



**Partner  
Success  
Summit**



**Katapult**

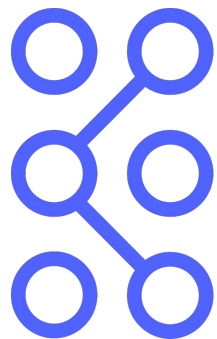
## **How to Design an Accelerator Program for Impact**



Marcus H Eikeland  
Partner & Program Director  
Katapult

- About me & Katapult
- what is impact investing
- What is our big idea
- Why accelerate
- Strategytools++
- Covid 19 learnings ++
- Thank you

- Please ask questions
- We have 30 min



Katapult

***Building a thriving world for  
all***

# Katapult mission since 2016

Creating a better world with mobilizing technology, capital and people for good



Katapult Future Fest



2016

+Impact Accelerator with Danske Bank



2018

Katapult Foundation



2020

Katapult Africa



2022

2017



Katapult Accelerator

2019



Katapult Ocean

2021



Katapult Climate



# To make impact investment mainstream



## Share the gospel

*Share and teach other investors how impact investment is done.*

## A rebellion needs rebels.

*Create a community that raises awareness*

Network, Partnerships, Mentors, Alumni,  
Investors, Startups, Events, Associations,  
Universities.

## Put your money where your mouth is.

*Invest in and accelerate impact startups to show that it is possible, and profitable*

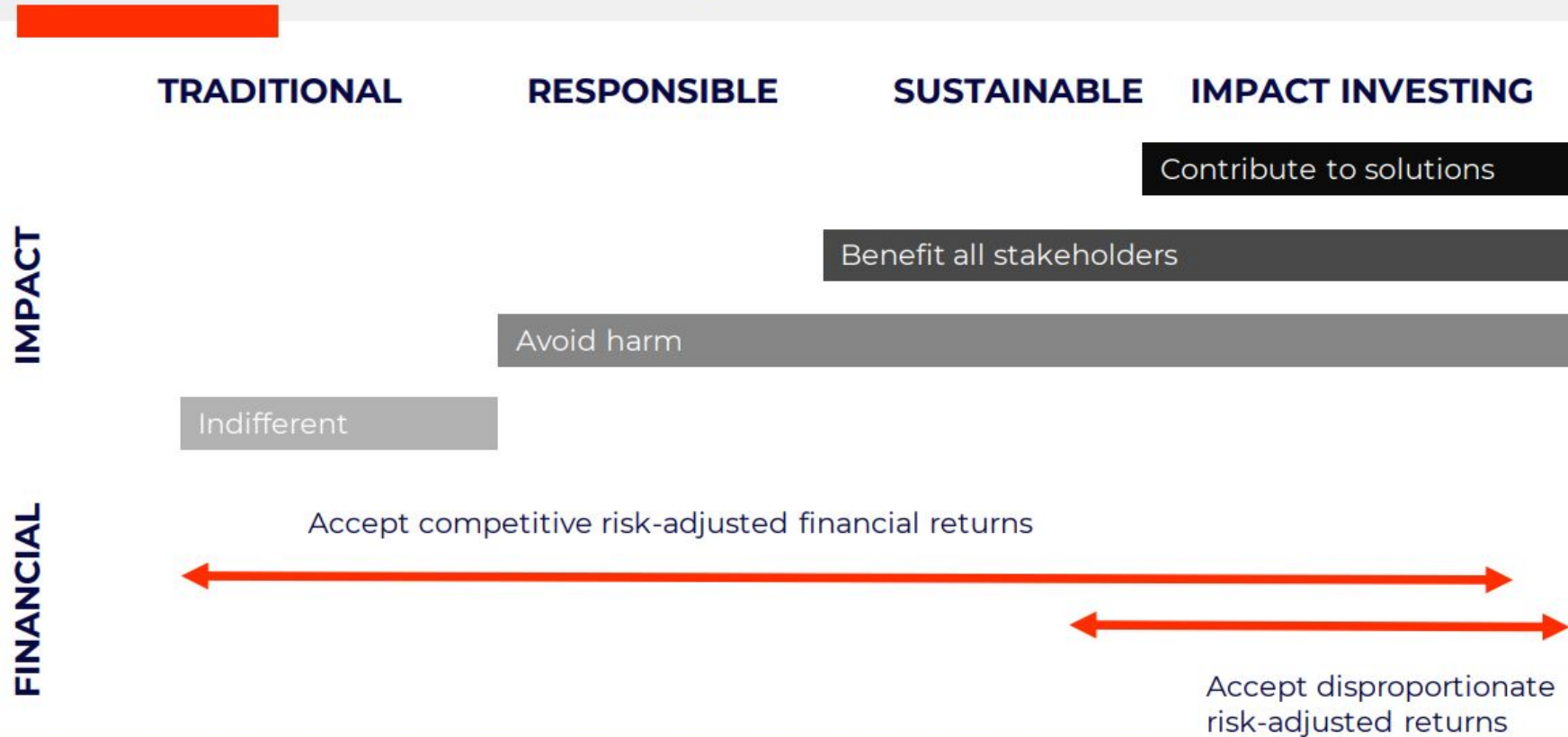
***What is impact investing?***

***What is impact investing?***

***Impact investing =  
generating positive,  
measurable, social and  
environmental impact  
alongside financial return***



# Spectrum of Capital



# ***Our BIG idea***

***We believe solving the  
world's biggest problems will  
also be the biggest business  
opportunities***



Katapult

## Esusu provides a credit building platform helping low-income customers & renters gain access to previously inaccessible financial services.

- Katapult Accelerator was transformative in helping Esusu from pre-seed to becoming a unicorn with black and Asian-heritage founders serving an underserved population as a core business model.
- **>240X multiple** on Katapult investment in **3.5 years**



 **SUSU**



**Betterfly is a platform that rewards healthy habits (exercise++) with charitable donations and no-cost life insurance coverage.**

- Katapult Accelerator was essential in helping Betterfly from pre-seed to becoming the first latin american unicorn with a clear social purpose as a core business model.
- **>60X** multiple on Katapult investment in **2.5 years**



# More cases



- Grow, cultivate & process sustainable seaweed
- Sold as healthy superfood, feed, nutraceuticals
- Underwater rainforest that absorbs CO2
- Blue regeneration of the planet

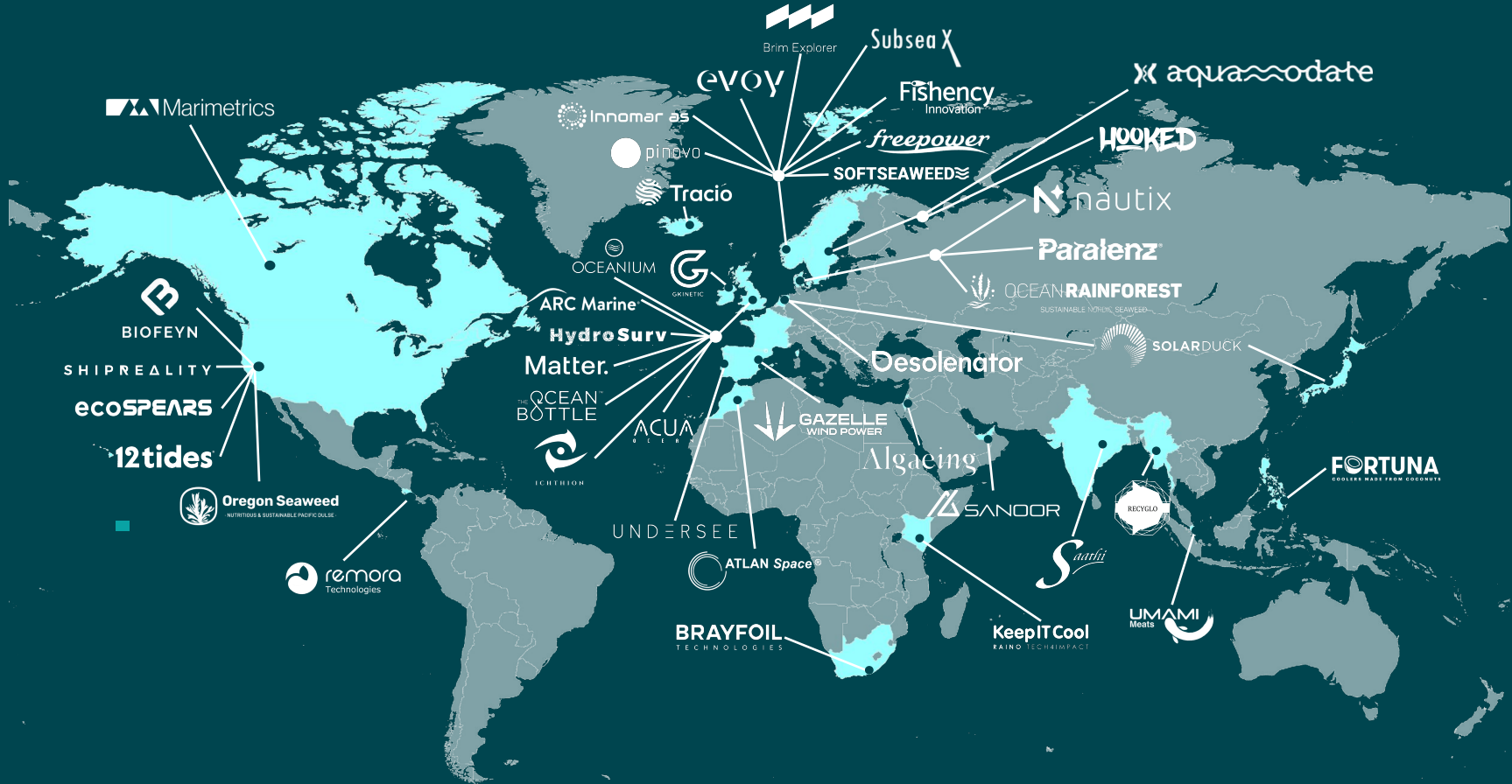


- 3D printing of reinforced sustainable concrete
- Circular materials, reduced CO2 impact
- Autonomy & zero waste on industrial scale
- Revolution of top-pollutant concrete industry



- Bank the un-banked
- Gives small holder farmers in Africa access to loans, credits and accounts
- Provide easy access to agri-inputs and tools

# 42 Ocean impact Startups in our portfolio





Seaweed farming  
with environmental  
& social impact



**HOOKED**

Plant-based  
seafood  
alternatives



Zero-polluting  
vacuum blasting  
solution



Brim Explorer

Ecotourism with  
electric ships



Sustainable and  
responsible fishing  
solutions



World's most  
powerful outboard  
electric motor



**Paralenz**

Underwater dive  
camera collecting  
ocean data



Sustainable fish  
farming using AI



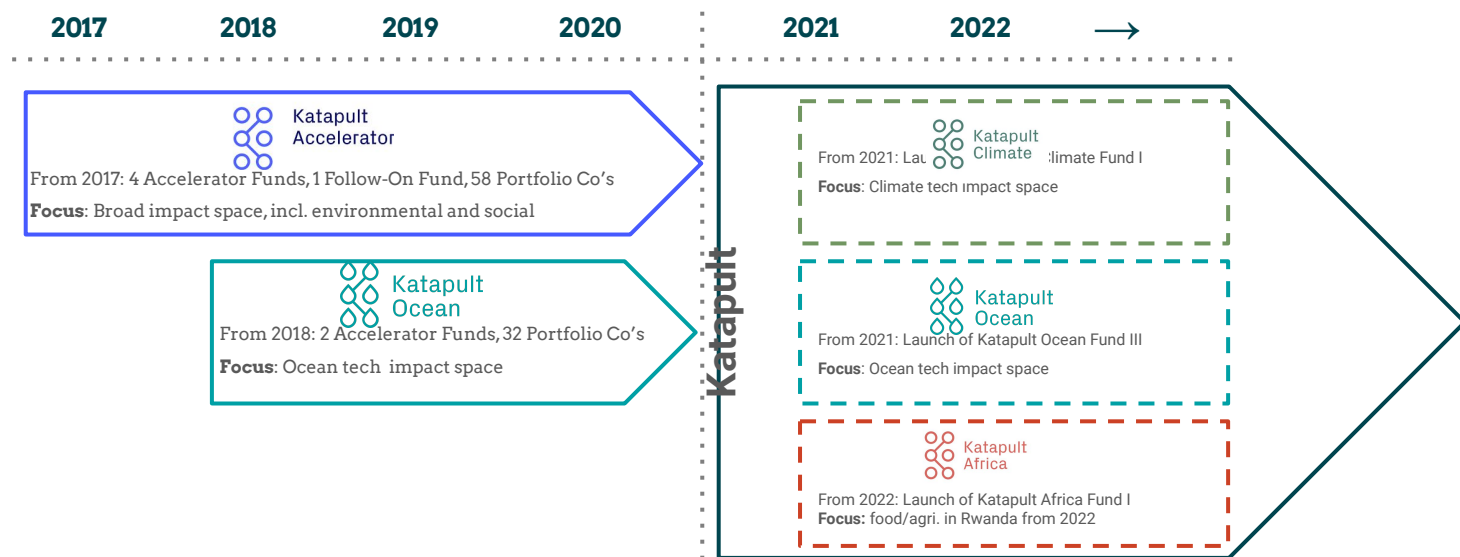
THE OCEAN  
BOTTLE

Reusable bottle  
fighting single-use  
plastic bottles



# Moved into a fully thematic structure from 2021

- **Key learning over past 5 years:** focused thematic verticals are more effective and attractive for all parties.
- Investors want more specific impact mandates. Startups want more tailored programs and networking.





***What if***

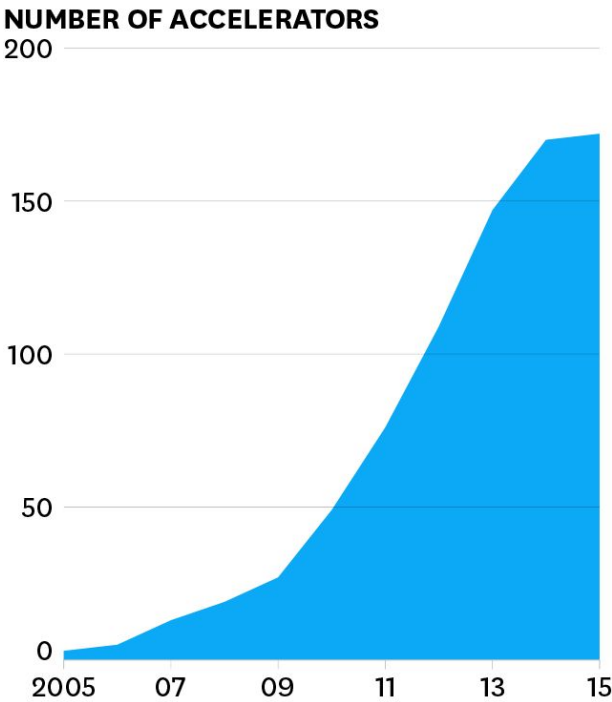
***We can 10x these  
companies in terms of  
growth, impact and learning?***

## The Four Institutions That Support Startups

	INCUBATORS	ANGEL INVESTORS	ACCELERATORS	HYBRID
Duration	1 to 5 years	Ongoing	3 to 6 months	3 months to 2 years
Cohorts	No	No	Yes	No
Business model	Rent; nonprofit	Investment	Investment; can also be nonprofit	Investment; can also be nonprofit
Selection	Noncompetitive	Competitive, ongoing	Competitive, cyclical	Competitive, ongoing
Venture stage	Early or late	Early	Early	Early
Education	Ad hoc, human resources, legal	None	Seminars	Various incubator and accelerator practices
Mentorship	Minimal, tactical	As needed by investor	Intense, by self and others	Staff expert support, some mentoring
Venture location	On-site	Off-site	On-site	On-site

SOURCE “WHAT DO ACCELERATORS DO? INSIGHTS FROM INCUBATORS AND ANGELS”  
BY SUSAN COHEN, 2013; ADAPTATIONS BY IAN HATHAWAY

## The Number of Startup Accelerators in the U.S. Has Risen Dramatically



SOURCE PITCHBOOK DATA; PRIMARY RESEARCH  
AND CALCULATIONS BY IAN HATHAWAY

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Accelerator

Scalerator

Germinator

Startup  
program

Venture  
Studio

Venture  
builder

Startup  
Launchpad

Venture  
Sprint Lab



We do this by offering a

# 3 Month Program

Broken up into 4 sprints

## Sprint 1 - Impact & Business strategy and leadership

Intro to the program	OKRs from the Source w/ Jason Scott (Google)
Impact Workshop: Theory of Change	Impact Workshop: Impact KPIs & Strategy
Lessons learned: Impact from a founder's perspective w/ Louise Bleach	Lessons learned: How to implement OKRs w/ Joscha Raue
Leadership in startups w/ Thomas Vteeraas	Building a culture set to scale w/ (TBD)
Inspiring founder story (thematic dependent)	Mission driven branding w/ JC Velten
CEO Forums (thematic dependent) & Wins, Challenges and Changes	

## Sprint 2 - Investor Readiness

Intro to Investor Readiness	Finding the right investor for you	Case Study: Tier Mobility + Otovo	Project Work 9: Your 2nd NEW Investor
ScaleUp! Simulation	Intro to the Investor Map and Long-term funding roadmap	Project Work 6: Your Startup's Investor Map	Project Work 10: Your Investor Scorecard
Case study example	Project Work 3: Your Scale-Up Map	Project Work 7: Long Term Funding Roadmap	Project Work 11: Startup Index 2. Try
Project Work 1: Startup Index	Project Work 4: Investor Map - Mapping the Industry Space	Project Work 8: Your NEW Investor Deck	Final Project 12: Reflection Memo
Project 2: Your Investor Deck	Project Work 5: Long-Term Funding Roadmap	Owners Room module + tool intro	Bonus Work 1&2 - Outcome & Ext Canvas
CEO Forums (thematic dependent) & Wins, Challenges and Changes			

## Sprint 3 - Impact Management

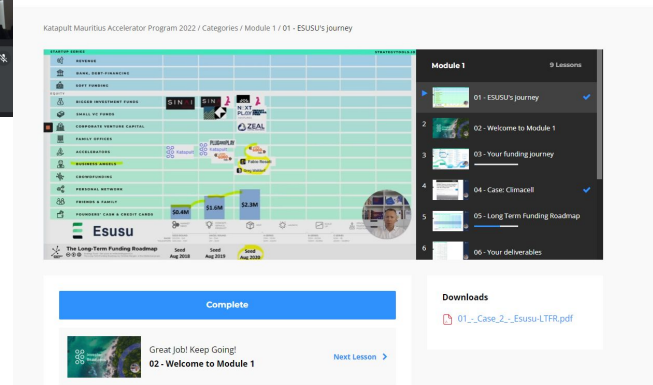
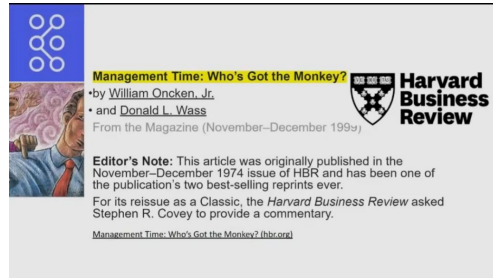
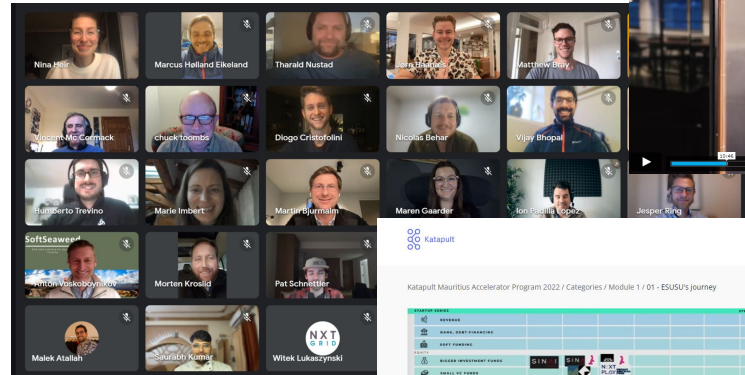
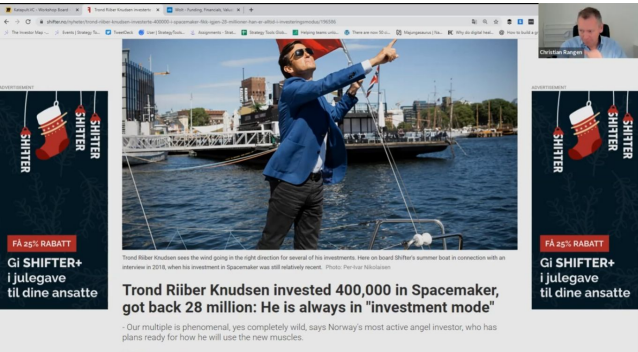
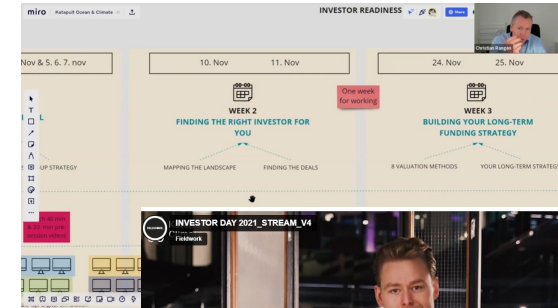
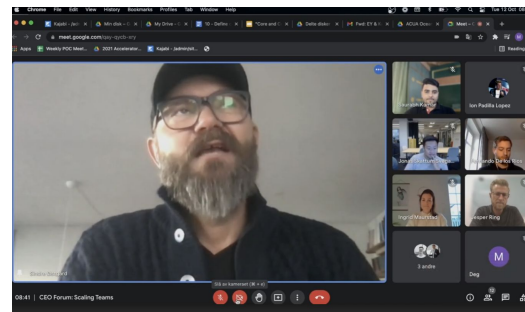
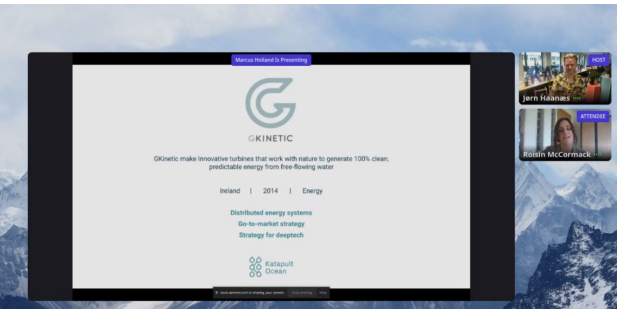
Impact workshop III	Group Pitching Session
Impact metrics implementation w/ Ingrid M	Impact reporting and workflow w/ Humberto Tervino
Equality, diversity and impact core w/ Nina Heir	The Golden Pitch Deck w/ Matthew Smith
Impact comms w/ Linn C Linnemann	Pitch Training: Make them See w/ JC Velten
CEO Forums (thematic dependent) & Wins, Challenges and Changes	

## Sprint 4 - Networking and presentation skills

Video making toolkit for investor day	OKR Check in: Focus Week	Group Pitching Session w/ Trond Riber Knudsen	Investor Day
Debt Financing w/ Silicon Valley Bank	Strategic Recruitment w/ Inez Teamtailor	Mock investor meetings #1	Life after Katapult
Dataroom How-to w/ Ross Brooks	Communication as a Strategic Tool w/ Linn Cecilie Linnemann	Industry Introductions	Exit Interview
Mentor Introductions	Mentor Introductions	Mock investor meetings #2	Mentor Introductions
CEO Forums (thematic dependent) & Wins, Challenges and Changes			

An extensive video library of deep dive modules - allowing you to tap into expert knowledge on the topics you need to focus on; now and in the future.

Including sales training, growth marketing, best practices for corporate partnerships, GDPR guidelines ++







***What we didn't  
expect from Covid 19***



***What we didn't  
expect from Covid 19***





# ***Key learnings so far (and from Covid 19)***

***How do we continue to  
deliver the worlds best  
impact accelerator program***

# Partner with exceptional partners and people



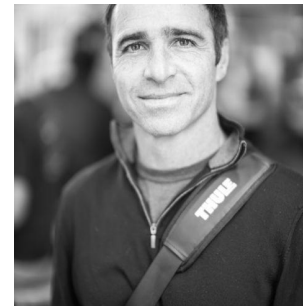
**Investor Readiness**  
Christian Rangen &  
StrategyTools



**Growth & Sales**  
Lars Johan Bjørkevold &  
ScaleupXQ



**Impact Management**  
Alison Fort, Niels Brugger  
Katapult Foundation



**Branding &  
Communication**  
JC Velten



# Partner with exceptional partners and people

Jason Scott, previous head of Google Startup



ANIM



Chisom Udeze,  
Founder @ Mettle



Vedana Thottoli,  
SNV



Wanji Ng'ang'a,  
Shell Foundation



John Bradshaw,  
Pick'n'pay



Yvonne Pinto,  
ALINE Impac

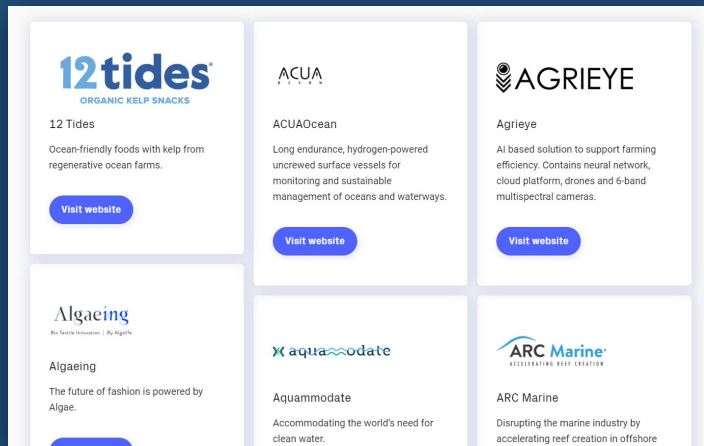


Joao Barreto,  
NESTLE



Sarah Rawson,  
Head of Impact &  
Sustainability  
OLAM





Our portfolio companies  
sit on the most  
up-to-date and relevant  
knowledge and know  
how

