

# MISSION FRAMEWORK

An approach to analyzing impact investments

**M**  
MARKET

Will the investment unlock an opportunity for a service or product that provides utility to a beneficiary population with the ability to pay?

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**I**  
IMPACT

Is the investee delivering measurable impact to the target segment and can the quality of this impact be maintained and/or improved with scale?

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**S**  
SCALE

Will the opportunity expand the reach of the product or service as a result of both the foundation's investment and the leveraging of traditional investors?

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**S**  
SUSTAINABILITY

Will the investee arrive at a financially sustainable model, thereby increasing the likelihood of the investee's long-term success, through a strong focus on financial and operational metrics?

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**I**  
INCREMENTALITY

Would the opportunity, and related additionality, be realized without the foundation's investment?

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**O**  
ORGANIZATION

Does the investee have the appropriate leadership capacity and commitment to manage the investment and enforce strong corporate governance principles?

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**N**  
NEXT

Are there follow on investment opportunities and is there an acceptable timetable estimated for the repayment of capital and any expected return?