazione Sociale

PARTNER DI RETE



PARTNER TECNOLOGICO



PARTNER INTERNAZIONALI

 **ITC**
International Training Centre

 **SIE** Social Innovation Europe

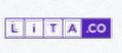
VENTURE PARTNER

 **Oltre**

 **CLUB degli INVESTITORI**

 **MAMACROWD**

 **GENERA**
CRESCERE IN PARTNER

 **LITA.CO**

 **SocialFare seed**

CON IL SOSTEGNO DELLA



Fondazione
Compagnia
di San Paolo

 **SocialFare**
Centro per l'Innovazione Sociale



WHERE ARE WE

Via Maria Vittoria 38, Torino - ITALY



Rinascimenti
Sociali

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.

PROGRAM AND SELECTION TIMELINE

Application online
by 23.50 on the 30th of June at
socialfare.org/application-planet-foundamentals

PLANET FOUNDAMENTALS CALL

Best suited candidates will
be short listed and
interviewed

24 JAN - 11 FEB 2022

SHORTLISTING

Startup strategic
development plan to
identify the objectives
of the acceleration
program

ONBOARDING

Our acceleration program is residential and
full time: it takes place online and offline at
Rinascimenti Sociali, in the centre of Turin.
The calendar is shared before the
beginning of the program

ACCELERATION PROGRAM

Call
launch

17 Nov
2021

Call
deadline

10 Jan
2022

Selection
Day

3 March
2022

Starting
date

4 April
2022

Social impact
Investor day

15 Sept
2022

HOW TO APPLY

Applications by 23:59 of January 10, 2022 at :
socialfare.org/application-planet-fundamentals

Info

FOUNDAMENTA call is organized by
SocialFare | Center for Social Innovation

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Registered Headquarters: Via Manzoni 15, 10122 Torino, Italia | Tel: 393.1718264

www.socialfare.org/en/planet-fundamentals | Info: fundamenta@socialfare.org