

RUBIO'S THEORY OF CHANGE

INPUT

1

- Impact-driven strategy and culture
- True, Eager, Bright, and diverse team
- Min 250M AUM impact Capital (equity)
- Holistic & people centric approach
- Strong entrepreneurial expertise and international networks

OUTPUT

2

- Invest in 75 world changing entrepreneurs
- Support our portfolio in scaling their mission
- Create expert & founder networks to share knowledge/best practices
- Measure, report, and validate impact
- Attract new sources of capital to early-stage impact investing

OUTCOME

3

Planet Paradise*:

- Mt CO2 reduction
- Biodiversity protected/increased
- Mt Resources saved or re-used

People Power*:

(#depth/underserved populations vs #scale)

- Reduce poverty and inequality
- Access to education
- Income creation
- Improve health & wellbeing

Impact & Financial - Return on Investment

- Achieve impact returns (80-100% score on independently validated KPI's) at fund level
- Achieve financial returns (min 2x net at fund level)
- Sustained impact beyond exits

Society at Large

- Increased investments in impact startups and scale-ups

IMPACT

4

- Climate tech and social investments become the norm, not the exception
- Impact investments prove to lead to systemic change and become key enablers of societal and environmental progress
- Progress towards the Sustainable Development Goals: peace and prosperity for People and Planet

* More targets are measured, these are exemplary outcomes

