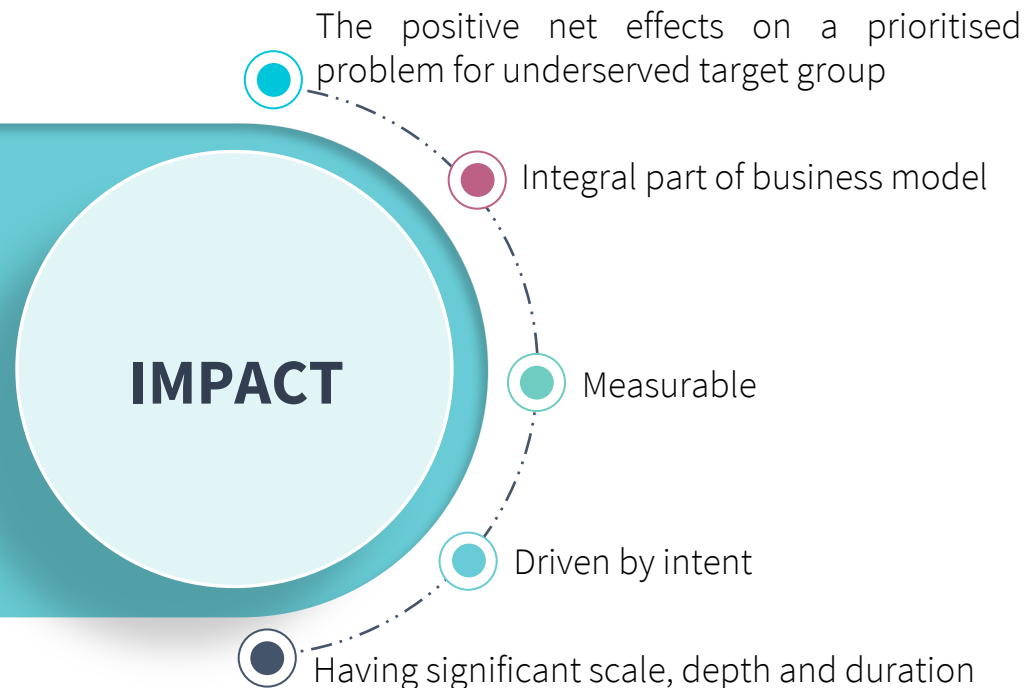# Initial Impact Assessment

# Impact definition

**Simpact invests in startups with social impact which needs to be defined & measurable. We are looking for a clear linkage between financial and impact performance.**

The positive net effects on a prioritised problem for underserved target group

Integral part of business model

**IMPACT**

Measurable

Driven by intent

Having significant scale, depth and duration

# Ways of delivering social impact

Social impact can be achieved in several ways, for example:

**A**

**Services or goods which generate a social impact**

Company provides services or goods addressed to people in situation of social exclusion, disadvantage, marginalisation, or that are vulnerable (for example migrants integration),

Or

Company provides services or goods directed at society at large having a pre-emptive purpose that aims at reducing the possibility of the appeerence of damage in the future (for instant in the field of disease prevention, life-long learning, sustainable development)

**B**

**Methods of production that embody the social impact**

Main purpose of the company is to provide people that are in the situation of exclusion, disadvantage, marginalization or that are vulnerable with a job or integrate tchem in any form in the labour force.

# Your Initial Impact Thesis

*Please fill the FORM:*

*https://simpact.vc/iia-form*

*REMEMBER:*
*It's initial assesment that has to show Your attitude and focus on impact. It doeas not have to be perfect nor very detailed. It will be a cornerstone for our common work on Your Impact Thesis needed for our investment.*

*EXAMPLE*
*On next slides You will find a brief example of Initial Impact Assesment – to show You what we are expecting on the first steps.*

# Challenge

## Description of the social challenge

What is the pressing challenge in the society you want to solve? Identify its causes. Please provide statistics and data with references to support your statements.

# Example

*Cyberbullying is a form of harassment in digital communication mediums, such as text messages, internet forums, chat rooms, and social media. As opposed to real-life bullying, online bullying takes advantage of the anonymity of the internet, as well as the possibility to quickly spread rumours, gossip, photos, or (mis)information to large groups of people. Victims of abusive online behaviour are subjected to anything from threats, humiliation, impersonation, hate speech, stalking, sexual harassment, and discrimination based on religion, race, or sexual identity etc.*

*In 2019, more than every second internet user (56%) experienced any cyber-crime globally.[1] The most common platform for cyberbullying worldwide is the social media. However, the COVID-19 lockdown also boosted user engagement in video games and e-sports[2], where L1ght measured a 40% increase in toxicity on popular gaming platforms such as Discord7. Albeit 74% of gamers have experienced some form of harassment in online multiplayer games (including offensive names, sexism, and other forms of harassment), only fewer than half of the players reports toxicity through ingame tools[3], increasing the importance of autonomic moderation and counter speech.*

*Among teenagers, this phenomenon is even more pronounced. Worldwide, nearly 1 in 5 parents say their child was cyberbullied[4], while only 11% of children inform parents about the incidents of cyberbullying[5]. As of April 2019, the cyberbullying victimization rate among middle and high school students was all-time high in the U.S. (36.5%)1, while in Poland 52% of Internet users between the ages of 12 and 17 experienced verbal abuse (including name-calling - 47%; ridicule and humiliation - 21%; and bullying & blackmail - 16%).[6]*

*During the pandemic, there were significant increases in cyberbullying attitudes, as the internet became the main bullying territory. According to L1ght's 2020 Report[7], hate speech between kids and teens online increased 70% in just a few months after schools were closed due to the pandemic, while according to the European Commission's Joint Research Centre[8] 44% of children who had been cyberbullied before lockdown said it happened even more during lockdown.*

*Regarding long-term consequences, cyberbullying has not only psychological/societal, but business related and economic impact at the same time. At a personal level, targets of cyberbullying are at a greater risk than others of both self-harm and suicidal behaviours.[9] Victims experience trauma in a pattern similar to physical crimes, which trauma can generate negative emotional, attitudinal, and behavioural changes . At a societal level, where it reaches a certain level, online hate speech can translate into offline hate crime on the streets. The short- and long-term effects of hate speech are similar in form to the effects of burglary, domestic violence, assault and robbery. From a business perspective, companies can lose 15-30% of users who experienced harassment . Finally, from economical perspective mental health illnesses cost 600 billion euros across the EU-28 in 2018, which means more than 4% of the total GDP .*

1. Statista (2021): Cyber bullying – Statistics & Facts.
2. WEF (2020): How COVID-19 is taking gaming and esports to the next level.
3. ADL (2020): Free to Play? Hate, Harassment and Positive Social Experience in Online Games 2020.
4. Ipsos Public Affairs (2018): Cyberbullying. A Global Advisory Survey.
5. NCPC: Stop Cyberbullying Before It Starts.
6. Najwyzsza Izba Kontroli (2017): NIK o cyberprzemocy wśród dzieci i młodzieży.
7. L1ght Releases Groundbreaking Report On Corona-Related Hate Speech And Online Toxicity (2020)
8. Lobe, B., Velicu, A., Staksrud, E., Chaudron, S. and Di Gioia, R. (2021): How children (10-18) experienced online risks during the Covid-19 lockdown - Spring 2020, EUR 30584 EN, Publications Office of the European Union, Luxembourg.

# Solution

**Description of the solution that will significantly improve the social challenge**

How are you going to address the social challenge?

What is your innovation?

What is the specific product/service you offer? How does it solve the social challenge?

Who is the end benefiriacy (currently underserved or disadvantage group)?

# Example

*At Example Inc., the Team applies neuro-symbolic artificial intelligence to prevent harm in the cyberspace, and to create cyber-safety through autonomous cyber-violence intervention. Most people are targeted on websites and apps that have lower entry barriers, little regulation, and various means of direct communication , therefore Example's three main target groups are 1) Games & Gaming Communities, 2) Online Learning Environments, 3) Communication & Collaboration Platforms. The SaaS ("software as a service") solution is designed to integrate easily with any system on the internet. Hence, the company's market penetration strategy is to integrate the solution to the most popular web service providers' platforms.*

*Example's first clients includes 1) Medicina, a global heathcare career platform; 2) Koroto, the leader in the CX (customer experience) industry - serving the largest companies from the Fortune 500 list (Visa, USAA, Samsung, Microsoft, HP, AAA, General Motors); and 3) Miron gaming communities. Example was already protecting 2M+ users before the investment. Besides, Example Inc is working to be integrated in school online communication tools (like Bubu for Education, used by 15% of all US schools), and is actively engaged in the new Online Harms Bill ecosystem in the UK, lobbying in front of DCMS and OFCOM for better protection by making platforms responsible for and obliging them to prevent harmful content online. and the obligation to prevent online harm. Example has active partnerships with Loko.io and Minimini.ai and New York Civic Center to amplify Example voice and the new advancements in the field of AI.*

*Example is the first and only company that offers the most advanced and truly autonomous guardian that protects online communities from cyberviolence, sexual predators and abuse. Built on patented Neuro-symbolic AI, Example finds and intervenes in cyberviolence so it protects before the damage is done.*

*With Example, every single online violence phenomenon is built as a separate independent contextual model (third wave AI). This approach allows Example to deliver rich categorization and exceptional precision, which translates into a significant reduction in the number of false alarms, giving Example a competitive edge, and allows it to work with the sensitivity of human moderators. The harmful content is automatically blocked by the system and can be reported to the forum moderator, who can make the final decision regarding the temporary or permanent blocking of the user real time. Summing up, Example's unique selling proposition are:*

*1) Detecting violence with the highest precision & recall;*

*2) Completely autonomous interventions;*

*3) Preventing violence before the damage is done.*

# Impact statement

**One sentance which summarizes your impact goals**

What kind of social impact you are seeking to achieve through your business activity?

What would the world look like if you had succeeded?

## Example

*Example mission I s to deliver Embedded Autonomous Intelligence Protecting Children & Online Communities.*

*We have a vision of a world where children and young people as well as other participants in the digital world are protected from bullying and violence. A world where we eliminate words that hurt and do damage.*

# SDG alignment

**Tag SDGs and their subgoals to which your social impact contributes to.**

## Example

| | |
|---|---|
| 3 GOOD HEALTH AND WELL-BEING | **3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being** |
| 4 QUALITY EDUCATION | **4.a Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all** |
| 16 PEACE, JUSTICE AND STRONG INSTITUTIONS | **16.1 Significantly reduce all forms of violence and related death rates everywhere**<br>**16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children** |

# Impact metrics

**Define 3-5 potential metrics which can measure desired social impact**

What kind of impact data have you been tracking already? What kind of data do you collect which can measure impact you want to achieve?

## Example

*Cyberbullying/personal attacks*

- *Number of instances of cyberbullying detected, harm prevented;*
- *Percentage of decrease of people experiencing cyberbullying/personal attacks online*
- *Number of counter-speech interventions referring to norms and empathy to target those attacking others in a few variants (from empathetic to normative);*
- *Number of victims targeted with a supportive message, educating on potential actions that can be taken (e.g. reporting a user);*
- *Decreased bystander apathy (more interventions conducted by regular community members);*
- *Increased newcomer participation;*
- *Creating a widely-adopted method for measuring the health of the community (NPSlike score);*

*Hate speech/racism*

- *Decreased level of hate speech/racist attitudes (for the group targeted with interventions and for the whole community);*
- *Increased level of engagement in the community, especially among the minorities at risk of being a target of prejudice;*

*Sexual harassment/sexism*

- *Decreased level of sexual harassment and sexism (for the group targeted with interventions and for the whole community);*
- *Increased level of engagement in the community, especially among women;*

*Suicide/self-harm*

- *Number of suicide ideations detected, interventions made;*
- *Number of people connected with human help from e.g. Crisis Textline or Empowering Children Fundation who received help;*

*Threats/shootings*

- *Number of risk signs detected (manifestos, direct threats, etc.), which were directed to school (district) supervisor/person in charge of safety and/or law enforcement.*
- *Number of mass/school shootings/weapon-related violence prevented.*

*Podophile grooming*

- *Number of grooming cases detected and blocked, verified by experts or trust & safety, directed to law enforcement if required.*
- *Number of children saved from harm.*