

# Public Value Academy

The future of impact entrepreneurship begins here.

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 P U B L I C  
V A L U E  
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# Empowering Entrepreneurs and Investors for a Better Tomorrow



The **Public Value Academy** is a newly developed support system designed to strengthen the ecosystem of impact-driven startups and mission-aligned investors.

Through our Academy, we equip entrepreneurs with the **tools, knowledge, and connections** needed to build scalable, sustainable business models that are not only investment-ready, but also capable of delivering **measurable social and environmental impact**.

At the same time, we offer investors access to **high-potential ventures** backed by rigorous impact data, reducing friction in the due diligence process and unlocking new opportunities for **purposeful capital deployment**.



# Improving the World through Impact Entrepreneurship

## INNOVATION

We develop effective and sustainable prototypes and business models to solve current and future social challenges.



## EDUCATION

We develop and conduct tailor-made programs and workshops for social innovations and community-oriented businesses.



## ACCELERATION

We empower founders to successfully scale their community-oriented business models driving a positive impact on the environment, people and society.



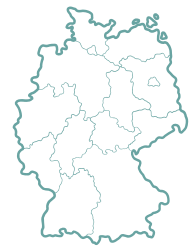
## CO-CREATION

We scale our impact through collaboration with UnternehmerTUM, Europe's biggest startup ecosystem and PHINEO, Germany's most prominent impact consultancy.



# Academy Outcomes

Through our Public Value Academy **we are offering:**



**4 locations**  
across Germany



**10,000+ hours**  
of training and support



**Direct support**  
for 250+ impact startups



**15 exclusive**  
matching events



**Free access** to IMM-tool  
for 500+ startups



**International program**  
by the end of 2027

# Working Packages & Deliverables

## Academic Program

**3-month program for impact entrepreneurs. Can be used as a stand alone program or be combined with existing programs.**

### Deliverables

- 6 newly developed modules (five hours each)
  - Social Business Model Design
  - Impact Measurement & Management (IMM)
  - Sustainability Management & ESG Reporting
  - Public Value & Common Good Assessment
  - Diversity and Governance
  - Impact Fundraising
- Three half-day workshops (four hours each)
- Personal mentoring for selected startups

## Impact Measurement

**Software solutions for the collection and management of impact data from impact startups. Additional database solution for impact investors.**

### Deliverables

- An academically robust framework for Impact Measurement & Management (IMM)
- A Public Value assessment modul
- New impact reporting software for gathering impact data from startups
- New impact database for the analysis and processing of impact data for investors

## Matching

**Bringing together impact-driven founders and investors, increasing the likelihood of founders finding the right investors and securing the funding they need.**

### Deliverables

- Communication strategy for engaging diverse stakeholder groups
- Alignment strategy for startups and impact investors
- a variety of content about impact entrepreneurship (podcast, blog, newsletter)
- A series of public networking events and matchmaking days



# WP 1: Impact Education Program



**Expert-led learning:** written material + video interviews with course authors



**Modular & Flexible:** runs standalone or integrates with other programs



**Blended Approach:** self-paced study, workshops, and mentoring



**Impact-focused:** designed for entrepreneurs building social and sustainable businesses

## Course Highlights:

- **Social Business Model Design** – build viable, impactful models
- **Impact Measurement & Management** – measure and report impact
- **Sustainability & ESG Reporting** – sustainability strategies and ESG guidance
- **Public Value Assessment** – evaluate societal contributions
- **Diversity & Governance** – inclusive teams and ethical practices
- **Impact Fundraising** – guidance on pathways to sustainable financial support



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# Program Structure

PM

	MON	TUE	WED	THU	FRI	SAT	SUN	
Social Business Model Design	Kickoff				Workshop			W1
				Masterclass				W2
Sustainability & ESG Reporting								W3
				Masterclass				W4
Impact Measurement & Management					Workshop			W5
				Masterclass				W6
Public Value								W7
				Masterclass				W8
Diversity & Gouvernance								W9
				Masterclass				W10
Impact Fundraising					Workshop			W11
				Masterclass				W12
					Pitch Day			W13

Online

Self Learning

Q&A

Offline

Workshop

Event

Free Time

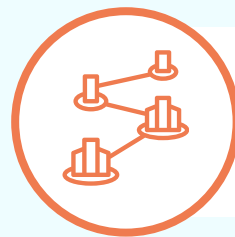
# Impact Measurement Software



**Comprehensive IMM:** academically robust framework for measuring and managing impact



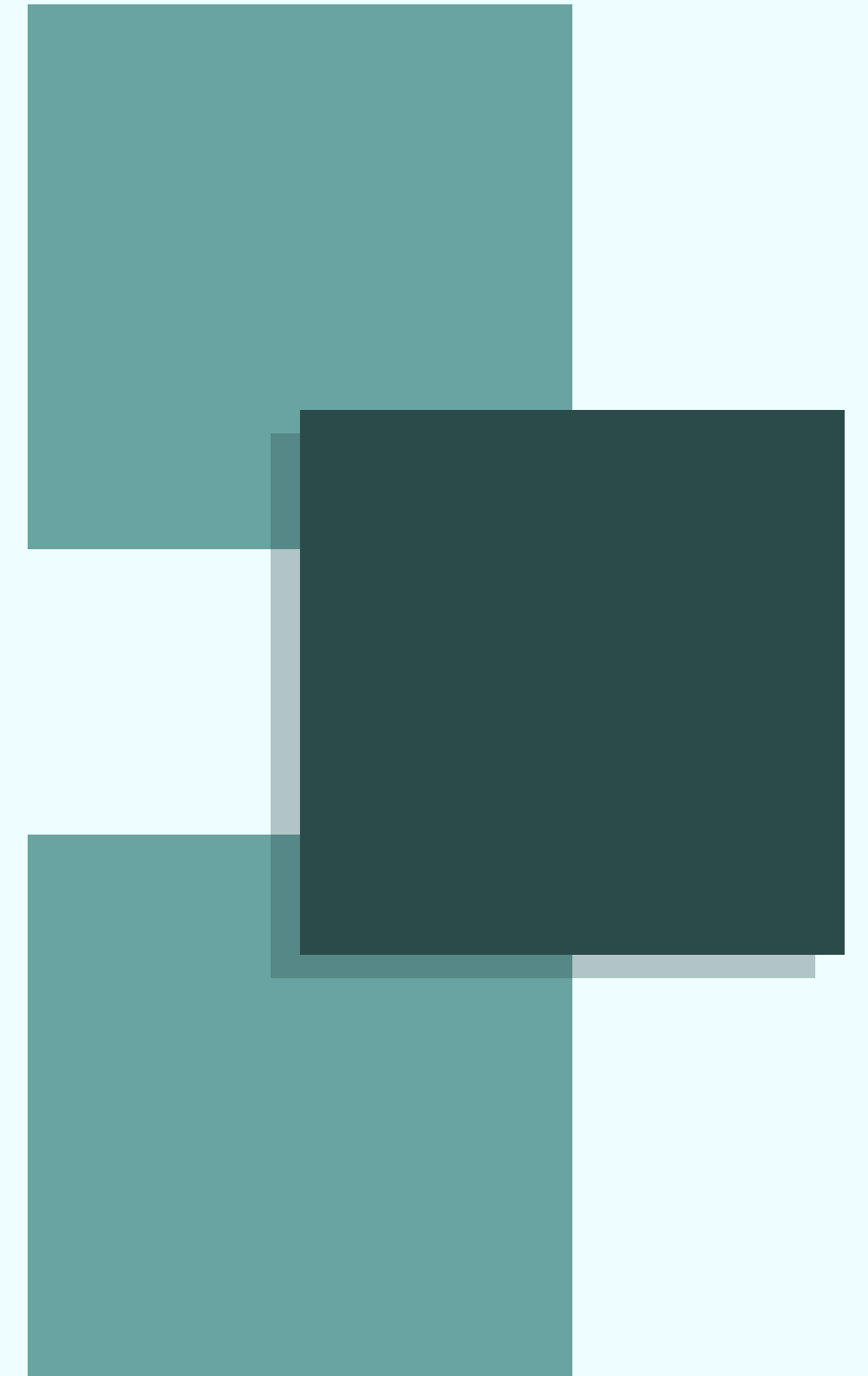
**Investor-focused:** database solution designed for impact investors to analyze and process startup data



**Adaptable & Scalable:** tools can be tailored for accelerators, foundations, corporates, and other stakeholders

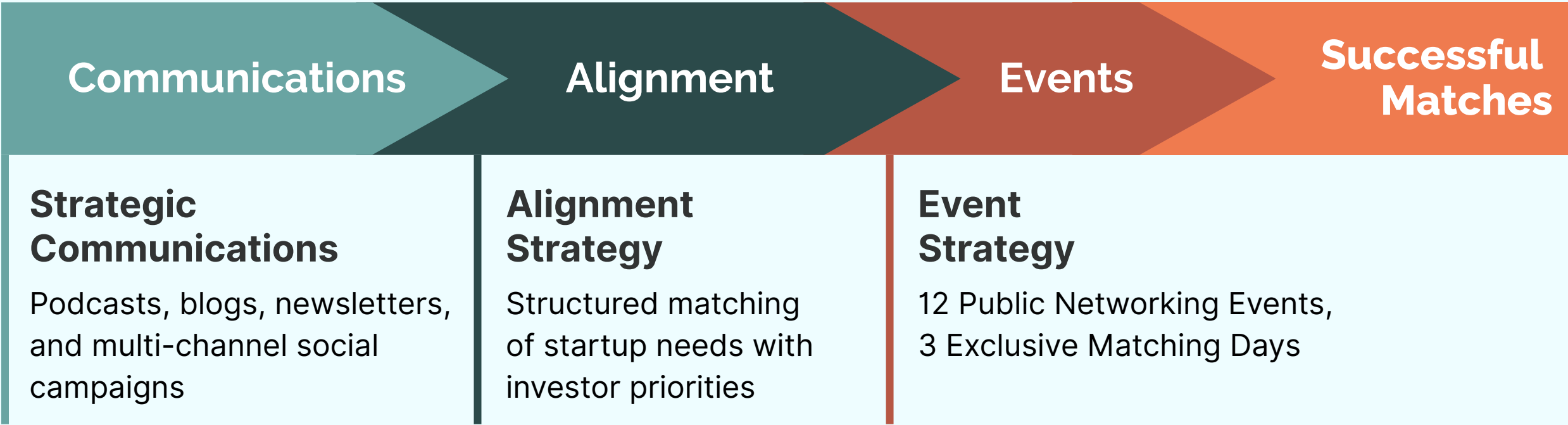
## Inluma Highlights:

- **IMM Framework** – structured methodology for consistent measurement
- **Public Value Module** – assess social contributions and common good
- **Impact Reporting Software** – enables startups to collect and share data seamlessly
- **Impact Database** – powerful insights and benchmarking for investors





# Impact Investor Matching



## Key Outcomes



**12 Networking Events** – broad outreach and visibility



**3 Exclusive Matchmaking Days** – curated, invite-only investor meetings



**High-Value Matches** – building long-term investor–founder relationships



# Deliverables to Start-Ups & Entrepreneurs

This project offers startups in the pre-seed and seed phases a hybrid, modular educational program designed to help scale their business models and socio-ecological impact. Entrepreneurs will benefit from:



## Enhanced Business Skills

Intensive training in six core areas—Social Business Model Design, Impact Measurement & Management, Sustainability Management & ESG Reporting, Public Value Measurement, Diversity & Governance, and Impact Fundraising, with up to 40 hours of digital learning content, workshops, and mentoring.



## Academic and Practical Support

The involvement of academic institutions offers startups valuable insights through qualitative evaluations, including semi-structured interviews, testimonials, and ethnographic studies, helping them refine their strategies and increase impact.



## Digital Tools for Impact Measurement

Startups gain access to digital methods and tools that make it easier to efficiently, transparently, and academically track and report their social and ecological impact.



## Scalability Support

The program's design ensures that its benefits extend beyond immediate investment outcomes, contributing to lasting socio-ecological impact across Germany by expanding the support network and scaling the initiative over time.



## Structured Matching with Impact Investors

The program facilitates direct connections between startups and investors through a tailored communication strategy to attract and inform both startups and investors, 12 public networking events to foster relationships and build community, and three dedicated Matching Days.

# Deliverables to Investors

Investors focused on impact will find significant advantages in supporting this initiative by offering them unique opportunities to maximize their impact while supporting high-potential startups. Investors will benefit from:

<b>Access to High-Impact Startups</b>		Investors gain access to early-stage, mission-driven startups with strong growth potential, enabling them to support businesses that align with their impact goals.
<b>Data-Driven Investment Decisions</b>		The initiative provides digital reporting tools and an impact database based on academically grounded frameworks, ensuring transparency and allowing investors to accurately measure and evaluate the social and ecological impact of their investments.
<b>Improved Portfolio Impact &amp; Accountability</b>		The use of impact measurement tools allows investors to demonstrate the effectiveness of their investments clearly, enhancing accountability and helping them meet their environmental, social, and governance goals.
<b>Enhanced Matching Opportunities</b>		Through targeted communication strategies, 12 public networking events, and three dedicated Matching Days, investors can connect directly with high-impact startups, increasing the likelihood of successful funding matches and fostering stronger relationships.
<b>Strategic Leadership &amp; Influence</b>		By participating in this initiative, investors can further enhance their reputation as leaders in the impact investing space, attracting like-minded partners and increasing their influence in shaping the future of sustainable and impact-driven investments.



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# Cooperation & Scaling



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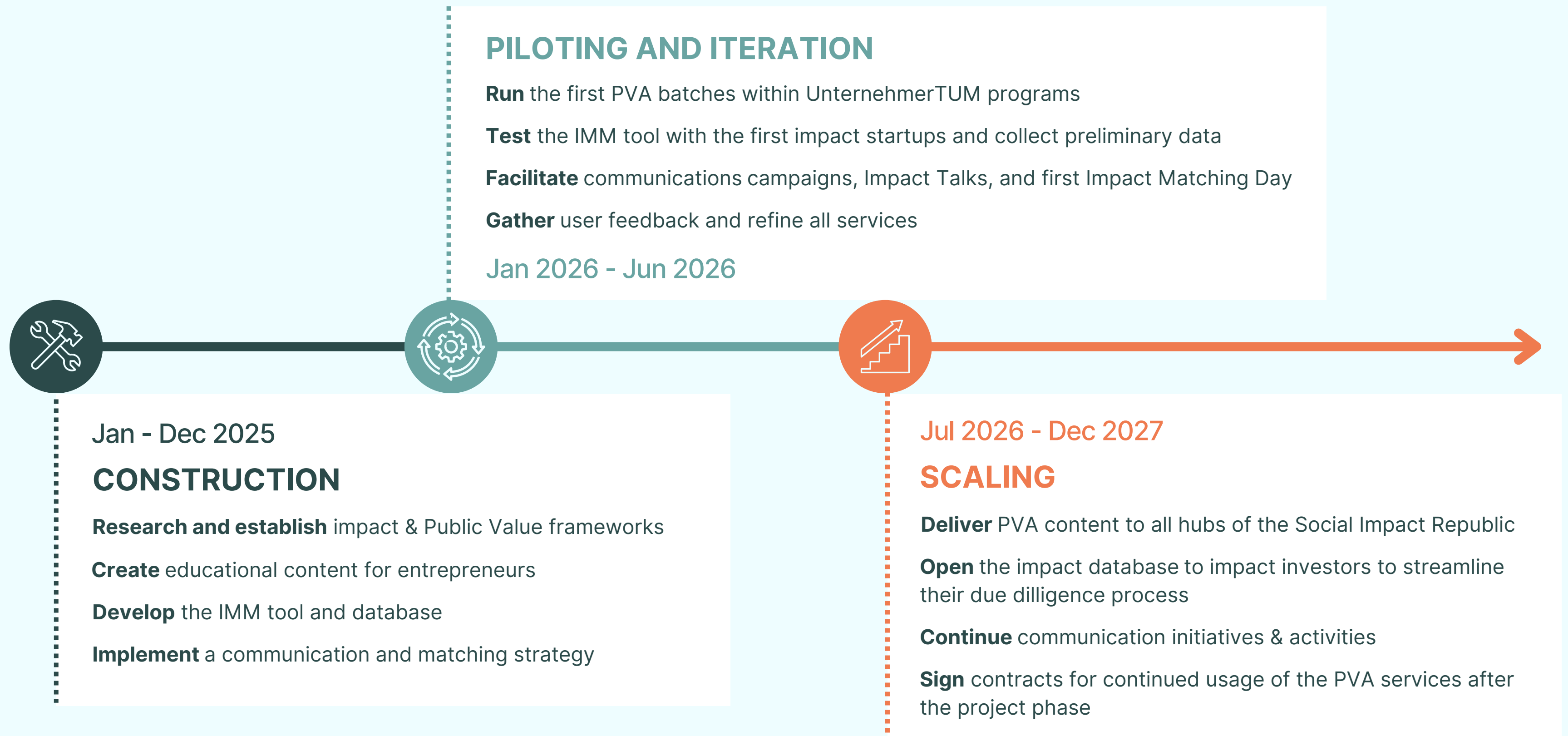
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FOUNDERS  
**FOUNDATION**

 **ai** appliedAI  
institute  
for europe

 **diz** rostock

# Roadmap and Project Planning



## Our Partners

The Public Value Academy is developed in collaboration of three of Germany's leading innovation and impact organizations.

### UnternehmerTUM, Munich

Europe's leading innovation hub is supporting startups with deep tech expertise, venture access, and scalable infrastructure.



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TUM**

### PHINEO, Berlin

Germany's leading think tank and consultancy for impact is helping organizations in measuring, scaling, and financing social change.



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### Public Value Hub, Leipzig

The education provider is specialized in developing and conducting impact entrepreneurship programs for individuals and organisations.



**PUBLIC  
VALUE  
HUB**



# Public Value Academy Project Team



**Alexander Hertel**  
Project Lead &  
Coach



**Lina Gorzinski**  
Program Manager &  
Coach



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Technology Manager



**Brigitte Weber**  
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Marketing



**Jonas Fathy**  
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# Let's stay **in touch!**



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