

Putting a Value on Impact Investing

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Impact investing aims to direct capital to ventures expected to yield social or environmental benefits as well as profits. However, there is a problem. Measuring the actual benefits of this form of investing remains largely a matter of educated guesswork. Companies have spent a lot of time and money developing a methodology to use financial performance measurement to assess the social and environmental impact. A metric was recently created to measure this impact, called the impact multiple of money (IMM). In this talk, we will walk through the six steps used to calculate an IMM.

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Time: 8:00 pm

Place: Park 328