



2019

ANNUAL IMPACT REPORT

Invest locally, collaborate globally

ON-GROUND IMPACT

New jobs in Mexico make healthcare affordable

IPETH is a portfolio company of Adobe Capital, part of the Capria Network.

In Mexico, 11,000,000 people need access to a physiotherapist every day but there are only 10,000 physiotherapists. That means 90% of patients have to go to more expensive nurses and doctors, or go without treatment. The situation is expected to worsen as demand for physiotherapists doubles in the next 5 years.

To solve this problem of lack of quality physiotherapists,

IPETH (Instituto Profesional en Terapias y Humanidades) opened the first university specializing in physiotherapy in all Central America.



Quality education that leads to decent work

Right now, IPETH is training 6,000 students on six campuses across Mexico and Guatemala. They're the leading university specializing in physiotherapy in Mexico. And they're certified by [The International Society of Physical and Rehabilitation Medicine \(ISPRM\)](#), the only university in the world with that distinction.



Many courses are taught by licensed medical doctors (M.D.) and they have a track-record of recruiting the best instructors from Spain, Colombia, Brazil, and Argentina. Eighty percent (80%) of their professors are from outside Mexico and students are trained to global standards. This means IPETH students are certifiable both inside and outside Latin America, including the US, Canada, and Germany.

Caring for disadvantaged communities

On-campus rehabilitation centers provide services to low income populations. Staffed by students, these centers provide care to 1,000 patients a day. And it costs only USD \$2 per session, affordable to low income people. No other university in Latin America does this.

More affordable healthcare

Ninety percent (90%) of IPETH graduates secure jobs. Many others open their own clinics and work for themselves. These entrepreneurial graduates go to work where the demand for affordable care is greatest. Q3 2019 saw an 86.2% increase in new enrolled students. IPETH anticipates over 22,000 graduates by 2028.



ON-GROUND IMPACT

Bringing economic opportunity to the unbanked

Destacame is a portfolio company of Fen Ventures, member of the Capria Network.

In Latin America, ~250 million people don't have access to financial services. Most lack a documented history of payment behavior. And many are saddled by past-due debt to predatory lenders. In Chile, 50% of people have past due debt. In Mexico, it's more like 60%. **So Destacame built a free online platform that's helped 2.5 million people monitor and improve their financial health.**



The platform provides a free credit report and a step-by-step program to help with budgeting for the future, preparing for shocks and long term financial planning. With it, people can create repayment plans, plan for unexpected financial shocks, and take more control of their financial well-being. For low-middle income people, simply knowing what they owe and understanding what they need to do, reduces a lot of unhealthy stress.



And that's in part why Destacame has rapid growth; their user base doubles every 18 months.

With a grant from MetLife Foundation and support from Accion consultants, *Destacame* built a proprietary credit scoring algorithm that evaluates factors across financial, socio-demographic, and behavioural information. The platform also matches consumer credit information to appropriate credit products and solutions for customers to repay their past due debt.

A bank for the low-income population

Banks typically avoid the low-middle income market segment because the costs and risks seem too high. But now Destacame provides them qualified prospects. This lowers origination costs, decreases risk, and helps banks see this market segment as untapped opportunity.

Helping banks serve the unbanked is how Destacame creates economic opportunities for people who have been marginalized. And Destacame doesn't plan to stop there. Through Q2, they plan to launch a debit card and start extending retail loans from their balance sheet. It's all part of Destacame's vision to broaden their impact by becoming "the bank to the unbanked". And they plan to reach 6MM customers by 2021.



FUND IMPACT THESIS

Engineering an investment engine in India with impact “baked-in”

India is a seedbed of impact opportunities with solid prospects for financial return. This is where Unitus Ventures pioneered a system to optimize impact funding. Across the Capria Network this is the framework for managing fund impact, monitoring performance, and screening prospective investments.

So how does Unitus Ventures do it? Each investment is chosen because of its potential to impact at least 100,000 BoP (base of the economic pyramid) families, and/or directly



employ up to 1,000 BoP individuals across India in 5 years. To Unitus Ventures, the most positive impact is creating value for the low-middle income population (less than INR 200,000 or USD 3,000 per year) at different points in the supply

chain. That means creating affordable products and services that meet customers’ core needs with a self-sustaining business model.



Decoding the DNA of impact funding

Unitus Ventures was one of the first early-stage venture capital fund managers to embed best practices for impact measurement and management into their investment process, from screening to exit. So what does that look like?

Intention drives investment screening. Is impact embedded into the business model? Do the founders have impact baked into their DNA? At the same time, each investment undergoes a quantitative assessment of impact using the Impact Management Project's framework, the IRIS+ (the generally accepted impact accounting system), and IFC's guidelines to evaluate ESG risks.

Managing for impact in the portfolio

Being part of the Unitus Ventures portfolio means each of these companies identifies impact metrics that align with the business' operations. They measure and report semi-annual impact results that align with industry-standard IRIS metrics and the UN Sustainable Development Goals (SDGs). These metrics are reviewed by the team along with other business KPIs with CEOs during 1:1 discussions and board meetings.

For every dollar invested by Unitus, its portfolio companies have raised \$4.6 dollars of follow-on debt and equity funding from marquee VCs and foundations. Unitus Ventures' system creates solid financial returns and scalable impact that attracts well-capitalized follow-on investors. And it brings much needed funding to top-notch entrepreneurs otherwise caught in the missing middle of the capital markets.



WAREHOUSE ON-GROUND IMPACT

Making carbon neutral a reality in the Middle East

ReEngen is a portfolio company of Ida Capital, member of the Capria Network.

Just 100 companies are responsible for 71% of the world's greenhouse gas emissions. But a big challenge to becoming carbon neutral is data, especially for global enterprises and municipalities. Systems that manage energy production and consumption often don't share data.



So **ReEngen** developed a platform that both aggregates data across multiple systems and uses it to operate them more efficiently. With artificial intelligence (AI), its platform improves industrial production, renewable energy generation, heating, ventilation and air conditioning by turning data into actionable intelligence. This all helps reduce their carbon footprint.



Istanbul and Gaziantep, the two largest municipalities in Turkey, rely on ReEngen to manage power plants and create accurate utility bills. Retailers like IKEA and Zara and banks like BNP Paribas and BBVA have used ReEngen's platform to remotely control heating, ventilation, and air-conditioning (HVAC) systems at over 3,000 stores, resulting in a 10% reduction in water and energy consumption.impact, invested in Home Agent in partnership with Capria.

By installing remote sensors at industrial production facilities, ReEngen built an internet-of-things (IoT) network that improves operational efficiency. And this same platform helps a Fortune 500 company comply with ISO 50001, a global standard designed to help companies reduce greenhouse gas production.

It's like Google Analytics for energy management created by a team of founders that worked for Siemens, IBM, and Mitsubishi. And their real-time algorithms have helped customers eliminate excess operational man-hours, detect abnormalities, reduce energy costs, and lower energy consumption by up to 20%

Altogether, ReEngen monitors over 300,000 data-points across 7,000 facilities for 100 enterprise customers in five countries, Turkey, Spain, United Kingdom, Saudi Arabia, and UAE. And they have reduced CO2 output by 3270.2 Tonnes since 2016. ReEngen is a portfolio company of Ida Capital.



FOR MORE INFORMATION:

Please contact us at impact@capria.vc with any comments or questions about this report.

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