# ANNUAL REPORT 2021

**GEneration Impact**

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# TO OUR STAKEHOLDERS

## Our Value Proposition

GEneration Impact supports remote, skills-based, time-bound projects focused on the attainment of the Sustainable Development Goals through a membership of volunteers across GE businesses globally. GEneration Impact not only connects organizations with the skills they need to meet their goals and sustain success, but also helps scope the projects, and match volunteers to the project to create a diverse, but cohesive team.

| Stakeholder | Our Value Proposition |
| --- | --- |
| GE Internal Employees | • We create a globalized community for like-minded people<br>• We provide an avenue to make an impact and opportunity to build experience<br>• We educate on how to optimize impact |
| Community Organizations (NGOs/Non-Profits/Social Enterprises) | • We provide access to skilled individuals<br>• We teach internal skills & framework needed |
| Social Impact/GG Activist Community (External GE) | • We educate corporate employees on the Global Goals<br>• We articulate actions that can impact GG (positively or negatively)<br>• We bridge the gap between the activist community & corporations |

## Our Mission and Unique Value Proposition

> *"We exist to amplify how motivated individuals can contribute to the Global Goals for Sustainable Development (GGs) through connecting them with social impact projects and initiatives."*

Our key value proposition is to act as a personally invested matchmaker between Social Impacters and organizations focused on making progress towards the UN's Global Goals for Sustainable Development.

The following traits / qualities position us uniquely to accomplish this purpose:

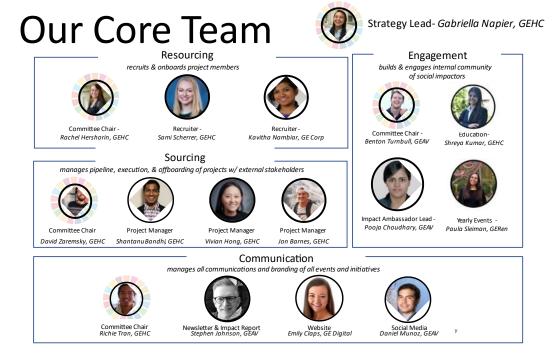• Strong platform within GE, a multi-conglomerate, which gives access to a global network with skilled individuals across multiple disciplines and functions

• Historic presence and network in the One Young World community

• Remote operations with presence in every continent (except for Antarctica)

• Focus on young professionals and connection to incoming employees provides constant growth and fresh perspective for the organization

## Our History

- **2014:** A group of passionate GE employees attended the One Young World (OYW) conference and identified a gap between the impact employees were having in silos and the potential scope they could have if they scaled across GE.

- **2015 – 2018:** The organization '*Social Impact at GE*' formed. This group reached out to the GE Foundation (GEF) and began supporting the philanthropic organization's initiatives and projects as volunteers. The group expanded to work with various non-profits, incubators, social enterprises, and more.

  - The team supported GEF and their non-profit partners on multiple initiatives including Hewatele, Public Sector Roundtable, Safe Water, Developing Health Globally, Project Echo, Safe Surgery, and more.

  - Utilizing their OYW and professional networks, the organization sourced projects with partners outside of GEF, including Team Gyan, Social Enterprise Greenhouse, and Fundación Borincana.

- **2019:** The organization formalized the core operational structure and set goals + priorities for 2020 centered around standardization and outreach growth. The organization also made significant branding updates including changing its name from 'Social Impact at GE' to 'GEneration Impact' and creating an organization logo.

- **2020:** GEneration Impact executed on its 2020 priorities, scaling up sourcing and resourcing capacity, initiating new projects and increasing membership, and setting new priorities for 2021—all detailed in its [2020 Annual Report](#).

- **2021:** GEneration Impact executed on its 2021 priorities, completing all twenty of its 2021 projects (see Project Portfolio Impact Review) while preparing for its own transformation following GE's spin-off announcement in November 2021 (see Where We're Heading in 2022).

## Our Structure

### Four Committees, One Core Team

# Our Core Team

Strategy Lead- *Gabriella Napier, GEHC*

**Resourcing**
*recruits & onboards project members*

Committee Chair -
*Rachel Hershorin, GEHC*

Recruiter -
*Sami Scherrer, GEHC*

Recruiter -
*Kavitha Nambiar, GE Corp*

**Sourcing**
*manages pipeline, execution, & offboarding of projects w/ external stakeholders*

Committee Chair
*David Zaremsky, GEHC*

Project Manager
*Shantanu Bandhi, GEHC*

Project Manager
*Vivian Hong, GEHC*

Project Manager
*Jon Barnes, GEHC*

**Engagement**
*builds & engages internal community of social impactors*

Committee Chair -
*Benton Turnbull, GEAV*

Education-
*Shreya Kumar, GEHC*

Impact Ambassador Lead -
*Pooja Choudhary, GEAV*

Yearly Events -
*Paula Sleiman, GERen*

**Communication**
*manages all communications and branding of all events and initiatives*

Committee Chair
*Richie Tran, GEHC*

Newsletter & Impact Report
*Stephen Johnson, GEAV*

Website
*Emily Claps, GE Digital*

Social Media
*Daniel Munoz, GEAV*

## Lifecycle of a Project *

1. **Initial Contact:** GEneration Impact receives project ideas from the GE Foundation, One Young World, Incubator partnerships, and passionate individuals through project interest form or email.

2. **Refine Scope:** The Sourcing committee works with external organizations, hereby referred to as stakeholders, to define deliverables, timeline, and alignment to Global Goals. A project posting is created with all the relevant information to resource the project with skilled talent.

3. **Creating a Project Team:** The Resourcing committee pairs GE talent to the project, including identifying a project leader. This is done through individual get-to-know sessions and notifications through communication channels of new project opportunities.

4. **Launch Project:** The Sourcing committee facilitates the initial kick-off meeting for the project introducing the project team to the external stakeholders.

5. **Execute Project:** The Project Team work on deliverables and shares progress at GEneration Impact Quarterly Project Updates.

6. **Deliver Impact:** The Project Team provide deliverables to stakeholders. Feedback from the Project Team and external stakeholders is collected by the Sourcing team, while feedback about Project Team members is collected by the Resourcing team.

*  As explained in "Where We're Heading in 2022", GEneration Impact is pausing initiation of new projects in 2022 as it transitions to a new organizational structure.

# HOW WE DID IN 2021

Using the rating of great/good/poor, GEneration Impact's performance in 2021 overall was good/great, performing good or great on seven of eight goals across three key priorities, as detailed in the section that follows.

## 2021 Major Successes

- Executed on Core Team capacity expansion application and interview process. The highly-organized process resulted in 28 applicants globally and across multiple GE businesses.

- Supported 15 new social impact projects that engaged 52 skills-based volunteers in projects with 11 different organizations, impacting 12 of the 17 UN's Global Goals in six countries (United States, Kenya, India, Lebanon, Nigeria, Peru) across four continents.

- Expanded GEneration Impact network through Social Impact Roadshow, which included 10+ sessions spanning six GE leadership programs, resulting in a 450+ employee exposure and a 12.5% increase in network membership.

- Increased online presence through our LinkedIn organization profile and redesign of its website.

## 2021 Priorities, Goals, Metrics

Having expanded our Social Impacters community and the number of projects undertaken in 2020, we chose to focus in 2021 on strengthening the operations of the Core Team in order to support the increased growth and to ensure longevity and stability.

*Priority – Strategic Growth:*
 *Strengthen operations for increased organizational growth, longevity, stability.*

**Goal**:  Execute Core Team capacity expansion from 6 to 15 roles

 **Metric:**  By March 2021, have clear expectations, responsibilities and desired qualifications defined for each role and have individuals identified for all 15 roles. Great

  Through an application and interview process, the organization expanded the operations Core Team to 15 individuals on three committees to support the increased growth in project resourcing and to ensure longevity and stability

**Goal**:  Ramp-up new Core Team members to a fully operational team

 **Metric:** Entire Core Team fully operational by May 2021. Good

  Each Committee Chair drafted and helped execute a ramp-up plan for the new committee members to ensure they were fully onboarded to the organization. However, due to GE employee attrition in the wake of the pandemic, turnover of core team members led to continuous on-boarding throughout the year.

*Priority – Partnership for UN Global Sustainable Development Goals (SDGs):*
 *Resource and support social impact projects supporting the UN's SDGs*

**Goal**:  Create and resource a healthy pipeline of projects impacting the SDGs.

 **Metric:**  Continuously scope projects and recruit new volunteer talent.  Good

  Continued cultivating a pipeline of projects, **ten** of which were partnerships suggested by GE employees. Sustained Social Enterprise Greenhouse pipeline partnership and completed **five** projects sourced through their accelerator program alumni. Piloted **one** project through a new partnership with Agora Accelerator focusing on social entrepreneur ventures operating in Latin America or the Caribbean. Partnered with One Young World's Yunus & Youth to provide mentors as part of their accelerator program.

**Goal**:  Optimize and operationalize project submission, on-boarding, and off-boarding of project teams

 **Metric:**  Ensure that project-submission information and project-team on-/off-boarding procedures are visible and accessible to GEneration Impact's key stakeholders.  Good

Project submission, on-boarding and off-boarding processes are now documented in standard operating procedures. Optimization of on-boarding of project team members has continued opportunities to enable a faster ramp-up of project members to working with partners.

*Priority – Community of Social Impacters at GE:*
*Create and support a community of social impacters within GE.*

**Goal**:  Regularly recruit, engage and educate the Impact Generator community

**Metric:** At minimum, maintain the 127-member size of 2020 Impact Generator network.  Great

Regularly engaged and educated Impact Generator community through monthly Impact Unplugged Series,  featuring speakers doing a deep dive into one SDG and showcasing their stories that connect inspiration to action. In addition, trivia questions relating to the SDGs were emailed monthly. By the end of 2021 the Impact Generator network consisted of 196 members.

**Goal**:  Grow the role and responsibilities of Impact Ambassadors

**Metric:** Ambassadors have ready access to and clear understanding of their roles, responsibilities and expectations.  Poor

Due to attrition both within the Core Team and within the Impact Ambassadors, definition of roles and responsibilities was delayed. The Impact Ambassador program expectations have been outlined but not yet implemented.

**Goal**:  Support creation and on-boarding of OYW GE Delegation

**Metric:**  On-board the 2021 OYW GE Delegation and execute application process for the 2022 OYW GE Delegation.  Great

Successfully executed and facilitated the application process, while training key business contacts for future execution post GE spin-off. 103 individual applied from all GE businesses across 20 different countries resulting in a GE delegation of 19 individuals. Leading up to the 2022 One Young World Summit a series of get-to-knows, information, and networking sessions have been set.

**Goal**:  Execute regular communication updates through multiple channels:

- Yearly Broadcast

- Annual Impact Report

- Quarterly Newsletter

- Quarterly Project Sharing

**Metric:** Execute each of the above in a timely manner.   Good

As outlined below, each of the major communication goals was executed upon. A Good rating was given as the Yearly Broadcast was pivoted and timeliness of the execution of all channels could have been improved.

• Yearly Broadcast: No Broadcast was held, but instead a different approach with the Social Impact Roadshow was executed due to the decentralization of leadership programs.

• Annual Impact Report: Published July 2021

• Quarterly Newsletter: Published April, July, September, January.  Feature articles on OYW and SDGs will be especially useful for new members in the future.

• Quarterly Project Sharing: 4 sessions executed for each quarter of the year

## 2021 Priorities Recap

Based on the above analysis, the GEneration Impact team tallied the outcomes below:

- Great - 3 / 8

- Good - 4 / 8

- Poor  - 1 / 8

# WHERE WE'RE HEADING IN 2022

## 2022 Priorities and Goals

On November 9, 2021, GE announced it would be splitting into three separate companies.  As GE begins its separation processes in 2022, Generation Impact is embarking on its own transformation.

In the wake of GE's announcement, the Core Team has re-organized itself, pivoting its focus and operations to building the foundation for three separate Generation Impact instances. The organization chart further below presents the team leading the work on readiness for the GE business spin-offs.

To start, we will begin with Healthcare and Aviation instances and are currently working to determine the future team structure for these two instances. As we continue to define this structure, we're looking for the best way to involve our community and Social Impact Ambassadors.

Having completed and closed the last open projects in Q1 of 2022, we are not planning to take on any new projects for the remainder of 2022.  However, we will certainly let you know as soon as we beginning seeking new projects and organizing teams to work them.

GE will still be sending delegates to One Young World 2022 in Manchester.

Until GE's spin-off, we will continue to use our established Distribution List for communication. Once the split takes place, the Generation Impact website will become the central communication channel for our network. We will be using this page to keep a running list of transition FAQ's on the website. If you have any questions, please don't hesitate to reach out to the Core Team, pictured below.

# Our Core Team - 2022

## Project Ops

*Manages project resourcing & execution between external stakeholders & GE project members*

Resourcing-
*Jon Barnes, GEHC*

Sourcing-
*Vivian Hong, GEHC*

## Spin Management

*Strategically laying foundation for Spin -off of Generation Impact*

Committee Chair -
*Gabriella Napier, GEHC*

Aviation -
*Pooja Choudhary, GEAV*

Healthcare -
*Shreya Kumar, GEHC*

Communications-
*Emily Claps, GE Digital*

OYW -
*Luca Anselmi, GERen*

# PROJECT PORTFOLIO IMPACT REVIEW

**Projects Completed in 2021 and 2022 Q1**

**Catie's Closet: Mobile App Development (Apr 2020 – Mar 2021)**

| Project Stats | Team Size: | 2 | Project Duration: | 6 months |
|---|---|---|---|---|
| Problem Statement | Boston University students have previously partnered with Catie's Closet to produce MVP 1 & 2 of a new app used to encourage clothing and product donations. This team will continue iterating app for product launch.  Goal is to develop a cross platform Mobile App to increase the items donation/collection by 50%. | | | |
| Global Goals Impacted | GG1, GG4, GG11 | | | |
| Type of Project | App Development | | | |
| Outcome / Deliverable | Gap Analysis<br>Feature definitions<br>UI/UX Development<br>Feature Implementation<br>App Store Configuration<br>QA<br>Fine tuning<br>Documentation<br>Handover | | | |
| Impact (Quantified) | (4Hrs/Wk * HourlyRate$100 * 50Weeks * 2TeamMembers)  $40K<br>Apple Metrics: 8/1/2021 – 4/19/202, 147 first-time downloads; 202 Views<br>Google Metrics: 26 users, 5-star rating | | | |

## Catie's Closet: Donation Procurement Process (Jul 2020 – Jan 2021)

| Project Stats | Team Size: | 3 | Project Duration: | 7 months |
|---|---|---|---|---|
| Problem Statement | Catie's Closet has two distribution centers in Mass. Their next step is to scale and repeat strategically in urban and rural locations to support national growth. This requires supply chain skill to develop a robust regionalized pipeline from companies & individuals. | | | |
| Global Goals Impacted | GG1, GG4, GG11 | | | |
| Type of Project | Supply Chain, Scalability | | | |
| Outcome / Deliverable | List of potential corporate sponsors ranked for compatibility with CC's mission. Corporate sponsorship informational materials written and designed for distribution to potential corporate sponsors. Research on corporate sponsorship programs and fundraisers. | | | |
| Impact (Quantified) | (3 Hrs/wk)*(24 Weeks)*(4 Team Members)*($ 100 Hourly Rate) $29K | | | |

## Catie's Closet: Website Improvement (July 2020 – Apr 2021)

| Project Stats | Team Size: | 4 | Project Duration: | 10 months |
|---|---|---|---|---|
| Problem Statement | Update Catie's Closet's website to reflect and aid in the organization's growth and expansion. This team will take a marketing approach to improve user experience (UX) and website capabilities. | | | |
| Global Goals Impacted | GG1, GG4, GG11 | | | |
| Type of Project | Website Development, Marketing | | | |
| Outcome / Deliverable | Updated website that incorporates feedback and input from Catie's Closet team, particularly in integrating Catie's Closet affiliate sites, as well as documentation on how to make any updates or changes to the website. | | | |
| Impact (Quantified) | Website completely updated with documentation and Catie's Closet team trained on how to up-keep website | | | |

## Catie's Closet: 'Be Me' Merchandise Business Plan (Aug 2020 – Jan 2021)

| Project Stats | Team Size: | 3 | Project Duration: | 6 months |
|---|---|---|---|---|
| Problem Statement | Catie's Closet launched a new trademark for their logo "Be Me", which encourages self-expression and confidence. Their goal is to encourage local vendors to utilize this brand on apparel and have a portion of the sales donated to Catie's Closet. | | | |
| Global Goals Impacted | GG1, GG4, GG11 | | | |
| Type of Project | Sales, Marketing | | | |
| Outcome / Deliverable | Social Media Content, Partnership Collaboration, Cold Calling campaign for retail partners, QR code design for fundraising campaigns | | | |
| Impact (Quantified) | Developed a stronger brand campaign to leverage the "Be Me" brand of Catie's Closet. Provided content ideas to utilize moving forward. (3Hrs week*16 weeks * $50/hr*3 people) = $7,200 | | | |

## ChildFund: "Kijenzi" Business Plan (Aug 2020 – Jan 2021)

| Project Stats | Team Size: | 4 | Project Duration: | 6 months |
|---|---|---|---|---|
| Problem Statement | As Kijenzi expands their operations, they also need to expand their sources of investor funding. They are looking for a team to work with co-founder John Gershenson on creating a business plan to attract new investors. | | | |
| Global Goals Impacted | GG3, GG8, GG9 | | | |
| Type of Project | Finance Modeling, Business Planning | | | |
| Outcome / Deliverable | Investor-Ready Business Plan adaptable for global grant applications from foundations & government organizations, e.g., USAID, UKAID, The Lemelson Foundation. | | | |
| Impact (Quantified) | 6 months * 4 weeks * 4 hours/week * 4 team members *  0.8 correction factor * estimated hourly rate = 307 * hourly rate  $31K<br><br>Delivered a modular pitch deck and aided in the developed of financial plan for Kijenzi | | | |

## NaloxBox: Supply Chain Expansion (May 2020 – Jan 2021)

| Project Stats | Team Size: | 3 | Project Duration: | 9 months |
|---|---|---|---|---|
| Problem Statement | NaloxBox's near-term goals are to further scale sales and distribution nationally and expand internationally. One of its most immediate needs is an analysis of its supply chain operations to assure quality, minimize costs and improve efficiency of production and inventory practices to meet increasing demand. | | | |
| Global Goals Impacted | GG3, GG10 | | | |
| Type of Project | Lean & Supply Chain Consulting | | | |
| Outcome / Deliverable | Due to attrition of team members, this team merged with the NaloxBox Technical Design team to give input in selection of raw materials to minimize cost during the design process. | | | |
| Impact (Quantified) | 1 hr/week*hourly rate*36 weeks*1 team member $3600 | | | |

## NaloxBox: Technical Design (Jun 2020 – Jan 2021)

| Project Stats | Team Size: | 3 | Project Duration: | 8 months |
|---|---|---|---|---|
| Problem Statement | NaloxBox would like to increase the tracking of boxes sold to help understand utilization rates and utilization locations to better track implementation of the product and also receive notification when box has been opened | | | |
| Global Goals Impacted | GG3, GG10 | | | |
| Type of Project | Engineering Design | | | |
| Outcome / Deliverable | Designed and created a QR code system to track location of boxes that leverages an Arduino based hardware that will send an SMS notification when a box has been opened. | | | |
| Impact (Quantified) | 3 hr/week*hourly rate*32 weeks*3 team members = $29K | | | |

## CareMother: Strategic Partnership Landscape (Nov - Dec 2021)

| Project Stats | Team Size: | 4 | Project Duration: | 1 month |
|---|---|---|---|---|
| Problem Statement | CareMother plans to expand its customer base to other regions of India, Bangladesh and Kenya through key partnerships with distributors, private clinics and hospitals, and medical non-profits/NGOs. So they're looking for help in identifying and jump-starting these partnership connections. | | | |
| Global Goals Impacted | GG3, GG5 | | | |
| Type of Project | Business Plan, Marketing | | | |
| Outcome / Deliverable | • Profiles and contact list of potential partners<br><br>**Category**    **India**    **International**<br>Corporates    11    05<br>NGOs and Non-profits    12    05<br>Hospitals    09    -<br>Pharmacies    13    15<br><br>• Recommended additional contact sources, techniques for prioritizing contacts and methods for continuing research | | | |
| Impact (Quantified) | 2.5 hrs/week*hourly rate*16 weeks*4 team members $16K | | | |

## Endless Medical Advantage (EMA): Website Improvement (Apr 2021 – Aug 2021)

| Project Stats | Team Size: | 4 | Project Duration: | 5 months |
|---|---|---|---|---|
| Problem Statement | As EMA prepares to expand their mobile units, they recognize the need to upgrade their website so it can better serve not only as an introduction to the organization but also as a gathering place for volunteers, a portal for donations and a platform to educate on the Syrian refugee crisis. The current website, built on Wix, needs an improved user experience. | | | |
| Global Goals Impacted | GG3 | | | |
| Type of Project | Website Development | | | |
| Outcome / Deliverable | Reviewed current website and recommend updates through wireframe design process. Partnered with EMA to validate requirements and executed website updates with built-in effectiveness metrics. Assisted with launch and provided maintenance training for sustainable change. | | | |
| Impact (Quantified) | Website completely updated and EMA team trained on how to up-keep website | | | |

## GE Ren Carbon Neutral Program: Carbon Emissions Modeling (Jul 2020 – Jan 2021)

| Project Stats | Team Size: | 3 | Project Duration: | 6 months |
|---|---|---|---|---|
| Problem Statement | GE Renewable Energy has pledged to be carbon neutral by the end of 2020. Much of the company's footprint comes from the wind, hydro, solar and hybrid power projects on which our products are installed–50,000 wind turbines in 35+ countries, for example. Given the challenges of collecting emissions data from hundreds of on-shore and off-shore sites across four continents, the Carbon Neutral program has turned to modeling as an alternative to comprehensive data collection. | | | |
| Global Goals Impacted | GG12, GG13, GG15 | | | |
| Type of Project | Project Management Consultation | | | |
| Outcome / Deliverable | Team executed research on the methods of data collection for carbon emissions across GE Renewables' Grid, Hydro, and Onshore Wind businesses and created a complex-effort analysis. This resulted in the identification of the Onshore Wind sector as the lowest complexity, highest effort in modeling carbon emissions. The team proposed a plan to execute and update the current state model, identifying key regional contacts to involve. | | | |
| Impact (Quantified) | 3 hr/week*hourly rate*24 weeks*3 team member = ~$9k | | | |

## Q2Q Health: App Development (Apr 2020 – Jan 2021)

| Project Stats | Team Size: | 4 | Project Duration: | 9 months |
|---|---|---|---|---|
| Problem Statement | Q2Q (Quantitative to Qualitative) Health was founded by a nurse educator who is committed to reducing adverse drug events (ADE's) caused by incorrect or confusing medical documentation. This organization is developing a mobile app to give patients & caregivers real-time, contextualized health information. The app also employs predictive analytics to identify ADE-high-risk patients. | | | |
| Global Goals Impacted | GG3, GG4 | | | |
| Type of Project | App Development, Analytics platform building | | | |
| Outcome / Deliverable | Completion and launch of app | | | |
| Impact (Quantified) | $18K<br>• Led organization through Lean Product Framework to design, scope, and develop React Native navigation features for the prototype mobile app<br>• Developed RESTful APIs foundational to the analytics platform to identify harmful drug interactions using AWS Lambda and API Gateway | | | |

## Releaf: Factory App development (Aug 2020 – Feb 2021)

| Project Stats | Team Size: | 3 | Project Duration: | 6 months |
|---|---|---|---|---|
| Problem Statement | Releaf is looking for help with the final development and launch of its operations application for factory workers to manage throughput. | | | |
| Global Goals Impacted | GG1, GG8, GG9 | | | |
| Type of Project | App Development | | | |
| Outcome / Deliverable | For the operations application the team has suggested updated visualization graphs to track productivity and has created an updated operations report that tracks daily and weekly operations, forecasts, and overall operational health through key performance indicators. | | | |
| Impact (Quantified) | $100/hr * 3 hrs/wk * 24 weeks* 3 team members = $216K | | | |

## WatchRx–iOS App (Jan 2021 - Jun 2021)

| Project Stats | Team Size: | 4 | Project Duration: | 6 months |
|---|---|---|---|---|
| Problem Statement | WatchRx is a woman-founded digital health company whose vision is to create a community where elders with chronic illness can remain independent with dignity. The WatchRx solution helps seniors manage their complex medical regimens while seamlessly connecting them to caregivers as well as healthcare providers and payers.  WatchRx needs to move its current Android application to Applie iOS. | | | |
| Global Goals Impacted | GG3, GG10 | | | |
| Type of Project | App Development | | | |
| Outcome / Deliverables | Feasibility Study Project Plan for Implementation of Apple iOS solution Initial/Demo Implementation | | | |
| Impact (Quantified) | ~ 3 hrs/wk * HourlyRate * 27 weeks * 4 team members, $32K | | | |

## iNERDE: New Platform Research (Jun 2021 - Nov 2021)

| Project Stats | Team Size: | 4 | Project Duration: | 6 months |
|---|---|---|---|---|
| Problem Statement | iNERDE is addressing Africa's pressing need for effective STEAM education through K-12 curriculum development and dissemination and through professional development for teachers and educators. iNERDE needs an expansion plan to increase impact across the continent of Africa. | | | |
| Global Goals Impacted | GG4, GG5, GG8, GG9 | | | |
| Type of Project | Market Research, Project Management | | | |
| Outcome / Deliverable | Identify tools to sustainably build, host, and maintain this learning platform<br><br>Pinpoint development, hosting, and security costs<br><br>Create a cost/benefit analysis of using existing platforms versus developing the ideal solution<br><br>App requirements ✓Complete<br>Comparison of existing solutions ✓Complete<br>Cost estimation of iNERDEdesign ✓Complete<br>Documents Developments ✓Complete | | | |
| Impact (Quantified) | $3x26+1x13\~=91$ hours $9K<br><br>$100/hr * 1 hr/wk * 26 weeks* 2 team members = $52K<br>+ $100/hr * 1 hr/wk * 13 weeks* 1 team member = $13K<br>Total: $65K | | | |

## Nanas y Amas: Marketing Loop Project (Jul 2021 - Dec 2021)

| Project Stats | Team Size: | 3 | Project Duration: | 6 Months |
|---|---|---|---|---|
| Problem Statement | Nanas y Amas (Lullabies and Love) is an employment agency in Peru that has been connecting families with domestic workers, such as nannies and home assistants since 2009. Their newest product is "Loop", a mobile application that connects Venezuelan migrant women with per-hour work opportunities to clean homes and offices in Lima, Peru. Nanas y Amas is looking for help marketing "Loop" and getting more customers. They currently have 150 customers and are aiming for 20,000 by 2022, which is the number needed to provide full time work to 1000 Venezuelan women. | | | |
| Global Goals Impacted | GG1, GG5, G8, G10 | | | |
| Type of Project | Marketing | | | |
| Outcome / Deliverable | New Marketing Plan<br>Review Metrics on new Mktg Plan<br>Potential Investor Presentation | | | |
| Impact (Quantified) | | | | |

| METRICS | Prior to Kick Off (Jan-June 2021) | During & After Project (July-Dec 2021) | Increment |
|---|---|---|---|
| New Users (App Downloads) | 1,544 | 2,741 | 178% |
| New Customers (Effective Service) | 240 | 526 | 219% |
| Services Provided | 470 | 1,604 | 341% |
| Income (USD) | $9,000 | $26,000 | 289% |

## Yunus and Youth

| Project Stats | Team Size: | | Project Duration: | |
|---|---|---|---|---|
| Problem Statement | There are 100 fellows that need mentorship pairings for the cohort starting in September 2021. Two mentors in diverse fields are needed per fellow. The fellows support a range of SDGs depending what their businesses are. | | | |
| Global Goals Impacted | GG17 | | | |
| Type of Project | Recruitment/ Business Development | | | |
| Outcome / Deliverable | Mentor pairing for fellows 8 mentors, 4 fellows | | | |
| Impact (Quantified) | Fostered development of 4 fellows from beginning stages of social entrepreneurship to creating business plans and having a path forward to elevate their mission and build a stronger social business.<br><br>$100/ hr * 1 hr/wk * 25 weeks* 8 team members = $20K | | | |

## Releaf: Heating Bin Optimization (Nov 2021 – Mar 2022)

| Project Stats | Team Size: | 5 | Project Duration: | 5 months |
|---|---|---|---|---|
| Problem Statement | Palm nuts harvested by local farmers have to be dried to < 25% moisture content prior to factory processing. Capacity of Releaf's current heating bin system, 2 tons per hour (2T/H), needs to be more than doubled in order to keep up with demand during peak rainy season. | | | |
| Global Goals Impacted | GG1, GG8, GG9 | | | |
| Type of Project | Engineering Design and Supply Chain Optimization | | | |
| Outcome / Deliverable | Increase heating-bin capacity from 2T/H to 5T/H in order to ensure that every farmer's crop can be sold to food factories.<br>User Need & System Parameter Definitions<br>Current System Evaluation<br>Industry Methods Evaluation<br>Design Ideation and Prototyping<br>Design Testing & Validation<br>Design Proposal & Documentation Handoff | | | |
| Impact (Quantified) | Rather than just handing the Releaf team an isolated solution to a single problem, we evaluated their current methods for process improvement then developed a set of documentation and best practices to help give them a more informed, more useful, system-level approach. The foundation for process improvement we have helped build will result in faster, better, cheaper development of their whole system, including an improvement from 2 to 5 tons/hour through the drying stage<br><br>$100/ hr * 5 hrs/wk * 18 weeks* 5 team members = $45K | | | |

## Assist International: O2 NOW Business Case (Oct 2021 - Feb 2022)

| Project Stats | Team Size: | 2 | Project Duration: | 5 months |
|---|---|---|---|---|
| Problem Statement | Vulnerable, resource-constrained communities across the African continent need greater access to medical oxygen. O2 NOW has experience elsewhere in working with local partners to create a self-sufficient, financially sustainable oxygen ecosystem. The organization wants to understand the oxygen-market landscape and develop a strategy accordingly. | | | |
| Global Goals Impacted | GG3, GG9 | | | |
| Type of Project | Business Plan | | | |
| Outcome / Deliverable | Assessment of the oxygen market landscape on the African continent; development of a profitable and sustainable go-to-market strategy. | | | |
| Impact (Quantified) | $100/ hr * 2.5 hrs/wk * 12 weeks* 2 team members = $6K | | | |

## Child Fund: "Kerjaku" Website Refresh (Sep 2021 - May 2022)

| Project Stats | Team Size: | 4 | Project Duration: | 8 months |
|---|---|---|---|---|
| Problem Statement | In Indonesia, many young people have little capacity for finding professional training and sustainable employment. Childfund has created a website, "Kerjaku", consisting of e-trainings and local job listings to address this need, but Childfund is seeking expert assistance in updating website for wider functionality and use. | | | |
| Global Goals Impacted | GG1, GG8, GG10 | | | |
| Type of Project | Website Development | | | |
| Outcome / Deliverable | The finished product is a fully functional custom code (ReactJS/HTML/CSS front end, NodeJS backend, AWS infrastructure) website that includes online professional training and access to local job listings for Indonesian youth. | | | |
| Impact (Quantified) | It is estimated that the website will be used by 100-200 users/month as Kerjaku will be using the tool in partnership with the local school system to prepare students for work. The final product is more cost effective than the previous website, has enhanced functionality and UI, and can be scaled to accommodate for a larger user base if needed. <br><br> $100/ hr * 5 hrs/wk * 36 weeks* 4 team members = $72K | | | |

## Child Fund: Digital Program Delivery (Nov 2021 - Apr 2022)

| Project Stats | Team Size: | 1 | Project Duration: | 6 months |
|---|---|---|---|---|
| Problem Statement | Explore how technology might be better leveraged to deliver digital programs at a much larger scale, enabling global reach to grow from 13M to 100M by 2030. | | | |
| Global Goals Impacted | GG2, GG3, GG4 | | | |
| Type of Project | Website Development | | | |
| Outcome / Deliverable | Determine program to be delivered digitally<br>Identify key elements of the user experience<br>Identify technology to deliver the experience<br>Present target countries as 'case studies'<br>Customer Research of the selected countries<br>Formulate testable hypotheses about the desirability, feasibility and viability of the two selected program interventions | | | |
| Impact (Quantified) | 1 person * 3hr/wk * 20 wks *$100/hr = $6K | | | |

# APPENDIX

In situations where a quantified impact could not be calculated, the GEneration Impact team estimated the impact based on the input of time to create the deliverables. Below is an outline of the equation used in the impact calculation.

**IMPACT** = Hours / week * hourly rate * # weeks * # team members