Self-Assessment:
Impact Framework for Startups

Use this checklist for a quick self-assessment of your startup's impact framework. Determine whether your startup is impact-driven and identify areas you can further develop in impact strategy, impact management, impact analysis, impact transparency, and impact governance.

👤 👥👥 Individual or Group Exercise   🕐 10 min

⊗ **Mark the statements that apply to your startup:**

IMPACT **STRATEGY**

① Your startup has a clearly defined mission and vision that includes social or environmental impact goals.

② Your main impact goal is backed up with at least three impact indicators.

③ Your main impact goal is underpinned by at least five impact indicators including survey methods.

④ Further impact goals are defined with relevant impact indicators including survey methods.

IMPACT **MANAGEMENT**

① Impact management processes are in place.

② You have systems in place to track and measure your startup's impact.

③ You regularly collect data on your social or environmental performance.

④ Your business decisions take into account indirect impact such as the supply chain's impact.

IMPACT **MANAGEMENT**

① A data collection plan on impact data has been drawn up.

② Case series or descriptive studies are carried out to measure impact.

③ Comparative studies, correlation studies or case-control studies are carried out to measure impact.

④ High-quality studies in accordance with scientific standards are carried out to measure impact.

IMPACT **TRANSPARENCY**

① All team members know the impact framework.

② The impact framework is shared with external stakeholders.

③ Impact data is released to external stakeholders.

④ Regular impact reporting for a broad public takes place.

IMPACT **GOVERNANCE**

① A common language and understanding of impact are built, navigating different mindsets.

② Impact goals are set out in formal agreements to avoid mission drift.

③ Impact considerations are integrated into your decision-making processes.

④ Impact indicators are aligned with internationally recognized standards for responsible business conduct.

Assessment:

1. Each statement is associated with a score from 1 to 4. Identify areas where you marked lower scores to determine areas for improvement.
2. Count the statements with the same score to determine whether your startup is impact-driven:

① **Pre-Seed Phase:** at least four statements from category 1

② **Seed Phase:** at least four statements from category 2

③ **Growth Phase:** at least four statements from category 3

④ **Scaling Phase:** at least four statements from category 4