

# BIPOC Entrepreneurship Impact Framework

 UpMetrics



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# Impact Framework Summary



## Who are we serving

The people that you serve and are helping.

**01** Work with BIPOC entrepreneurs

5 KIIs



## What are we delivering and how much

The programs or services you are delivering for the people you serve.

**01** Empower BIPOC entrepreneurs with resources & coaching services to be successful

5 KIIs

**02** Create a network of trusted professionals

2 KIIs



## What is the quality of our delivery

How you ensure what you are delivering is quality and that your team is executing at a high level.

**01** Provide high quality services to the fellows

6 KIIs



## Are those we serve better off

How the people you serve are better due to the quality services you provided.

**01** Increase access to more capital

2 KIIs

**02** Improve the ventures of our Fellows

1 KII

# Impact Framework Summary



## Community Contribution

Impact is a collective effort. There are two types of community contribution, direct and indirect. Direct contribution is an extension of your better off KIs. Indirect contribution is often tied to your vision statement. Your defined target community should take geography and demographics into consideration.

**01** Close the racial wealth gap

**3** KIs

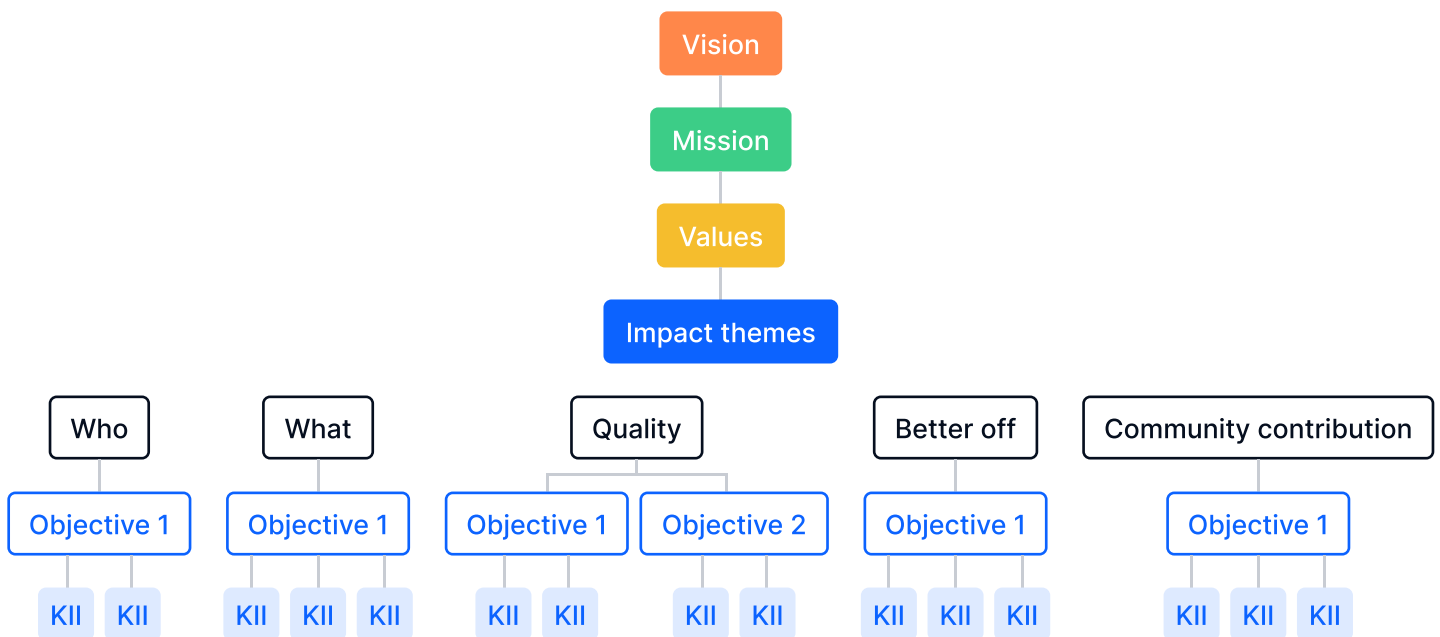
# What is the Impact Framework?

An Impact Framework is a structured approach that helps mission-driven organizations define and operationalize their impact - allowing teams to identify, measure, and communicate their social or environmental impact.

## Why is this important?

UpMetrics' impact measurement and management platform helps purpose-driven organizations maximize positive social outcomes by making it easy to collect and use data to measure, improve, and report on impact - then share their story with the world. This structure is valuable in creating a data-driven story of impact and tying quantitative measures to how your organization is driving towards the success of your vision.

Find out more about the framework including what terms like dimensions, objectives and KIIs are at [UpMetrics.com](https://UpMetrics.com)



# Vision

Increase access to opportunity for entrepreneurs of color by investing in their ventures and leadership while advocating for fairness in their funding.

# Mission

By seeking solutions in the genius of undervalued entrepreneurs, our vision is to create livable communities and wealth for future generations to inherit.

# Values

Innovation

Equality

Curiosity

# Themes

BIPOC Entrepreneurship



# Who are we serving

## Objective 1

### Work with BIPOC entrepreneurs

- # fellow participants
- # of Black fellows
- # of Indigenous fellows
- # of People of color fellows
- # of fellow participants age 30 or younger
- % of businesses in impact industries
- # of fellow participants in zip code 94110



# What are we delivering and how much

## Objective 1

**Empower BIPOC entrepreneurs with resources & coaching services to be successful**

- Total # of 1 on 1 working sessions / meetings attended per fellow per year
- Total # of group working sessions / meetings attended per fellow per year
- # of curriculum downloads per year
- # of matches (coach to fellow) per year
- # of times coach and fellow engaged by type (online meetings, in person meetings)

## Objective 2

**Create a network of trusted professionals**

- % of fellow alumni that have come back to present at sessions during the year (year over year)
- # of fellow alumni that have come back to serve as a coach (year over year)





# What is the quality of our delivery

## Objective 1

### Provide high quality services to the fellows

- % Retention rate of coaches (year over year)
- Average satisfaction score of all fellows of the program: On a scale of 1-10, did the program help you to make progress toward your goals?
- % of fellow alumni that have donated to the program
- Coach to fellow ratio
- % of applicants who were sourced through fellow applicants
- Average satisfaction score: Did the program help you to grow your network with trusted professionals?



# Are those we serve better off

## Objective 1

### Increase access to more capital

- Average amount of new funding raised within 12 months after completion of the program
- Total new funding raised within 12 months after completion of the program

## Objective 2

### Improve the ventures of our Fellows

- % of Fellows that show growth or mastery across core competency areas by the end of the fellowship



# Community Contribution

## Objective 1

### Close the racial wealth gap

- % venture capital in U.S going to BIPOC-led organizations
- % increase in U.S-based BIPOC household income (year over year)
- % increase in U.S-based BIPOC employment rate (year over year)