

Public Value Academy

The future of impact entrepreneurship begins here.

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TUM

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 P U B L I C
V A L U E
H U B

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 **knowledge, tools, and networks** needed to build scalable, sustainable business models that are not only capable of delivering **measurable social and environmental impact**, but also **investment-ready**.

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 consultant.



Academy Outcomes

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



6 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

Inluma is a 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

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

Impact Measurement Software: Inluma



Comprehensive IMM: academically robust framework for measuring and managing impact



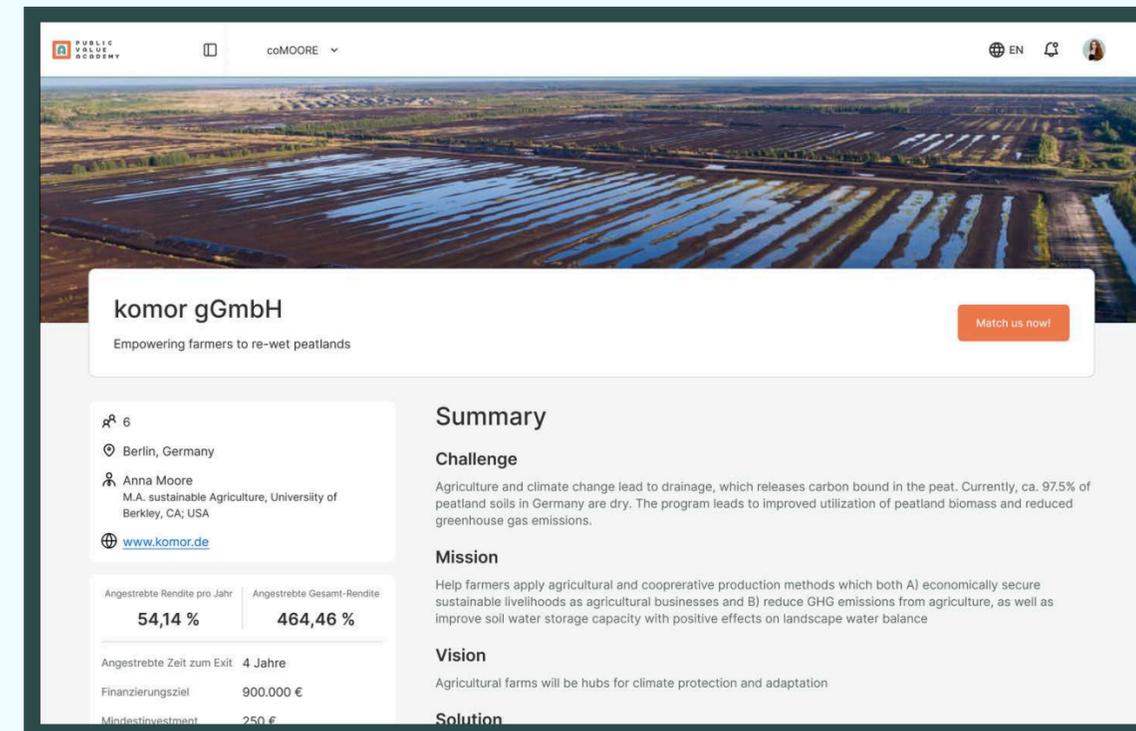
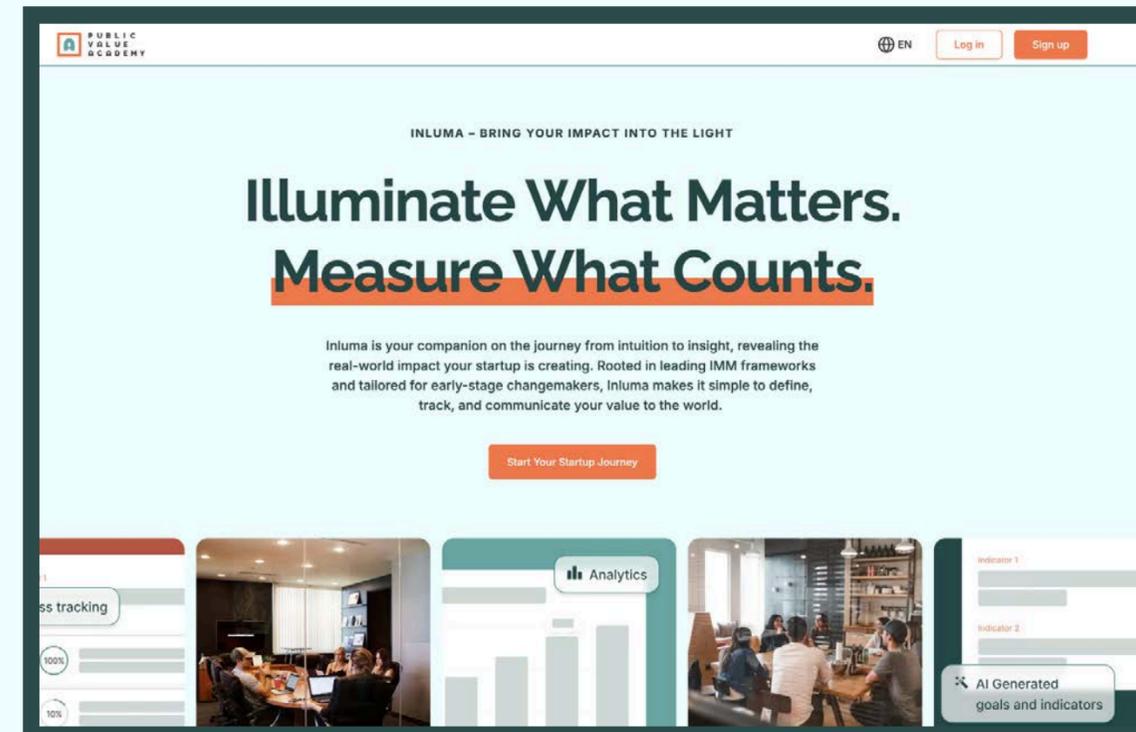
Investor-focused: database solution designed for impact investors to analyze and process startup data



Adaptable & Scalable: Inluma 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



Inluma

Inluma is the Impact Investor's Data Engine

With Inluma, all startup impact and finance data needed for comparison, due diligence, and reporting easily shareable, viewable, and accessible in one place.

Startup Summary

The screenshot shows the 'Startup Summary' page for 'komor gGmbH'. The header includes the Public Value Academy logo and 'coMOORE'. The main image is a landscape of peatlands. Below the image, the company name 'komor gGmbH' is displayed with the tagline 'Empowering farmers to re-wet peatlands' and a 'Match us now!' button. A sidebar on the left lists contact information for Anna Moore, including her role at M.A. sustainable Agriculture, University of Berkeley, CA, USA, and the website 'www.komor.de'. Below this, financial metrics are shown: 'Angestrebte Rendite pro Jahr' at 54,14% and 'Angestrebte Gesamt-Rendite' at 464,46%. Other metrics include 'Angestrebte Zeit zum Exit' (4 Jahre), 'Finanzierungsziel' (900.000 €), 'Mindestinvestment' (250 €), and 'Unternehmensbewertung' (7.900.000 €). The main content area is titled 'Summary' and includes sections for 'Challenge', 'Mission', 'Vision', and 'Solution'.

Finance Data

The screenshot shows the 'Finance Data' page. The 'Finance' section includes a 'Calculation' table with the following data:

Runway	05.2027	Current revenue	0 EUR (monthly)
Burn rate (monthly)	7.000 €	(expected) Revenues	50.000 EUR (03/2030)
Timeline	03/2025 - 03/2030	Generated through	300 purchase / 1000 EUR
(expected) Costs	350.000 EUR (03/2030)	Subsidies	60.000 EUR

The 'Grants and dependencies' section shows a grant from the 'Bundesministerium für Landwirtschaft, Ernährung und Heimat (BMLEH)' with a total of 15.000 €, type of 'Grant', and valid until 2027.

The 'Finance goals' section is a table with columns for 'Type', 'Cost, EUR', and 'Covers'.

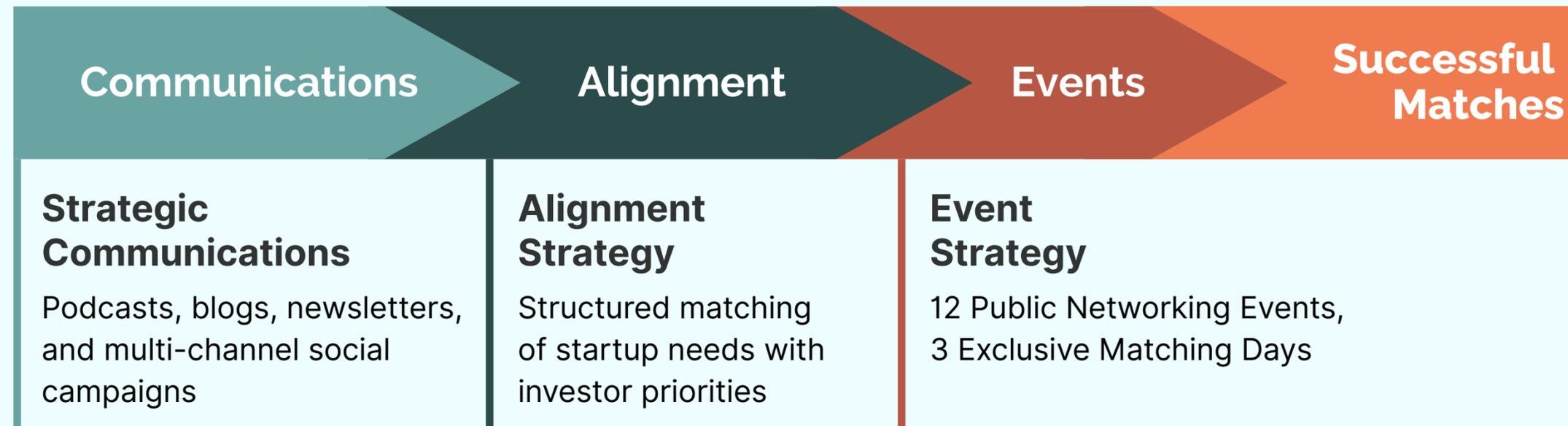
Impact Data

The screenshot shows the 'Impact Data' page, specifically the 'Analytics & Impact Dashboard'. The dashboard features several key metrics and goals:

- Our most illustrative core impact goal is:** 125.000 t CO₂, which is a 2.5% contribution to Germany's 2030 climate target, stored by 2028 = emissions of 57k average cars.
- Brandenburg must reduce CO₂ emissions from drained peatlands by:** 1 million t CO₂ -eq annually by 2030 to meet national targets. Source: Bund-Länder-Zielvereinbarung Moorschutz...
- Brandenburg must reduce CO₂ emissions from drained peatlands by:** 1 million t CO₂ -eq annually by 2030 to meet national targets. Source: Bund-Länder-Zielvereinbarung Moorschutz, MLUK

The dashboard also includes a sidebar with navigation options like Home, Startup Info, Problem & Solution, Team & Partners, Impact, and Analytics.

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 Startups & 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 our IMM tool Inluma which makes 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:

Access to High-Impact Startups



Investors gain access to early-stage, mission-driven startups with strong growth potential, enabling them to support businesses that align with their impact goals.

Data-Driven Investment Decisions



Inluma 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.

Improved Portfolio Impact & Accountability



The use of Inluma allows investors to demonstrate the effectiveness of their investments clearly, enhancing accountability and helping them meet their environmental, social, and governance goals.

Enhanced Matching Opportunities



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.

Strategic Leadership & Influence



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.

Public Value Academy

Cooperation & Scaling



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**FOUNDERS
FOUNDATION**



Public Value Academy

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.



**UNTERNEHMER
TUM**

PHINEO, Berlin

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



**PHI
NEO**

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



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Coach



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Brigitte Weber
Content &
Coordination



Bastian Rieder
Head of Product
Marketing



Jonas Fathy
Head of Impact

Join Now!

Join the Evolution of Impact

Register now for the Academy

Join the next generation of data-driven impact entrepreneurs.

Register here! 🖱️



Let's stay **in touch!**



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