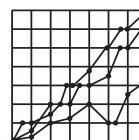




Impact Reporting: Understanding the impact of investments across Africa through the practice of Impact Measurement and Management



IMM Training: Implementing bespoke training on IMM for investment teams and entrepreneurs



Research studies: Conducting market analysis to surface insights on consumer engagement, and stakeholders across Africa

ABOUT LIVE AFRICA

Legacy Impact Venture Enterprises Africa (LIVE Africa) is an impact measurement and management (IMM) and impact investing company based in Nairobi, Kenya and New York, USA. Our team works with impact investors, social entrepreneurs, and global institutions to improve impact reporting and increase access to impact capital for women-led and gender-balanced business teams. Through strategic partnerships, we aim to bolster impact and financial outcomes for seed and growth stage businesses to scale

KEY CHALLENGES

92% of investors, intermediaries, and investees in Southern Africa recognized the value of Impact Measurement and Management but cited the challenge of understanding methodology and terms.
-(ANDE, 2018)

89% of investors noted a lack of transparency on impact performance as a major challenge facing the market
(GIIN, 2020)

Organizations aren't measuring impact because: insufficient financial resources, lack of knowledge on how to measure and manage impact, insufficient human resources, no set impact goals, don't have right tools, and impact is not a priority-
(ANDE, 2018)

OUR SERVICES

To improve impact reporting and inform impact investment strategies, LIVE Africa works with investors and their investees to achieve social and financial outcomes aligned to the United Nations Sustainable Development Goals and impact reporting standards. We apply IMM best practices guided by the Global Impact Investing Network (GIIN) and the Impact Management Project, using the five dimensions of impact convention.

Impact Assessments: Measuring and Managing Performance

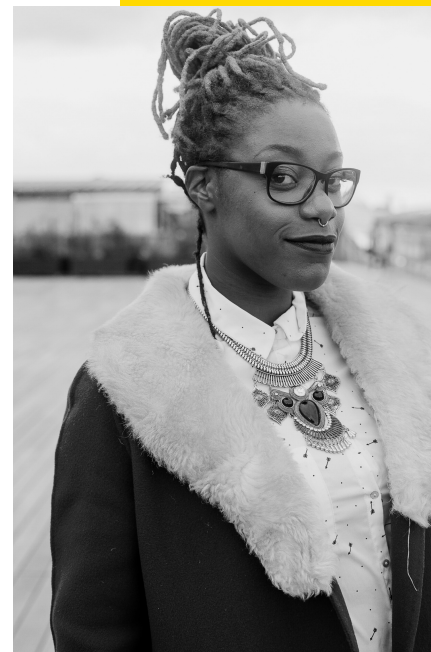
LIVE Africa provides end-to-end IMM support for clients (investors, African entrepreneurs, and organizations), addressing data acquisition challenges, developing impact goals and metrics, and conducting monitoring and evaluation. We deploy a mixed method approach, including site visits to inform impact assessments.

IMM Training: Addressing knowledge gaps, democratizing IMM, and upskilling investment teams

Drawing from previous work with the GIIN, LIVE Africa offers in-person and virtual training for investment teams and African entrepreneurs seeking to understand impact generated. To scale this offering, we are working on a gaming product. Please see additional information on the next slide.

Research: Conducting business analytics and market research

Our team offers research support to provide greater visibility of market gaps, opportunities, and trends among African women and historically marginalized communities. In collaboration with our technology partner, Sopact Impact Cloud, we aim to harness data management technology for market research.



OUR SECTORAL FOCUS

Our sectoral focus is based on the LIVE Africa team's expertise and previous work across the five industries. We collectively have over 30+ years of experience developing, managing, and implementing projects in developed, emerging, and frontier markets through public-private partnerships. We draw from our experiences working with the GIIN, The World Bank Group, investment firms, and African SMEs to inform our IMM approach in the following sectors:

- Health (Reproductive and Maternal)
- Education
- Arts/Creative Economy
- Agribusiness
- Technology

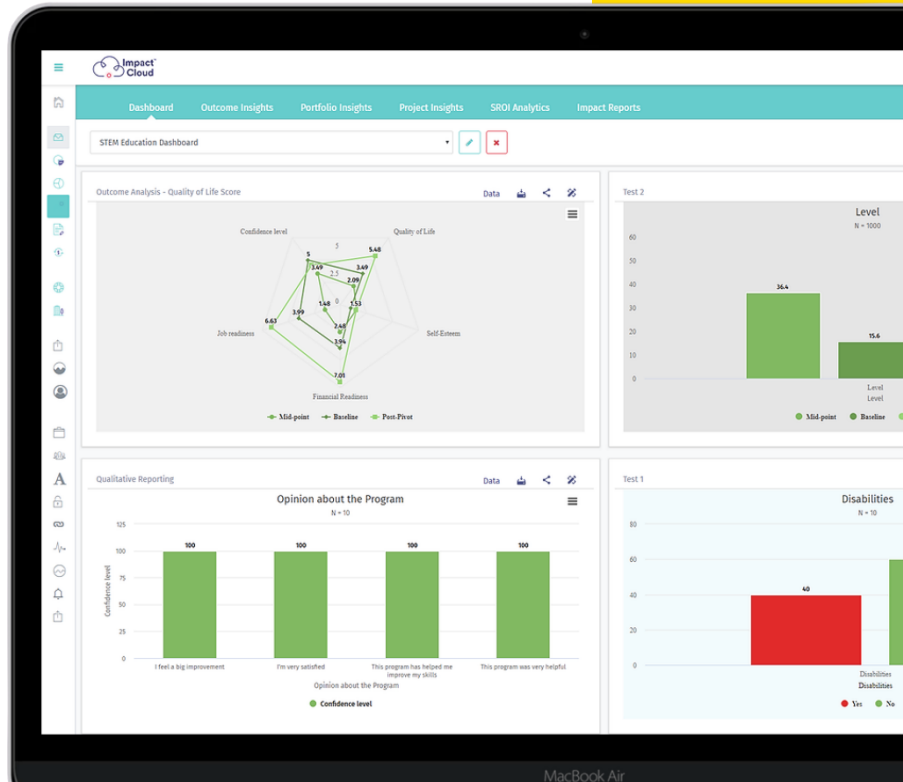
HOW WE USE TECH FOR IMM

We optimized our IMM services by partnering with Sopact Impact Cloud, a tech, data management company that integrates the key impact assessment tools we use for clients. We use the GIIN's IRIS+ online metric system and the Impact Management Projects convention to report on impact. Our team can conduct longitudinal studies using the secure, online data management platform on behalf of clients.

- To harmonize impact reporting, LIVE Africa uses Sopact Impact Cloud's secure data management platform to manage and collect data, thus expediting the reporting of data analysis; and providing access for clients to see and understand impact analysis is real-time.
- We use Impact Cloud platform to organize reports in alignment with market standards for IMM. LIVE Africa uses online tools to conduct data collection, including mobile surveys on behalf of clients.
- LIVE Africa also offers interactive dashboards as a part of impact reporting, saving time, providing faster updates on our impact analysis progress, and streaming the impact reporting process.



EXAMPLES OF IMPACT ANALYSIS DASHBOARDS FOR IMM REPORTING



OUR NETWORKS

