



Camelback Ventures

Impact Framework



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Impact Framework Summary



Who are we serving

The people that you serve and are helping.

- 01 Work with BIPOC, women, and non-binary entrepreneurs

3 KIlls



What are we delivering and how much

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

- 01 Empower BIPOC, women, and non-binary entrepreneurs with resources & services

6 KIlls



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 BIPOC, women, and non-binary entrepreneurs value and quality services

7 KIlls



Are those we serve better off

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

- 01 Improve the ventures of our Fellows

7 KIlls

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** Improve access and equity for underrepresented entrepreneurs across the US

2 KIs

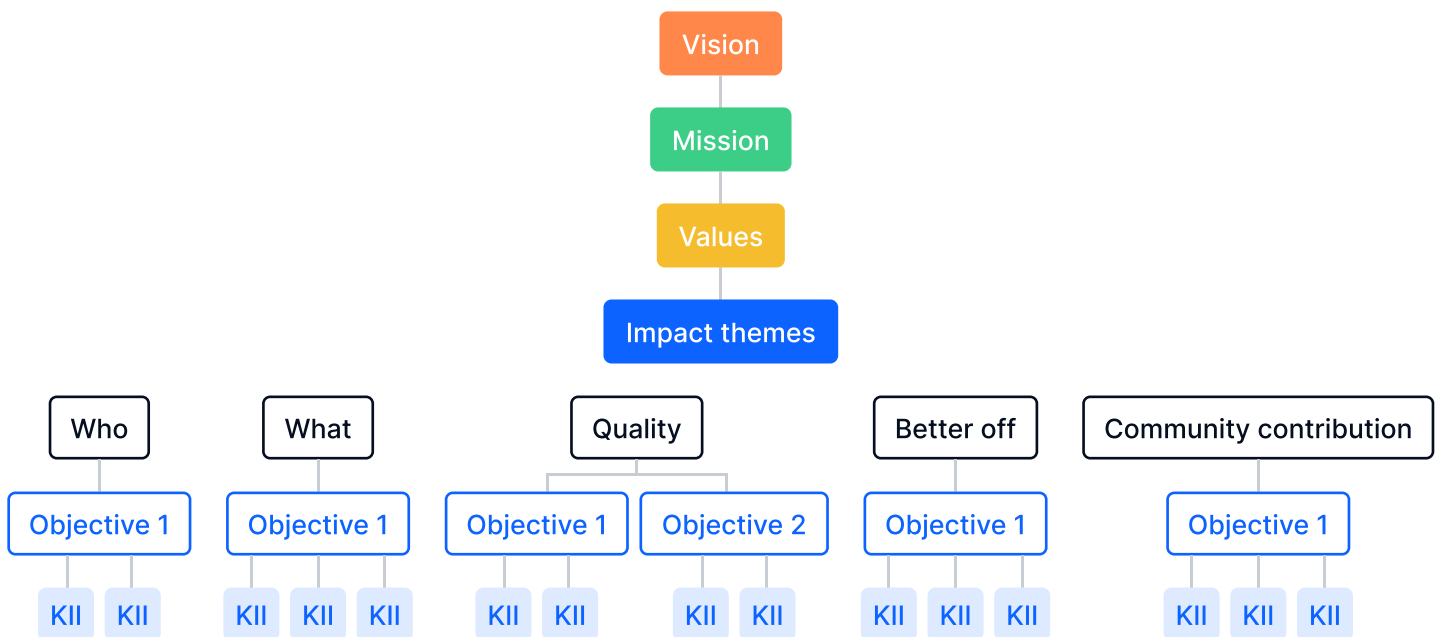
What is the Impact Framework?

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



Vision

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

Mission

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

Values

Belief in our mission and vision

Unafraid of failure

We're constant learners

Humble and hungry

Give first

Themes

Entrepreneurship



Who are we serving

Objective 1

Work with BIPOC, women, and non-binary entrepreneurs

- # of BIPOC, women, and non-binary fellowship applicants
- # of BIPOC, women, and non-binary entrepreneurs fellows
- # of engaged Fellowship Alumni



What are we delivering and how much

Objective 1

Empower BIPOC, women, and non-binary entrepreneurs with resources & services

- \$s granted to entrepreneurs
- # of Virtual sessions attended by Fellows via Zoom to receive curriculum/instruction and collaborate with cohort
- Average number of hours utilized per Fellow with up to 10 hours of consulting services from vetted, values-aligned experts on topics such as fundraising, board development, etc
- % of Fellows that have attended a Cohort gathering in-person to receive curriculum support and interact with other Fellows and CBV Staff
- % of Fellows with an executive coach and CBV Fellowship team lead to work on venture/individual development goals
- # of ongoing community connections and support opportunities for Alumni



What is the quality of our delivery

Objective 1

Provide BIPOC, women, and non-binary entrepreneurs value and quality services

- % of applicants who felt the application process allowed them to fully showcase who they are
- % of Fellows that utilize services who rate the partnership as beneficial to their venture or to themselves individually
- NPS for applicants
- NPS for alumni
- % of applicants that enjoy the sessions and find the content relevant and valuable to their ventures and to them individually
- % of Fellows that agree capital investment helped to launch, prove, or grow their business
- NPS for Fellows



Are those we serve better off

Objective 1

Improve the ventures of our Fellows

- % of applicants who feel the application process helped them take away valuable feedback for their venture
- Total \$s in follow-on funding from investment and grants across all Fellows
- % of Fellow ventures outperforming peer companies in business survivability, follow-on funding, and/or impact beneficiaries
- % of Fellows that show growth or mastery across core competency areas by the end of Fellowship
- % of Fellows meet acceleration outcomes across revenue, individuals served, staffing, and/or operations
- % of Fellows reporting a livable wage
- % of Fellows reporting a livable wage for their employees



Community Contribution

Objective 1

Improve access and equity for underrepresented entrepreneurs across the US

- Jobs created in communities