





# A Year in Review

**We believe entrepreneurship holds the power to change the world.**

**Impact Shakers exists to unlock the true problem solving potential of humanity by using diverse & inclusive entrepreneurship to help us build systemic solutions to systemic problems.**

In 2022 we decided that in order to make a significant enough shift in the entrepreneurial system, we need to work on financing companies and founders we are already supporting with community, mentoring, and development activities. As long as we don't provide the right financing solutions, our impact will remain limited.

Enter the Impact Shakers Microfund.

Adding impact investing to our impact ecosystem builder work allowed us to write our first investment cheques, and it felt so good!

Thanks to more than 60 individuals who joined the microfund, that is structured as a cooperative, we got to support 6 businesses working on impactful solutions from healthcare to precision farming and impact measurement. We look forward to many more people joining the microfund to become part of the solution and start to make their money matter!

**This year, we have so many exciting plans, and we can't wait to share them with you and get you involved!**



Yonca Braeckman  
Founder & CEO  
of Impact Shakers

**"Entrepreneurship can become the most powerful vehicle for change if we manage to radically change the core of how we build and finance businesses."**





# Impact Shakers in Numbers



**6**

Direct  
Investments



**100**

Impact Ecosystem  
Partners



**1M**

Reach



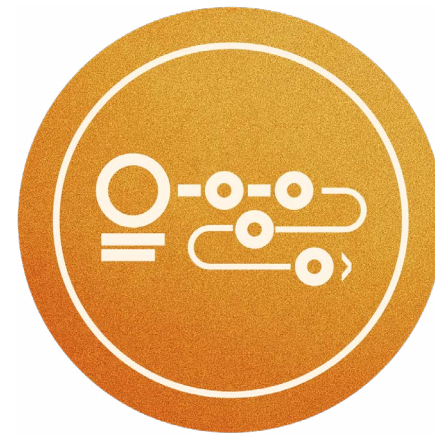
**250**

Startups Directly  
Supported



**5 000**

Startups Screened



**30**

Programmes  
Delivered





# Our Ecosystem

The different parts in the Impact Shakers Ecosystem are designed to learn from each other and create systemic change together.

## Programmes

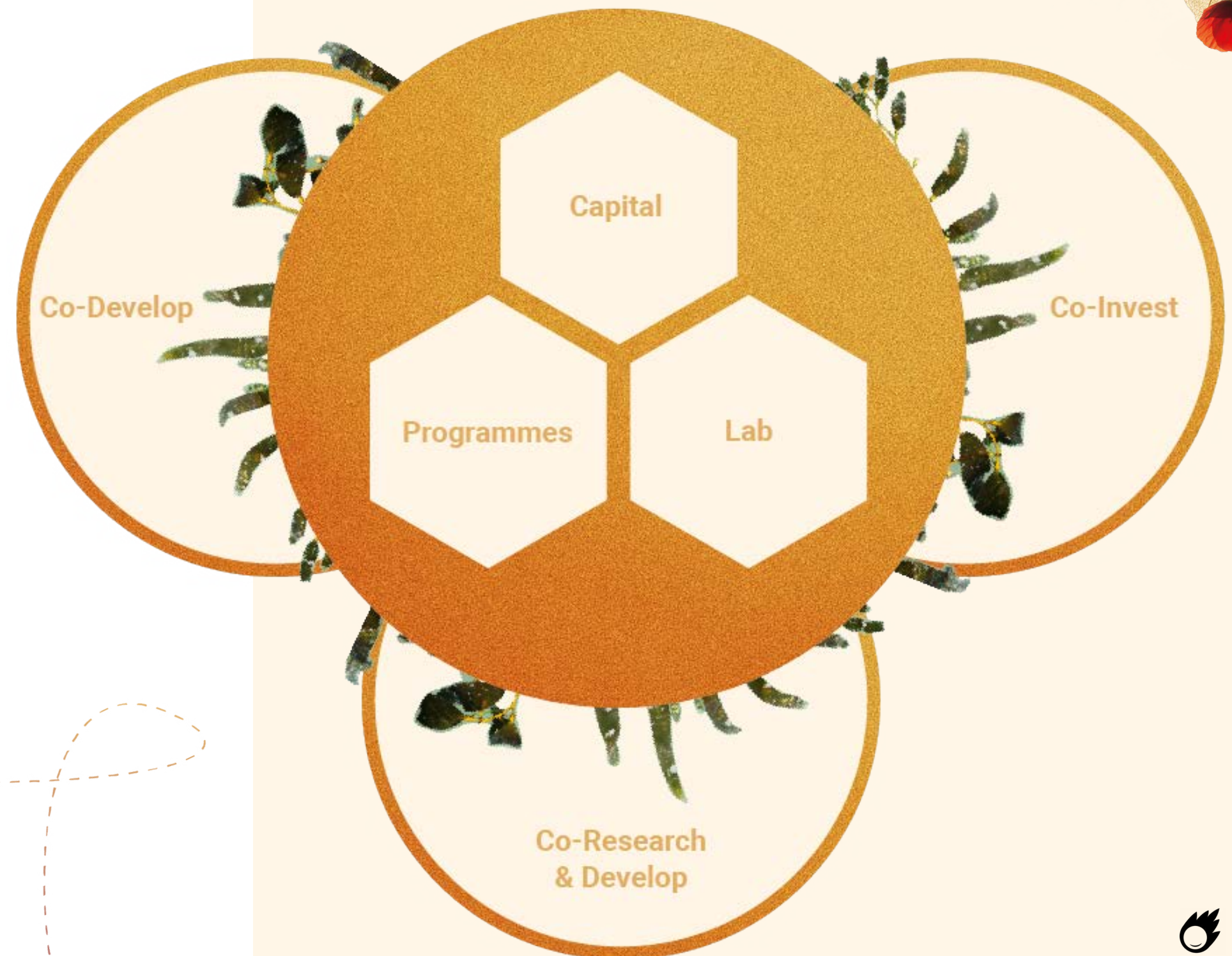
We design programmes based on our startup paradigm and adjust them based on focus, geography & partners. We have our own flagship Incubator & Accelerator.

## Capital

We invest in the startups and develop innovative investment vehicles and financing instruments. We see capital innovation as crucial for systemic change.

## Lab

The Impact Lab is the place where our most pioneering work takes place. It is where we partner deeply and bring together scientific and impact expertise to push impact boundaries and support our startups.





# Programmes

We design programmes based on our startup paradigm:

## Entrepreneurs

For entrepreneurs, we have our own Impact Shakers Awards, the 'Beating the Odds' Incubator and our Flagship Accelerator to support diverse founders across the complete lifecycle of impact businesses.

## Investors

For investors, we provide our Emerging Impact Angel Programme, to support & educate a new generation of diverse impact investors.

## Partners

We also co-develop a wide range of events and programmes with and for Partners, which can be customised to their needs and area of focus.





# Beating The Odds

Shaping more diverse and inclusive startup ecosystems.

**Beating the Odds - Incubator is a 4-month startup fast track for underrepresented founders.**

The programme raises awareness, builds capacity and challenges the perception of who can become a successful entrepreneur. It lowers the barrier into entrepreneurship and inspires ambitious, big thinking entrepreneurship. It provides underrepresented founders with equal access to opportunities, entrepreneurial skills, knowledge, and support network to start and launch a successful impact business.

[www.beatingtheodds.be](http://www.beatingtheodds.be)

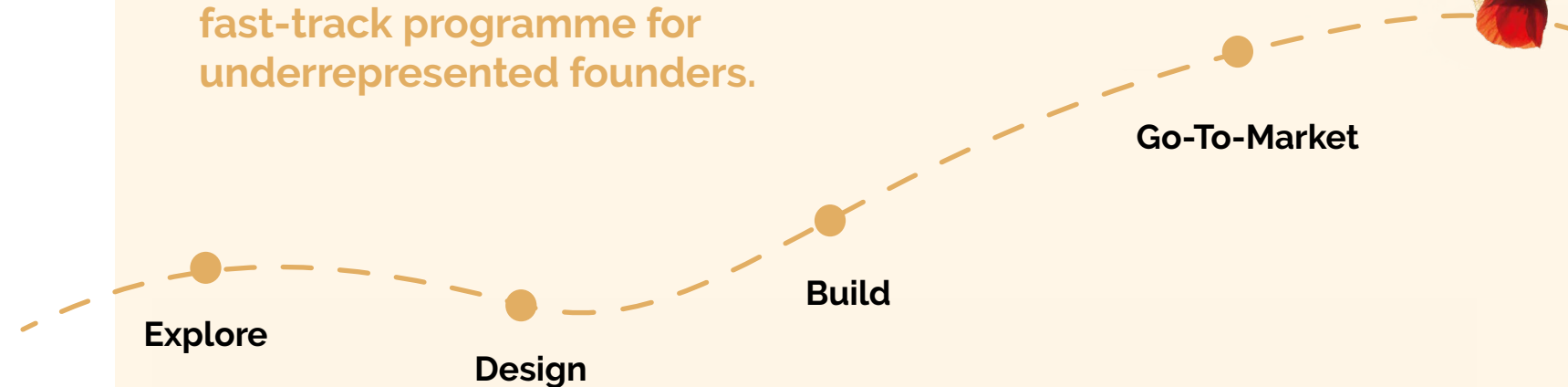
Huge thanks to our partners!



2 12 32 20

cohorts ideas participants partners

The Incubator is a 4-month fast-track programme for underrepresented founders.





# Flagship Impact Shakers Accelerator

The Impact Shakers Accelerator is a 9 month accelerator for underrepresented founders in Europe to scale their impact startup.

It is where we work directly with exceptional founder teams and connect them to our own impact investment vehicles as well as to our partner impact investment ecosystem. Our scaling method is based on our startup paradigm and built upon the 3 pillars of embedding impact, partnering for systemic change and wellbeing & care.

## Our Process

In 2022





# Impact Angel Programme

The programme helps new impact angels get started with angel investing in a safe environment and teaches them how to apply an impact lens to their angel investments.

The programme's objective is to enable capital inclusion, democratise investing, as well as supporting & educating a new and more diverse generation of impact investors.

## The programme consists of 6 modules

Impact Angel Investing 101

Building Your Investment Thesis

Building Diverse Dealflow

Deal Assessment & Due Diligence

The Investment Process

How to Add Value And Care for Your Portfolio

15%

of GP's in Europe are female  
[European Women in VC report 2022](#)

14%

of business angels are female  
[Women Backing Women Campaign, UK, 2022](#)

2x

Likelihood that female fund managers invest in female founders  
[Women in VC](#)





# Google Digitaal Atelier Incubator



The Google Digital Atelier Incubator is a three-month training and coaching program to inspire and empower women who are (aspiring) entrepreneurs. It has been designed to provide women with skills, coaching and networking opportunities to build or grow their businesses.

**Workshops**

**Process Coaching**

**Mentoring**

**Inspirational Events**

**Networking**

**Showcase**



Katrien Herdewyn,  
Founder at Elegnano  
& Nukaryo

“While according to the rule book, women have the same opportunities as men. The reality tells us otherwise. That’s why we (still) need programs that focus on female entrepreneurship. It is as simple as that.”





# Impact Shakers Microfund

The Microfund levels the playing field for underrepresented founders in Europe  
Because small tickets in the right hands can change the world

## The Impact Shakers Microfund is:

- 1 A democratic investment vehicle to be the friends & family the world needs
- 2 A community of new and experienced impact angel investors
- 3 A new way to finance underrepresented founders
- 4 An impact-first investment vehicle

## We invest in:

**Scalable Solutions  
for People & Planet**

**Exceptional  
Diverse  
Founders**

**Impact x Profit**



Moh AL-Haifi  
Co-Founder & Ethical  
Growth Director  
Zebra Growth

"I've always wanted to start investing without feeling guilty. Without it feeling like a pure transaction, but knowing that if I get a return, it's because people and planet are being regenerated, and not the other way round."





# Portfolio



Vested Impact is a data platform that provides ESG assessments to asset managers based on the UN Sustainable Development goals (positive or negative), leveraging automated, trusted and independent data.



Sila Health connects people in Africa to quality healthcare using a chatbot (Sis Joyce), in person consultations with health care specialists and a payment function for friends & family.



Sensegrass is a smart farming solution that combines soil intelligence with precision farming. SenseGrass offers 360 farming solutions based on cutting edge technology like Nano-Satellite Mapping, Rover Bots and AI-based mobile & web application that make farming more efficient & precise.



Compocity is an automated composting robot that converts office food waste into value. It offers community building through gamified sustainability challenges with data monitoring. The compost will be certified as organic fertiliser and distributed to local farmers, making it an end-to-end solution.



VYLD develops and produces innovative period products (starting with tampons) from seaweed proving user-centric product-excellence, radical sustainability and empowerment can go hand in hand. Their products not only empower womxn and reframe the social stigma associated with periods, but they are also trailblazers for a circular economy in accordance with nature -leveraging the incredible potential of algae.



The Joy Club is the go-to online community for retirees, where peers with shared interests can enjoy online events, content and conversation (online & offline).

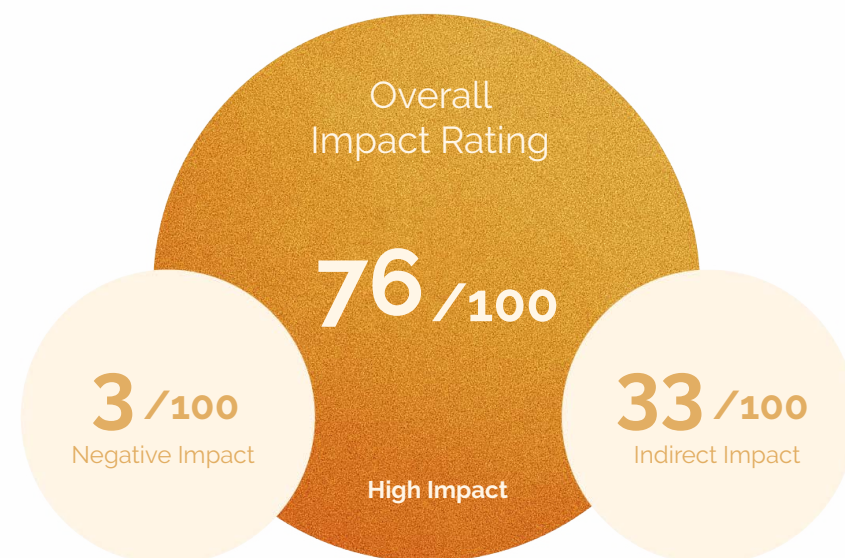




# Our Impact

Our Impact Model is based on the SDGs & the IMP. We use Vested Impact to screen and measure the impact startups we engage with.

## Our Impact Rating



Impact Assessment Powered by: [vested](#)

## Direct Impact by SDG

(out of 100)



## Indirect Impact

14 SDG's impacted indirectly by the portfolio

Highest Impact on:



## Negative Impact & Risk

Small negative impact due to data processing & server emissions of the tech-heavy portfolio  
>> working to develop reduction / offsetting strategy with the portfolio.

13

Direct positive impact on 13 SDG's

2/3

Of the portfolio address issues in countries ranked "Below World Average" or worse on the related issues they are solving

10

SDGs with a high or very high impact score



I had never met investors who not only truly “got” impact, but were as genuinely committed to it as the Impact Shakers team. From the terms in our formal agreements to the conversations, it’s just so refreshing to have investors who are challenging you to grow a business, but even more so, to grow your impact to the best and biggest it can be.

**Kimberly Abbott**  
Founder of Vested





# Our Work

## Partner Projects

Collaboration is essential to our vision and mission. We engage our partners and community actively to realise our mission. Our goal is to engage them as investors, supporters and ecosystem partners, so they in their turn can connect with a larger number of companies with underrepresented founders.

### Expand

EXPAND is a 3-year European project funded under Erasmus+ Knowledge Alliances uniting 9 partners from Europe. This year, we developed a 4-month idea accelerator program for future entrepreneurs tackling systemic problems in society. The first programme will take place in 2022 at ESSEC and ESADE and focus on homelessness.

[www.expandaccelerator.eu](http://www.expandaccelerator.eu)

Huge thanks to our partners!



### Studio Waste Beats the Odds

In partnership with IDROPS



Studio Waste Beats the Odds works with vulnerable youth from idea to early stage business. Starting from a circular economy challenge, participants choose waste streams and go through a design sprint to come up with a business idea. In the second part of the programme, they figure out whether the idea is a viable business idea and get to building.

### Odds Connection

In partnership with Stichting P&V



With Odds - Connection, we bring together young people with different perspectives and look for a solution to a problem that connects us, as opposed to what divides us.

[www.beatingtheodds.be/](http://www.beatingtheodds.be/)





# Our Work

## Partner Reports



### Afropreneurs.PT

We collaborated with Djassi Africa to create and distribute a survey that will be turned into a report that will be the reference point for the Black Founders community in Portugal. The report is meant to deliver strategies to enable funding opportunities for Black-led startups and digital businesses. We'll use the data captured to spark meaningful conversation and raise awareness of ecosystem players for the needs of Black Founders in Portugal and collaborate with ecosystem players for the development of programs for Black Founders.





# Our Work Events



## Financing Underrepresented Founders

How can we finance underrepresented best?  
This is the central question in this event series.

We all know how little venture capital money goes to women and diverse founders, but what can we do to finance underrepresented founders best AND fast?



London & Brussels



## Impact Dinners

In an intimate setting, we unite impact entrepreneurs and investors and share dreams and ambitions for ourselves, society and the planet. We organise the dinners in different European cities.



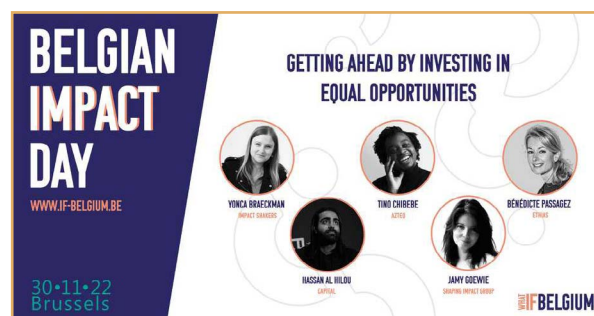
Lisbon & Brussels





# Our Impact Week in Brussels

The first Impact Week in Brussels brought together changemakers to mobilise capital for true social transformation. A unique partnership between Impact Finance Belgium, the country's emerging impact community, Ashoka, and EVPA hosted events every day of the week and we joined each one of them!



Panel Investing in Equal Opportunities



Pitching the Impact Shakers Microfund



Panel Talent for the Impact Economy, EVPA Annual Conference



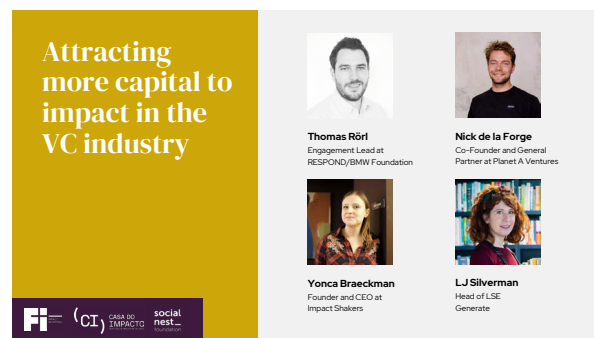
PYM Impact Dinner





# Our Web Summit

Web Summit was huge again this year! Bringing over 70000 participants from 160 countries together in Lisbon for the actual conference isn't the only thing that's up. Basically everyone and their cousin organise side events during the Summit. We attended a bunch of them. Here are some highlights



Panel Attracting more Capital to Impact in the VC Industry, Social Nest FI Impact Gathering



GP/LP dinners for emerging Women GP's



Blue Bio Value Pitch Day



Venturing Women Lunch



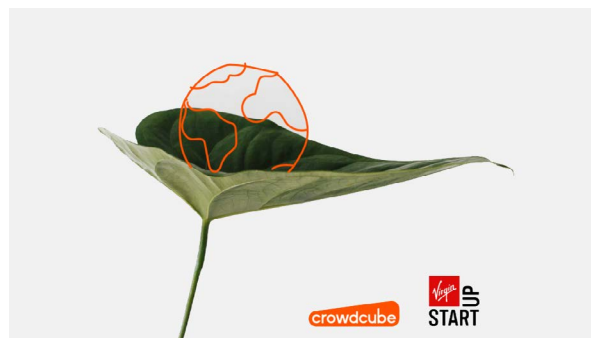
Amazon Female Founders & Investors Dinner





# Our Work

## Partner Events



### Virgin StartUps' Collective Impact Programme

Collective Impact has been designed to accelerate growth and impact for businesses that want to create positive change in the world. We joined the Programme as a mentor.



### Hamburg Female StartAperitivo

The Female StartAperitivo is organised by the Hamburg Investors Network (HIN) to give female entrepreneurs an opportunity to meet investors and business angels and to grow their networks. We joined as a Jury member & panelist.



### London Climate Innovation Forum

The Climate Innovation Forum is a flagship event of London Climate Action Week 2022, bringing together senior public and private sector decision makers to accelerate the delivery of net zero commitments.



### Hamburg Innovation Summit

The Summit brings together founders, future designers and people with a vision on the future from diverse backgrounds in business, science and policy.





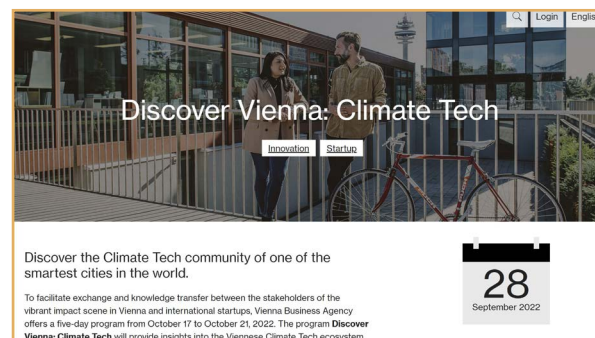
# Our Work

## Partner Events



### Better Incubation

We mentored one of the winners of the Better Incubation Scaling Contest organised by EVPA, Impact Hub & EBN.



### Discover Vienna: Climate Tech Programme

We were invited to the ecosystem connector and matchmaking event of the Discover Vienna: Climate Tech programme for international startups working on climate-tech topics.



### SME Assembly

The SME Assembly is the event of the year for Europe's SMEs and entrepreneurs, and those that support them. It focuses on how to make SME policy work on the ground, in order for Europe's SMEs and entrepreneurs to thrive.



### BAN Flanders

We joined the yearly Business Angels Academy as a speaker on impact investing.





# Our Work

## Partner Events



### CEE4IMPACT DAY

THBE's annual conference in Budapest focuses on the Hungarian and the CEE ecosystem of impact investing. The main goal is to discuss impact investing trends in an international environment with international speakers and presenters from the CEE/V4 region.



### #SoShe Festival

#SoShe is the yearly event organised by Femmes Fières to support, inspire and develop a new generation of female founders. We joined the event as a jury member in their pitching competition.



### EIF Workshop

We were invited to join the workshop 'Empowering Equity, Investing in Female Representation' organised by the European Investment Fund. They made a commitment to support new female investment fund managers.





# Our Work

## Partner Events

# I AM  
*Remarkable*

### #IamRemarkable

As a Google #IamRemarkable facilitator, we strive to empower women and underrepresented groups to speak openly about their accomplishments in the workplace and beyond, thereby breaking modesty norms and glass ceilings.

[www.iamremarkable.withgoogle.com/](http://www.iamremarkable.withgoogle.com/)

## women will

### Women Will

We closely collaborate with Google on the development of the Women Will programme in Belgium. A programme which addresses the gaps in information and empowerment to help where female founders are being excluded.

[www.womenwill.google/](http://www.womenwill.google/)

## PODIM

### Podim

We help curate and are judges in the startup competition of Podim, one of the most influential startup & tech events in the CEE region, based in Slovenia. It is a key regional platform for enabling learning and networking in the most valuable and time-efficient way. Podim aims at equipping founders and innovators with the right tools to solve the most meaningful challenges of the society.

<https://podim.org/podim/>





# Our Work

## Partner Events



### Youth Impact Entrepreneurs Festival

On September 14, 2022 we joined forces with Capital VZW to empower Brussels youth during the first Young Impact Entrepreneurs Festival in Brussels. We hosted a workshop on Impact Business modeling, did one-on-ones with youngsters and sat in the investor jury.

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[www.sites.google.com/  
capitalbelgium.be/festival](http://www.sites.google.com/capitalbelgium.be/festival)



### Wiki Entrepreneurs - 6 days

We partnered up with Wikipreneurs for 'the phygital fair for entrepreneurship' 6 Days... scheduled for September 26-October 1, 2022. We'll participate as a panelist to talk about 'Why diversity is key in durable growth.'

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[www.6days.be/](http://www.6days.be/)



### Innova Flanders

On June 15, 2022 we took part in a "impact investing" panel discussion at Innova Flanders and discussed the current trends and barriers we have yet to overcome.

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[www.vlaio.be/nl/events/innova-  
flanders-congres-220615](http://www.vlaio.be/nl/events/innova-flanders-congres-220615)





# Our Work

## Partner Events



### Artevelde University of applied sciences

We are a member of the Advisory council International Business / Organisation & Management and Member of the Advisory Board on Female entrepreneurship.  
at the Artevelde University of applied sciences and closely collaborate with them on their research in Female Entrepreneurship.

[www.arteveldehogeschool.be/](http://www.arteveldehogeschool.be/)



### Womenpreneur Initiative

We collaborated with the Womenpreneur Initiative by hosting an empowering and inspiring talk for the Generation W participants and were a coach in the programme wherein we held several one-on-ones.

[www.generationwomen.be/](http://www.generationwomen.be/)



### Broei2B

We participated in a panel discussion on youth entrepreneurship and hosted coaching sessions with young entrepreneurs.

[www.broei.be/](http://www.broei.be/)





# Our Work

## Partner Events



### We Are Founders

We were part of the jury selection committee of We Are Founders in 2022. We Are Founders is a 9-month full-time & intensive program, created by a consortium with Google, BeAngels, Bruxelles Formation, and BeCentral.

[www.becentral.org/wearefounders/en](http://www.becentral.org/wearefounders/en)



### The Black Opportunity

We partnered on the book launch of 'The Black Opportunity: Conversations on Belgian Venture Capital and Afropean Entrepreneurship'. The book by Tino Chibebe explores how the inclusion of black voices in the venture capital space will shape the world for generations to come.

[www.amazon.com/Black-Opportunity-Conversations-Afropean-Entrepreneurship](http://www.amazon.com/Black-Opportunity-Conversations-Afropean-Entrepreneurship)

AGENTSCHAP  
INNOVEREN &  
ONDERNEMEN



Vlaanderen  
is ondernemen

### Impact Financiering Vlaio

VLAIO organizes this event on the theme of 'financing' to connect with organizations that support entrepreneurs in their financing search. In this way, they want to facilitate collaborations between organizations in order to increase the chance of success entrepreneurs in their financing applications. We were invited to share our work as impact financing partner in Belgium.

[www.vlaio.be/en](http://www.vlaio.be/en)





# Networks we Joined



## EVPA

EVPA is a unique network at the intersection of finance and purpose, driven by knowledge and focused on impact. They strive to increase prosperity and social progress for all, fix inequalities and injustices and preserve the planet.



## ImpactVC by Big Society Capital

ImpactVC is a community focused on impact for venture capital investors, aiming to be the go-to place for people backing and building high impact companies. ImpactVC's purpose is to build community and resources to unlock venture capital's ability to solve the world's most pressing challenges. This is founded in the belief that venture capital can deliver transformative positive change in outcomes for people and planet – if VCs focus effectively on intentional positive impact in their investments - and that doing so can unlock significant commercial value in parallel.



CLG

COLLECTIVE LEADERSHIP GROUP

## CLG Collective Leadership Group

The CLG is a group of organisations that support and build the capacity of leaders and enterprises dedicated to advancing social & environmental change. We meet to share learnings, discuss insights, and build relationships across the sector.





# We are super grateful to our Ecosystem Partner Network

## Incubators & Accelerators



## Academia



## Investors





# Impact Shakers In the News



## EU Startups: first investments

**EU-Startups** published a press release about the launch of the first Impact Shakers Microfund including the announcement of the first investments the microfund made into impact companies of underrepresented founders.



## Trends: Impact Investing Series

We kicked off a **new series on impact investing** by Jasper Vekeman for Trends. We shared some insights into our impact model and the tools we use to make sure we're not only working on solutions, but we're also measuring their impact.



## EU Startups: 25 most active female business angels in Europe

**EU-Startups** included our founder and CEO, Yonca Braeckman in the list of the "25 most active female business angels in Europe this year" supporting Europe's entrepreneurial ecosystem with capital.





# Impact Shakers In the News



## Forbes: 15 U.K.-Based Venture Capital Investors Supporting Underrepresented Founders

Our Head of Ventures, Alina Klarner was featured in a **Forbes article** among "15 U.K.-Based Venture Capital Investors Supporting Underrepresented Founders" together with other amazing investors.



## Elle Magazine

On the occasion of the launch of the new Google Digital Atelier Incubator for female entrepreneurs, **Elle Magazine** featured 3 amazing mentors together with our founder, Yonca Braeckman, who's managing the programme.





# Impact Shakers Honours



## UKBAA Awards

The annual **UKBAA Angel Investment awards** celebrate the high growth and success in the angel and early-stage investment market – recognising the fastest growing brands and acknowledging the founders, angels, crowd funders and early-stage venture capital investors behind them. Alina Klarner was shortlisted as a finalist for 'Investment in Diversity Champion' at the UK Business Angel Association Angel Investment Awards.



## 40U40

Belgium's '**40 under 40**' is a 1-year leadership programme for talented individuals with the objective to bring together young leaders and give them a platform to develop their ideas, connect with one another, and create a positive impact on society. Our founder & CEO, Yonca Braeckman was selected as a fellow in the 2022 cohort.



## TOP 100 Women in Social Entrepreneurship

Euclid has launched the **Top 100 Women in Social Enterprise** initiative to celebrate women in the social enterprise sector, spotlighting their impact journey and achievements. In 2022, our founder & CEO, Yonca Braeckman was selected as an inspiring leader in the social innovator category.





# Some highlights of what's coming in 2023



## Impact Shakers Summit

The Impact Shakers Summit is the first European startup event focusing on the intersection of inclusive entrepreneurship and impact. It will unite all innovation ecosystem players working towards an inclusive & sustainable future!



## Impact Shakers Ventures

Impact Shakers Ventures will support impact startups by diverse founders in Europe in a scalable accelerator - venture model.



## Impact Shakers Accelerator

A 6 month virtual accelerator for underrepresented founders in Europe to grow and scale their impact business with an initial investment of 150k.







# Impact Shakers Summit

Early May 2023



Interested in joining  
the Summit as a partner?

Submit your email here





# Our Team



**Yonca Braeckman**  
Founder & CEO



**Diana Pati**  
Co-Founder & COO



**Anaïs Bouzidi**  
Co-Founder  
& Head of Programming



**Alina Klarner**  
Head of Ventures



**Iveta Stravinskaite**  
Digital Designer







Join us in scaling  
the impact solutions  
our world needs

