

ADAP Newsletter - June 2019

ADAP is excited to share highlights from both our investment and advisory activities over the last three months. As always, please drop us a line and let us know how we can more effectively communicate.

- Andy Lower and Dan Luscher

ADAP Update



We were pleased to kick off the **ADAP Advisory curriculum** in April, hosting our first three live webinar discussions with our initial Fund 2 cohort, focusing on **core values, leadership, and impact DNA & measurement**. In the coming months we'll work through our **10 ADAP webinars** addressing and discussing the key topics facing early-stage social enterprises. We intend for these webinars to provide **knowledge and insight** for the companies in the ADAP portfolio while also creating valuable **peer-to-peer connections** between the entrepreneurs. The #ADifferentApproach section later in this newsletter describes the philosophy behind the ADAP Advisory curriculum.



In the last few months we have undertaken a thorough review of ADAP's internal processes:

- reevaluating our **deal pipeline** and assessing the 425 deals that we have reviewed so far

- rebooting the **ADAP Guidance Council** that actively holds us accountable to our mission

- setting up a new **CRM** system to help us more effectively coordinate with investors and potential investors. We are currently in active conversations with 92 potential investors and we are reflecting honestly on who is actually investing in deals and who is just talking about doing deals.

As we focused on closing more investment in ADAP Fund 2 so that we can close on more of the deals that we have in the pipeline, Andy was able to swing by the **Skoll World Forum** in Oxford in April, meeting with ADAP Guidance Council member **Topher Wilkins** (CEO of Opportunity Collaboration) as well as other current and potential early-stage investors. We welcome more conversations and collaboration with new as well as seasoned investors.

Dan co-lead an "Innovation Lab" workshop on scaling seed-stage impact investment at the **SEED Conference** in San Francisco in May with **Tim Freundlich** (CEO of Impact Assets) and **Holly Ruxin** (CEO of Montcalm Capital). It was great to meet up with old friends and make new connections with which we can continue to build the seed-stage impact ecosystem.



Pipeline and deals



We are excited to share that ADAP has finalized our 7th Fund 2 investment: Australia-based **AgUnity**, which creates Fintech solutions for remote and underserved populations based on distributed-ledger and blockchain technology. We look forward to working with founder **David Davies**, COO **Angus Keck** (picture at left with Dan during a recent visit to San Francisco) and the team.

We are always screening new potential deals, so if you are an entrepreneur or have a pipeline of deals for which you looking for investment capital, please fill in our [short application form](#) on the ADAP website.

Where we'll be



We continue to have multiple meetings with individuals and specific investment groups. We will also be at the **Social Innovation Summit** in Los Angeles and the **Confluence Philanthropy Advisors Forum** in San Francisco in June. If you plan to be at either event, we look forward to meeting up.

#ADifferentApproach



Each ADAP newsletter features a key element of ADAP's approach to addressing problems in early-stage impact investing. This month we focus on the **ADAP Advisory curriculum** that we launched in April.

While every entrepreneur and every business model is unique, over the last 15 years of working with social entrepreneurs impacting extreme poverty, it has become increasingly clear that there are regular and consistent patterns that positively and negatively impact long-term success.

ADAP Advisory sought to apply some of those lessons learned working directly with the 11 ADAP Fund 1 portfolio companies. This advisory offering utilized a "**hub and spoke**" model, with ADAP serving as the hub. While the intensity of this model worked well to support entrepreneurs to lay a foundation for durable social impact and sustainable finances, the model was not as scalable as we wanted it to be.

When ADAP launched Fund 2, not only were we doubling down on our commitment to innovation by backing businesses with high impact potential, we also wanted to innovate our own advisory model from hub and spoke to a more broadly interactive and inclusive "**spider web**" model across the entire ADAP Fund 2 portfolio. While we have maintained our deep personal and direct connection with each business through our Monthly Business Reviews and other regular points of contact, we committed to creating a **10-session curriculum**, delivered through interactive webinars. The interactive curriculum gives our entrepreneurs a chance to take a step back to reflect on key topic areas with both ADAP and with their peers in the portfolio.

Once we hit the milestone of having our first \$1 million committed to the fund and closed investment in our first cohort of companies - bringing the total in the ADAP portfolio to 18 companies - we launched the curriculum with the first three of the 10 interactive webinars for our current Fund 2 portfolio. In the coming months, we'll work through specific topics focusing on what we believe are the four cornerstones - values, revenue, impact, and scalability - necessary for each business to have an impact on extreme poverty regardless of their sector or geography. We believe that this "spider web" approach, by strengthening peer-to-peer connections across the portfolio, will continue to help the collected sum of the portfolio be much greater than the individual parts.

At the core of our role as an advisory partner is to establish a relationship of mutual respect and trust with each entrepreneur. We hope that this curriculum will be another step - in addition to our Monthly Business Reviews and #tacoTuesday experience - in achieving that goal.

ADAP companies in the news



Neopenda completed a [\\$1.4m seed round](#) with investments from Axel Johnson and Sunu Capital. ADAP worked with Neopenda to support them on the close, which enables them to build on the solid foundation they have created.

Neopenda co-founder Sona Shah was profiled in [The Atlantic](#).



Good Nature Agro co-founders **Carl Jensen** and **Sunday Silungwe** were [interviewed by FINCA](#), ADAP's co-investors in the company.



ADAP Fund 1 company **Vega Coffee** was [profiled by MercyCorps](#), which led its recent investment round along with Village Capital.