



Annual Report

2023



The year of the flywheel

2023 was the first year we saw different pieces of the Impact Shakers puzzle click into each other and form a system that started to create a flywheel effect.

The Impact Shakers Summit brought our vision to life at a large scale for the first time. It gave hope, made belong, showed the lived experience of diversity and the promise of an inclusive entrepreneurial ecosystem and society. The reactions of the attendees were overwhelming. The words people used to describe their experience at the summit moved us to the core: "Magical vibes" - "Led by open hearts" - "Epic experience".

The pitching competition at the Summit and other calls for applications demonstrated that diversely founded impact startups don't have a pipeline problem. We looked at over 2,000 startups in total in 2023, and we're convinced they are only the tip of the iceberg. There are plenty of diverse founders in Europe with investor ready businesses!

In 2023 we also launched our Impact Angel Programme and got to witness our participants embrace the opportunity of investing at the intersection of diversity and impact, including investments in a number of startups from our community.

2023 was the year in which we consolidated our Capital Pillar. In our Microfund, we doubled the number of members, made more investments and had members and other impact funds co-invest with us for the first time. We also kicked into gear to prepare

for our 2nd vehicle, the Impact Shakers Venture Fund, which will launch in 2024. Between these two vehicles and our growing co-investor community, we are able to collaborate more effectively than ever with the whole impact ecosystem - to support impact startups with expertise, as well as access to capital.

The flywheel is spinning, and now it's a matter of speeding it up and helping others to spin theirs towards thriving people on a thriving planet.



Yonca Braeckman
Founder & CEO
of Impact Shakers

"Our vision for the future is being able to enable any solution with the potential for systemic change through our ecosystem and match them with bespoke financial as well non-financial support to grow and have impact at scale."

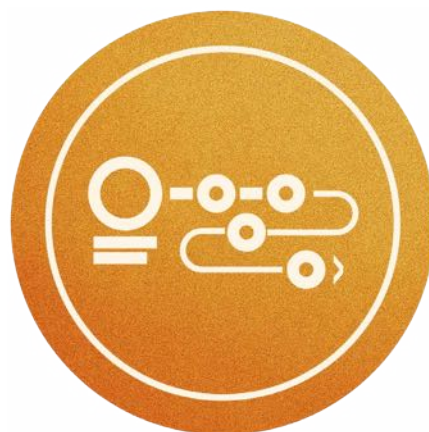


Impact Shakers in Numbers



9

Direct
Investments



30

Programmes
Delivered



200

Impact Ecosystem
Partners



500

Startups Directly
Supported



5 000

Startups Screened



1M

Reach

Curiosity

Brave

Kind

Genuine

Abundance

Joy



Impact Shakers Ecosystem

Impact Shakers is a global impact ecosystem tackling societal and environmental challenges through inclusive entrepreneurship.

We work across 3 core areas:

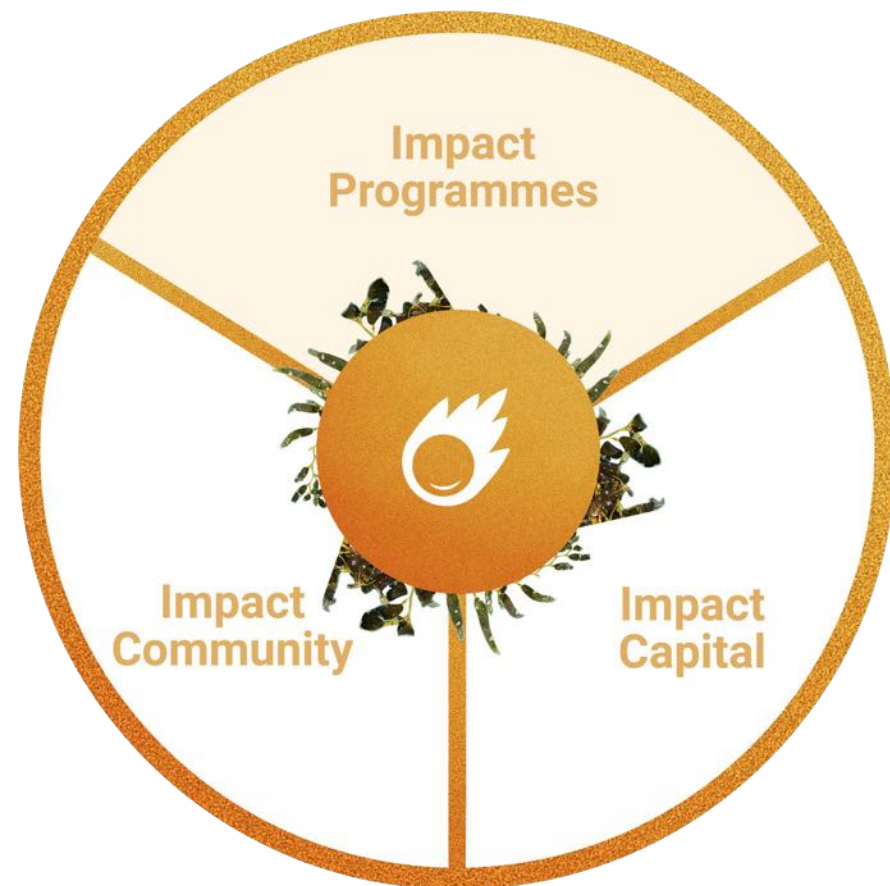
- 🔥 **Impact Programmes** for startups & investors
- 🔥 **Impact Capital** through direct investments and by catalysing other impact investors, and
- 🔥 **Impact Community**, fostering deep collaboration towards a common goal.

All of our work happens at the intersection of Diversity & Impact in order to bring together the best of humanity's problem solving potential.



Our Work

Impact Programmes



We design capacity building programmes for

Impact Entrepreneurs

In our entrepreneur focused programmes, we nurture the best in class impact founders.

Impact Investors

We design programmes to diversify and democratise the impact investor ecosystem.

Leading impact organisations

We collaborate with leading impact organisations (corporates, foundations, family offices or public sector) on their strategic or societal and environmental goals.

Entrepreneurial Support organisations

We develop programmes for entrepreneurial support organisations to grow their impact.



Google Digital Atelier Incubator



BE CENTRAL

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

"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."



Katrien Herdewyn,
Founder at Elegnano & Nukaryo



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.



30

Participants



2

Cohorts

The programme consists of 6 modules

**Impact Angel
Investing 101**

**Building Your
Investment
Thesis**

**Building Diverse
Dealflow**

**Deal
Assessment &
Due Dilligence**

**The Investment
Process**

**How to Add
Value And Care
for Your Portfolio**



Alina Klarner
Head of Ventures
Impact Shakers

When we consider that angel investors provide more than 50% of early stage startup funding in Europe, it becomes very clear that angels have a significant say in which solutions get to exist. Bringing new angels into this space - one ticket at a time. I'm particularly proud that with our angel programme, we not only get the chance to work with such amazing change makers, but we get to see the positive impact they make by putting their money where their values are first hand.



Raise A Fundraising Lab

The Impact Shakers Fundraising Lab is an intensive 9 week hybrid programme in which underrepresented founders get investor ready. The Lab is set up to level the playing field and to help more diverse founding teams successfully fundraise and scale their business.

The Lab offers access to knowledge, network & capital through 6 modules, practical tools, networking and mentoring and is adapted to the participating companies. This bespoke programme works with small groups of underrepresented founders that are ready to scale their business.



CRESCO

working from
BRUSSELS



Marie Logé
Co-Founder - Better



"I am immensely grateful for the remarkable learning journey that the Raise programme has afforded me. The collective improvement among us is nothing short of impressive!"





Raise

A Fundraising Lab

Bespoke in person programme to help more diverse founding teams successfully fundraise and scale their business.

 10 weeks

 Access to knowledge, network & capital

 Residential retreat, content modules, practical tools, networking opportunities with local investors & mentoring

 Small groups of underrepresented founders that are ready to scale their business



EXPAND Project

A Challenge-based Idea Accelerator & Toolbox

EXPAND is a 3-year European project funded under Erasmus+ Knowledge Alliances uniting 9 partners from Europe. In this project, we developed a 4-month idea accelerator program for future entrepreneurs tackling systemic problems in society, implemented it at ESSEC and ESADE business schools and compiled our learnings into a toolbox, so others can replicate the programme and the methodology.



"The EXPAND project has beautifully proven that collaboration between entrepreneurs and academia is a powerful way of fostering an impact-driven entrepreneurial mindset in students. The toolbox we created will help to bring this spirit forward and allow higher education institutions to tackle societal challenges through challenge-based education."



Diana Pati
Co-Founder & COO -
Impact Shakers

The **EXPAND Toolbox**, including guidance, a sample curriculum, e-learning videos and templates, is ready and available to download for anyone who would like to set up a similar challenge-based idea accelerator.



Co-funded by the
Erasmus+ Programme
of the European Union



Our Work

Impact Programmes

Studio Waste Beats the Odds

In partnership with IDROPS

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.

HO
GENT

VZW
JONG

LUCA
SCHOOL
OF
ARTS

NERDLAB

artevelde
hogeschool

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.

Google Digitaal Atelier

hub.brussels
yet
young entrepreneurs of tomorrow



microStart

Womenpreneur
INITIATIVE



CRAFT – European Action for Social Entrepreneurship Support

CRAFT is a 3-year Horizon Europe project.

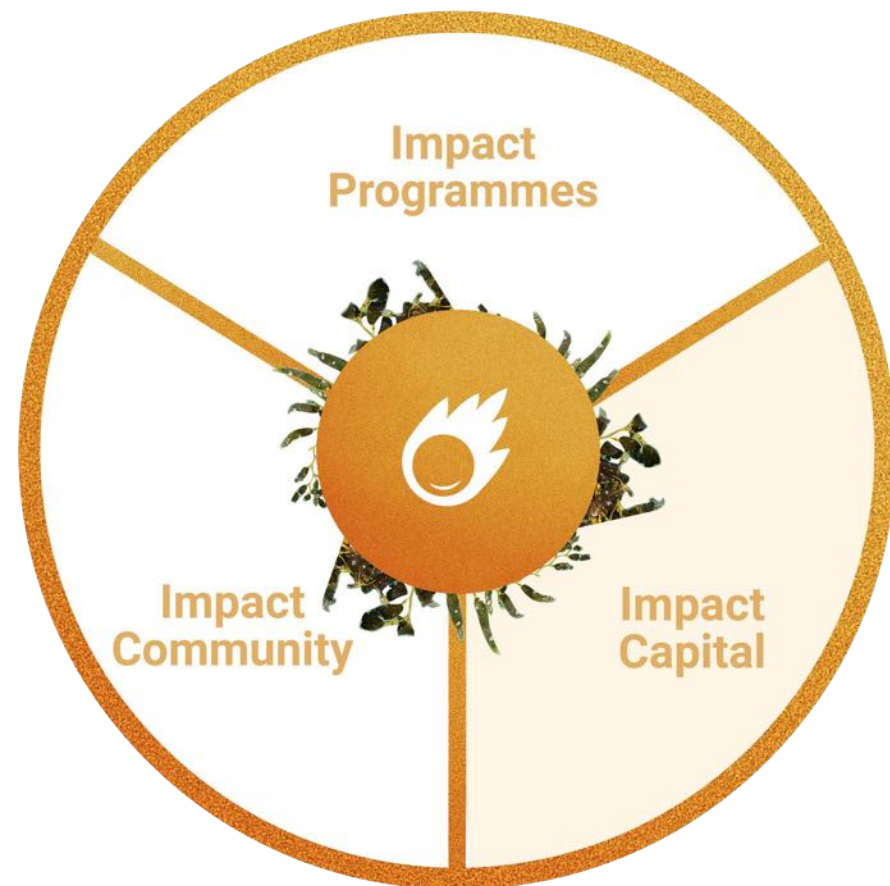


CRAFT, is designed to promote social entrepreneurship and amplify the impact of social and impact-driven initiatives throughout Europe by organising events, policy summits, and creating a digital ecosystem to foster stronger connections and collaboration among social innovation actors.



Our Work

Impact Capital



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.

By changing how we invest in businesses, we also change who builds them and what for. The impact of financing mechanisms on the journey of a business is undeniable and currently only modeled for a narrow group. Our mission is to build a financing mechanism that allows for an inclusive and equitable entrepreneurial ecosystem.



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

95
Members

22-83
Youngest -
oldest

48.4/51.6
Men / Women

14%
Ethnic
minority
investors

Olusola Osinoiki
Director - Josh Leadership



"We have the ability to
impact and change
the world"



Impact Shakers Microfund Portfolio



Sila Health is Africa's digital health gateway. Helping people pay for healthcare. (NL)



Sensegrass is an AI-based soil intelligence platform for fertilizer management. (FR)



Vyld is developing radically sustainable, ocean-friendly and healthy period products from seaweed (GER)



Humara is a B2B SaaS platform enabling faster design and optimisation of waste management plants



Vested Impact is a data platform that automatically assesses, quantifies and monitors the impact of companies' products & services (UK)



Tazaar is a B2B SaaS platform providing a digital identity and data management for high-value electronic products



The Joy Club is an online activity club that enables members to enjoy a more active, connected and joyful retirement (UK)

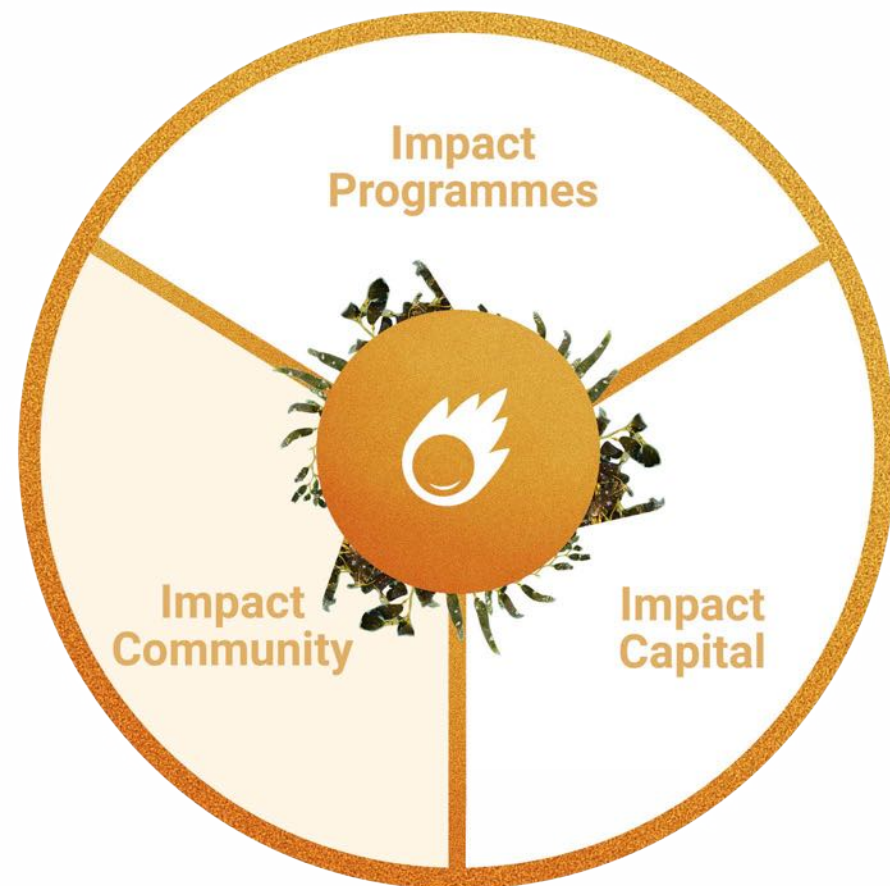


G-Hitech developed an energy supply system that can be deployed anywhere in the world. It provides affordable and productive electricity in sub-Saharan Africa, based on sharing resources and reducing distribution costs.



Our Work

Impact Community



Impact & Diversity Themed Events

Events on boundary pushing topics with a highly engaged audience

Pitch Events & Competitions

Discover visionary solutions by diverse founders

Impact Dinners

Intimate invite-only events uniting entrepreneurs, investors & impact leaders

Impact Shakers Summit

First European startup event with a focus on the intersection of Impact x Diversity

Impact Reports

Reports on different subjects & levers in the impact ecosystem

Impact News & Insights

Shared news & insights from the impact ecosystem



Impact Events

Impact Shakers Summit

Where it all comes together

The Impact Shakers Summit is the first European startup event focussing on inclusive entrepreneurship and impact. It unites all innovation ecosystem players working to an inclusive & sustainable future.

be curious
be.brussels

CRESCO

VP Capital

6 national lottery
MUCH MORE THAN JUST GAMES

+500
Attendees

+120
Partners

+800
Matches

+100
Pitchers &
Speakers

+400
Pitching Competition
Applications



Impact Shakers Summit Pitching Competition

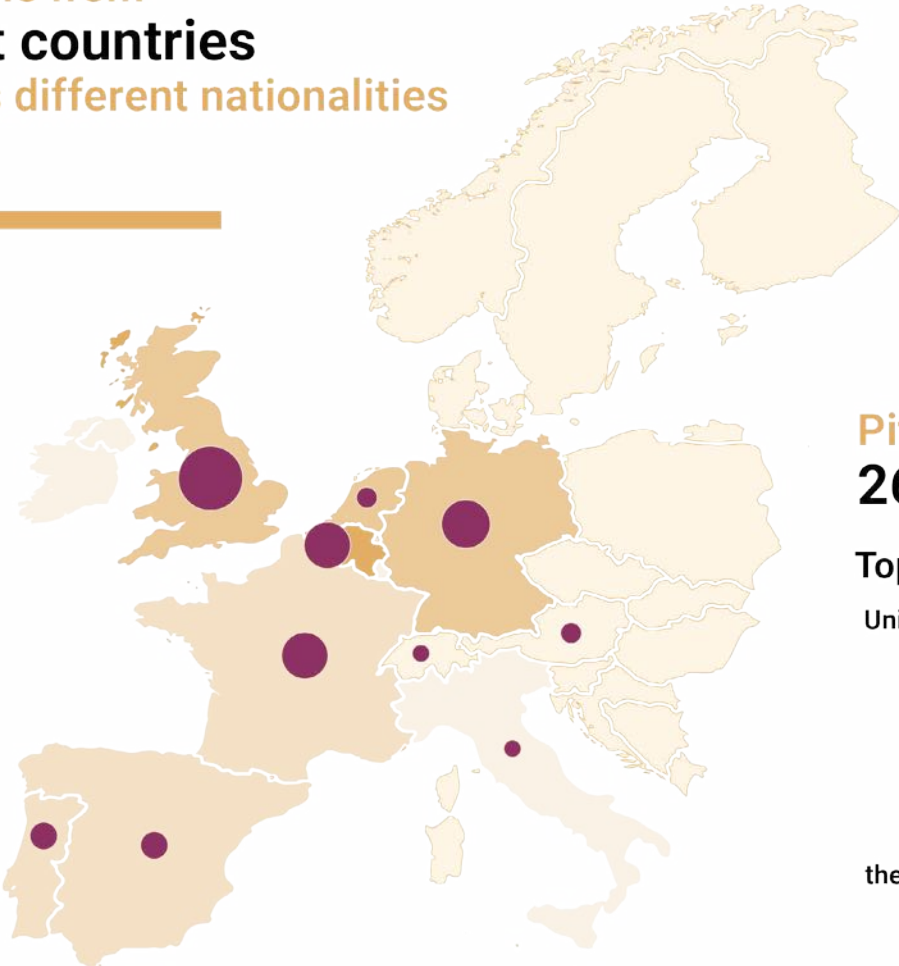
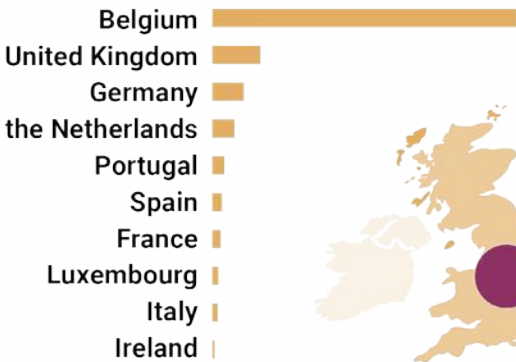
432

That's the number of applications we received for the Impact Shakers Summit Pitching Competition.

There are plenty of diverse founders in Europe. These 432 impact businesses with diverse founding teams are the tip of the iceberg.

Attendees came from
17 different countries
with countless different nationalities

Top 10 countries



Pitching applications from 26 countries

Top 10 countries



**“This Impact Shakers Summit allows impact players
- or shakers as you call them - to exchange and meet.
That’s essential because YOU are the ones creating the
economy of tomorrow and, it is together that we will
make our dream become the reality of tomorrow.”**

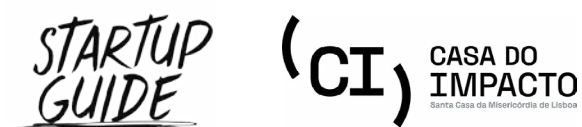
Barbara Trachte

**Secretary of State of the Brussels-Capital Region,
responsible for Economic Transition and Scientific Research**



Startup Guide Summit Urban Pitch Competition

We partnered with the Startup Guide Summit and co-organised the Impact Shakers Urban Pitch Competition in Lisbon at Casa do Impacto, the day before the Web Summit kicked off.

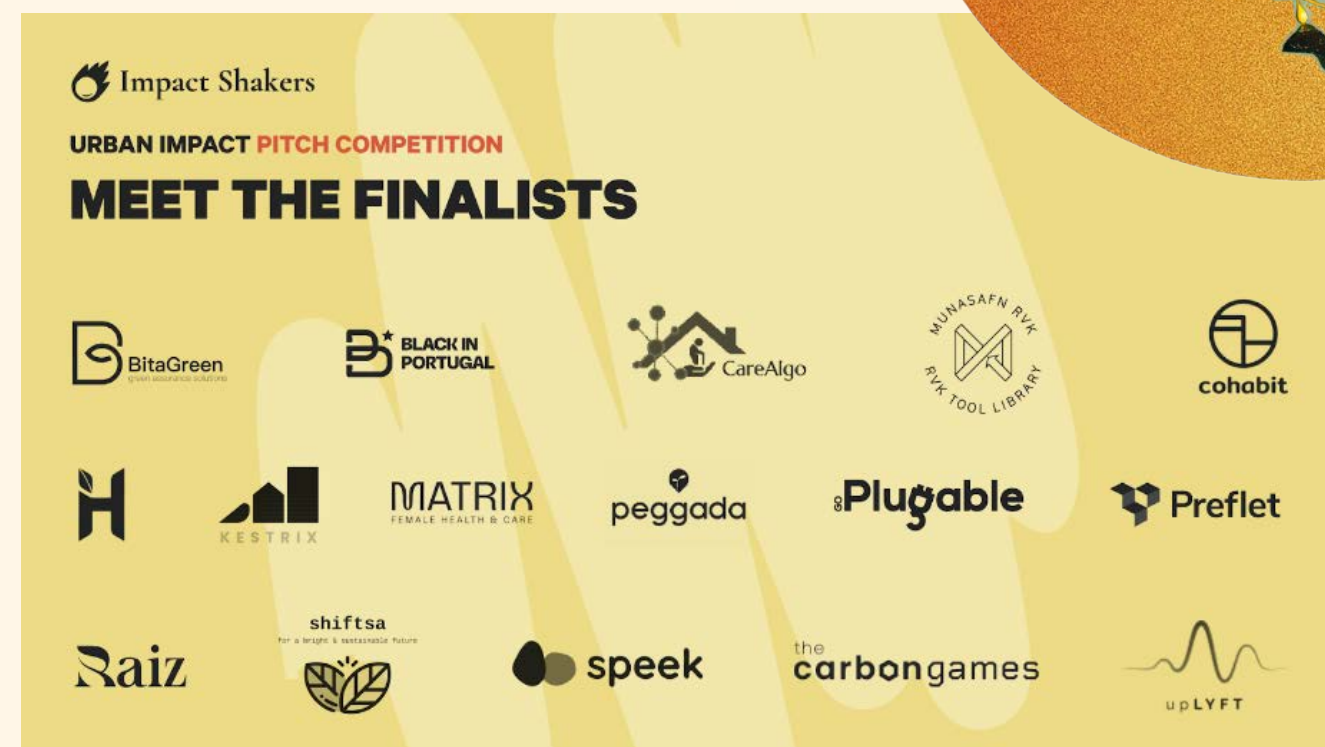


The Startup Guide Summit brought together startups, investors, public sector representatives, community builders, and key stakeholders from 60 startup ecosystems.

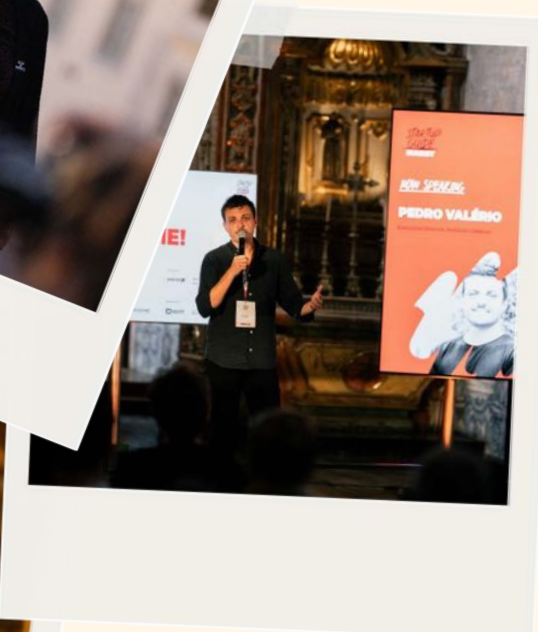
300
Attendees

28
Speakers

16
Startups



Winner Urban Pitch Competition
Founder & CEO GoPlugable
Maebh Reynolds



Our Work

Pitch Events & Competitions



Raise Investor Event

At the Raise Investor Event the participants of the Raise Programme meet with bespoke investors.



Impact Shakers Summit Pitch Competition

Competition for Impact Startups with diverse founding teams at the Impact Shakers Summit.



Urban Impact Pitch Competition

Competition for urban impact startups with diverse founding teams at the Startup Guide Summit



Impact Community Reports



Afropreneurs.PT by Djassi Africa



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.



State of Climate Tech 2022 by Netzero Insights

A Net Zero Insights' analysis on funding data in the private market venture space in Europe and North America. New Data from Zero Insights and Alder & Co. Shows Europe Closing Gap in Climate Tech Investment Compared to U.S. Combined Funding in Europe and North American Reaches an All-Time High of \$82B in 2022, with Europe growing 26% faster than the U.S.



Cleantech Landscape Lisboa by Lisboa Unicorn Capital

This initiative marks the beginning of a collaborative process to map the city! It will enable the identification of key partners and available resources in strategic areas and industries for Lisboa. Additionally, it will showcase success stories to inspire other innovators and segment the ecosystem's potential to boost investment.



Impact Community Partner Events

Speaker, Moderator, Expert Guest



IPEM Paris - The credential conundrum for sustainable investing

IPEM Paris brings together Private Equity decision-makers on an international scale. It highlights innovation, fosters new connections, and propels exceptional opportunities. It brought together over 6,100 decision-makers, investors, and general partners in the heart of a bustling city, for high-level business meetings and thought leadership content.



The GIIN Impact Forum - Assessing impact for early stage companies

The GIIN Impact Forum is a global impact investing event with unparalleled networking, thought-provoking speakers, interactive sessions, and a diverse range of impact investing leaders from six continents.



Founder & Funders - Investing in underrepresented Founders

Founders & Funders is a University of Oxford community and digital event series that brings notable alumni and funders in conversation with researchers and executive students at the coalface of science and business.



Impact Community Partner Events

Speaker, Moderator, Expert Guest



PYM Belgium Impact Day:
Meet the speakers

Thursday 28 September 2023, 14:00 - 22:00 in Brussels

 Intro to impact investing
Professor Luuk Van Liedekerke
(UAntwerpen en KULeuven)

 The greatest threat to our planet
Bernice Notenboom

Pym Impact Days - Justice, Equity, Diversity and Inclusion (JEDI) in the new economy

PYM is an independent foundation that connects and guides wealth owners to invest their capital consciously for a better world. They are a peer-to-peer community of families, philanthropists, individual investors, family offices, and foundations.



Pym Belgium Impact Day

"Shaping a Sustainable Future through Impact Investing", aims to address the challenges of our time and delves into the transformative power of financial capital and its crucial role in building a more sustainable world.



THE BELGIAN IMPACT DAY 14 SEPTEMBER - THE HANDELSBESSEL
REDEFINE FINANCE
ACCELERATING FINANCE AS A GOOD & EASY CHOICE

Topic #18:
What Impact Start-Ups Need from Impact Investors

CO-MODERATORS:

 **YONCA BRAECKMAN**
FOUNDER & CEO OF
IMPACT SHAREERS

 **CRISTINA ALMEIDA**
PARTNER AT HAZE & HEAD
OF PLATFORM AT HEM FUND

Belgian Impact Day - Better portfolio support for better outcomes

The overall goal of Impact Finance Belgium is to increase the share of impact capital in Belgium. They integrate all capital providers who strive for measurable impact for the people and the planet and we welcome all stakeholders in the impact finance ecosystem.



Impact Community Partner Events

Speaker, Moderator, Expert Guest



EVPA becomes Impact Europe!

Alina Klarner & Yonca Braeckman
joined the Impact Week in Torino.



The Role of Impact Angels

Since 50% of early stage private investment comes from Business Angels according to EBAN - European Business Angel Network, angel investors can play a pivotal role in investing in the solutions our world most desperately needs. What is missing for more impact angel investments and more collaboration across the ecosystem?



Democratising Access to Impact Investing

Everybody should be able to have their savings generating impact!
Private individuals represent 65% of the private wealth. And still they barely have access to impact finance products. If we want to reach the potential of impact finance, we need them onboard. What are the challenges and needed innovations to bring more people into the impact investing movement?



Impact Community Partner Events

Speaker, Moderator, Expert Guest



FIN Academy - Impact Investing module

The #FINacademy immerses participants in the exciting world of startup investments together with other women and provides the tools, basic knowledge and at the same time a network to get started as a business angel. Alina Klarner delivered the Impact Investing Module in the Academy.



Idealist Quarterly - Access to Impact Investing

Idealists Quarterly is a community that connects impact-driven people in Tech, Policy and Sustainability. Alina Klarner joined to share our experience with the Impact Shakers Microfund to enable access to impact investing.

The Alternative Funding School

The Alternative Funding School

Practical hands-on support for purpose-driven founders raising mission-aligned funding all over the globe. Alina Klarner joined for an expert Q&A session.

vienna
business
agency

Discover Vienna Climate Tech

Discover Vienna is a program of the Vienna Business Agency that aims to introduce the local startup ecosystem and key stakeholders to international startup participants.



Zero Project Technology Forum

A matchmaking event dedicated to connecting innovators and sources of support to help disability inclusion innovators succeed and scale their products and services.



Impact Community

Partner Events

Jury Members



4YFN Impact Awards

The EAE Impact Awards are organized within the framework of 4 Years From Now (4YFN), the event dedicated to startups run alongside the Mobile World Congress (MWC). The Impact Awards are given in recognition of entrepreneurs that are carving out new paths to accelerate progress towards a more sustainable, fair and inclusive world.

Winners

Alba Garcia Betorz
Anna Cañadell



The Black Ambition Prize

The Black Ambition Prize competition provides a platform for Black, Hispanic and HBCU-affiliated founders across the nation to access growth capital, pitch feedback, and mentorship.



Hamburg Female Startup Aperitivo

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.



Urban Tech Challengers

Urban Tech Challengers is a pitch competition for entrepreneurs who develop disruptive products and services for sustainable, resilient and future-proof cities.



Impact Community

Partner Programmes

Mentors



UBS Project Female Founder

Exclusive female business network that connects female and non-binary founders with like-minded entrepreneurs, expert support and training on attracting funding.



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.



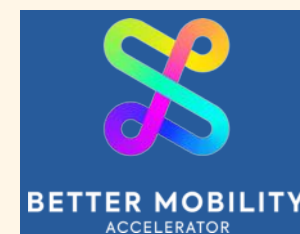
3 Dots Accelerator

3dots is a venture studio that builds businesses converging culture, tech and impact both in Berlin and Istanbul.



Hamburg Food Innovation Camp

An industry platform for the sustainable food scene with 30 startup pitches.



Better Mobility Accelerator

The Better Mobility Accelerator is a Europe-wide 6-month programme for mobility startups and supports the development of innovative services, products and new business models to make them more affordable, sustainable, safe and inclusive.



Impact Shakers Honours



Top 100 Most Influential Women in Startups & VC in Europe

Yonca Braeckman was recognised as one of the most influential women in the European startup and VC ecosystem who are fueling a new, more equitable generation of digital tech.



WISE 100

Alina Klarner, Impact Shakers' Head of Ventures was a finalist of the WISE100 Social Investment Champion category. The WISE100 recognises the most inspiring and influential women in social enterprise, impact investment and mission-driven business.



Union Diversity Award

Union works towards better inclusion of ethnic minorities in the professional space in Belgium. They offer awards to organisations, initiatives, personalities, who stand out in the work they do for a more sustainable and inclusive society. We're very proud to have received the Special Jury prize which had a focus in Intersectionality this year!



Impact Community Support for Partner Events



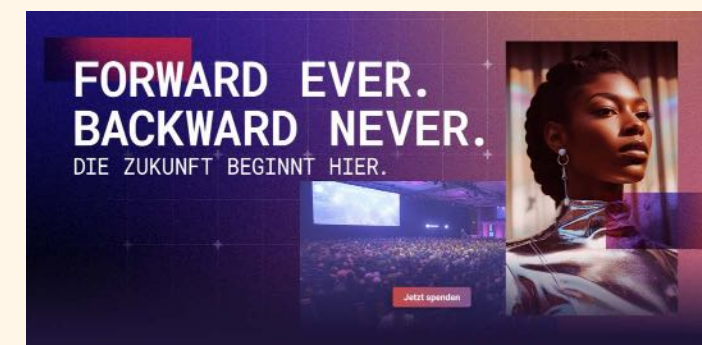
Sifted Summit

The Sifted Summit is a Sifted Summit is a two-day celebration of European startups and tech. Impact Shakers joined as a community partner and invited key community members to join the Summit.



Rise & Raise for System Change by Kaira Fund

Kaira brings together its community to rise and raise for more just system change. As a board member of Kaira, we were very happy to join its first community event!



Aidia

AiDiA pursues the goal of connecting and strengthening black entrepreneurs. The AiDiA Pitch is the first competition to focus on the ideas or "AiDiAs" of black founders.

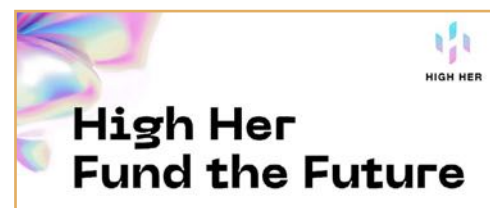


Impact Community Support for Partner Events



GP/LP dinners for emerging Women GP's

The GP/LP Dinners bring together top emerging Women General Partners and leading Limited Partners to network while attending some of the world's largest tech & finance conferences.



High Her Launch

High Her is a non-profit organization dedicated to reducing the gender funding gap. We aim to support female founders in their first round of funding, specifically seed- pre seed and "love money". High Her is open to all, but has a focus on business models that respect the Earth and human beings. Impact Shakers joined as a partner to High Her.



#SoShe Festival by Femmes Fières

#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 partner and panelist.



Impact Community Networks we joined



Impact Europe (fka 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.



WVCE

European Network Promoting inclusion, empowerment and integration of VC globally.

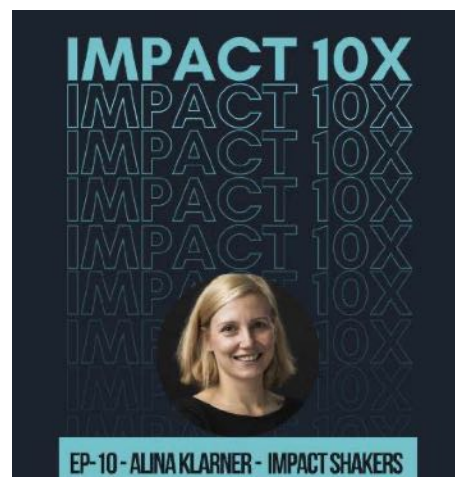


ImpactVC by Big Society Capital

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.



Impact Shakers In the News



IMPACT 10X

Ep-10
with Alina Klarner, Head
of Ventures at Impact
Shakers



PIONEERS POST

Opinion: Emerging and
diverse fund managers
outperform – here are
five reasons why



EU-Startups

TOP 100: Europe's most
influential women in
the startup and venture
capital space



CRESCO

Shared Future: Yonca
Braeckman



Impact Shakers In the News



EU-Startups

5 reasons why you should invest in impact



PIONEERS POST

Good Leaders Podcast Episode 6 – Yonca Braeckman: 'It never felt like an option, to me, to not lead'



Trends

'Diverse entrepreneurs aren't sufficient, we also need diverse investors' (in Dutch)



PIONEERS POST

Four fresh impact-led enterprise ideas from the Impact Shakers Summit



Impact Shakers In the News



#31: What is your weapon of choice to drive change?
- Jacqueline van den Ende

PIONEERS POST

Can cities save us from climate breakdown and dangerous inequality?



sifted /
SUMMIT
5-6 OCT • LONDON

Europe needs startups to solve big problems — who will back them?



PIONEERS POST

Impact accelerators in Europe: three trends to watch for 2024



Impact Shakers In the News

**From niche
to mainstream?
12 years of
impact ecosystem**

seif DRIVING
IMPACT
INNOVATION

seif DRIVING
IMPACT
INNOVATION

From niche to mainstream 12
years of impact ecosystem



RADICALLY
Yours

Having worked for a PE
Growth Fund with 8BN
AUM.



WISE
CONNECTING LEADING WOMEN
IN SOCIAL ENTERPRISE

Alina Klarner, Impact Shakers' Head
of Ventures was recognised in the
WISE100 as one of the most inspiring
and influential women in social
enterprise, impact investment and
mission-driven business.



Some highlights of what's coming in 2024



Impact Shakers Ventures

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



Impact Shakers Accelerator

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



Impact Shakers Raise

Raise is an intensive 10 week in person programme to get underrepresented founders with impact businesses in Belgium investor ready.



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



**Julie de la Kethulle
de Ryhove**

Head of Acceleration
& Innovation Partnerships



Gaby Fernandez

Head of Community





Join us in scaling
the impact solutions
our world needs

