

- Impact Delta

During spring 2022 and for my eight-week summer project, I partnered with Impact Delta, an advisory firm focused on accelerating the adoption of a more responsible capitalism. Their mission is to help investors align positive financial outcomes with positive environmental, social, and governance (ESG) impacts. There is a growing need for ESG data tracking, and various reporting standards exist. Impact Delta aims to streamline the collection and management of sustainability-related data through GreenIQ, a startup data tracking software platform. My project focused specifically on the scaling of this platform and facilitating a future expansion to nonprofits. My role entailed developing a market landscape of sustainability-focused funds, potential

The logo for Impact Delta, featuring the words "Impact" and "Delta" in a bold, white, sans-serif font stacked vertically on a dark blue rectangular background.

partners, and companies potentially interested in GreenIQ. I

approached this by compiling a list of all SFDR Article 8 (“light green”) and 9 (“dark green”) funds, which represent different levels of sustainability ambition defined by the European Union. After researching funds and portfolio companies, I then uploaded a target list to Affinity, a specialized investment industry CRM platform. I prioritized different companies based on existing relationships with Impact Delta, and how closely their goals and mission align with GreenIQ. Another of my contributions involved improving their fund-raising strategy by providing feedback on Impact Delta’s existing pitch deck based on my research and reading of *Get Backed* by Evan Baehr and Evan Loomis.

This transition towards a more sustainable capitalism is a lengthy process, and impact will be maximized with time and sustainability efforts. GreenIQ will allow companies to change their actions in a way that is clear, measurable, standardized, and streamlined, and allow investors and investee companies to make trade-offs in a data-driven way.

In the fall, I will be working with Impact Delta alongside my fall service to implement GreenIQ into Nashville nonprofits at a reduced cost. This platform can help nonprofits qualify for additional grants and understand ways to maximize impact and track growth. The more companies that adopt GreenIQ, the more sustainable the world will become.

