

Self-Assessment: Impact Framework for Startups



Individual or Group Exercise



10 min

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.

 **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 ANALYSIS

- 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