



IMPACT FOR BREAKFAST

“The meaningful morning exchange”



impactforbreakfast.com

LONDON

GENEVA

ZURICH

NEW YORK

MANILA

YEREVAN

OSLO

PHILADELPHIA

and more...



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The **Impact for Breakfast Club** is an informal network of family offices, foundations, funds, venture philanthropy and intermediary organizations with a common focus on social enterprise, entrepreneurship and impact investing. This specialized group has been gathering and growing since 2008, starting in London and with expansion today to multiple cities. Our geographical interests span from small and growing businesses in Europe to transformation business models operating in the furthest emerging markets. We seek to learn from one another, to collaborate more effectively and to create the offline space to complement our online communities.



BACKGROUND

Since 2006, the family behind Artha Impact has been interested in mobilizing their wealth in support of high impact social entrepreneurs in India. This was a relatively pioneering idea at the time, given that only a handful of funds were formulating similar strategies, and the goal was to break with traditional philanthropic and charity approaches that supported the status quo of non-profit organizations remaining dependent upon grants. Our objective to deploy small ticket, high risk capital into social enterprises began with an initial focus on agriculture, energy, livelihoods and water in India.

With the Social Investment Breakfast Club that we started in 2008 in London and that is known today as “Impact for Breakfast” (IFB). Our work in convening peers has spanned from the virtual to the physical; our teams have benefitted a great deal from a learning curve because of our role in convening some of the most experienced social investment practitioners in London and beyond. To date, we have convened couple hundred times across our main IFB cities London, Geneva and Zurich, and helped setting up local chapters in New York, Yerevan, Philadelphia and many more.

FORMAT

We encourage our Impact for Breakfast network to spread the word and bring along colleagues, friends, and business partners, etc. to our events. Our emphasis is a focus on convening peer investors; advisors are also welcome, but sometimes invited on a secondary basis if the first round of invitations is extended to investors only. We tend typically to run our sessions mornings somewhere from between 9h-11h, starting with chitchat with over coffee and a light breakfast, followed by an brief introduction by our team, welcoming remarks by the host, presentation(s) by the selected speaker(s) or discussion guides, followed by an broader interactive discussion. We support an informal relaxed setup, and where possible discourage PowerPoint and 'unilateral broadcast' approaches; we often have loose theatre-style seating with or without tables and want attendees to feel as comfortable as possible engaging in a conversation.

TOPIC

Our monthly topics are typically brought to us by the members of the Impact for Breakfast network; at times, we recommend themes that we find of interest over time, e.g. impact investing in a particular geography or sector vertical. In many cases, we are showcasing specific models, methodologies and strategies underway across markets. We require the following information to set up a new Impact for Breakfast event:

- 🎯 **Event title (5-8 words)**
- 🎯 **Subtitle (1 sentence)**
- 🎯 **A blurb describing the session in full, including its intended audience**
- 🎯 **Speaker names and titles**
- 🎯 **Logo/logos and picture if one wants that to be included on the event page**
- 🎯 **Desired audience composition**

VENUE

If a speaker has contacts that can offer a venue for the session, we sometimes work on this basis. Otherwise we locate appropriate venues as possible and adapt our group sizes as necessary. In some cities like Geneva and Zurich, our close collaboration with organizations - notably the Impact Hub Geneva – support us in offering ready spaces on a constant basis which facilitates the search for a host each month. Venue hosts usually take care of the catering, offering coffee and light refreshments, e.g. croissants, free of charge. Typically, we convene a minimum of 25-30 people per month; on occasion, these numbers are far greater.

EVENT WEBSITE & INVITATIONS

Based on the above information provided, we set up each event on our breakfast website and send invitations to the Impact for Breakfast network. The network comprises three types of users: investors, advisors, observers/Students/Jobseekers. Depending on the topic and on the speaker's target audience, we will at times send out invitations to a specific group first and then send invitations to other users on a first-come first served basis.

Only registered and logged-in users can see details of events and sign up. Becoming a user is for free and requires only a 30-second registration process.

We usually set up and communicate information about an event 4-5 weeks before its intended date. Event size is a function of the venue(s) made available to us. Impact for Breakfast events in London are typically fully booked within a few days' time. On average, we have around 30-35 attendees per session, and our network there is by far the largest and best established; average meeting sizes in Geneva and Zurich are c. 15-25 people.