



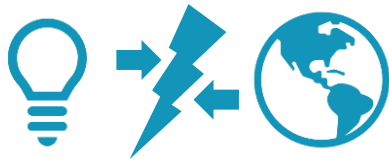
Empowering Innovation-to-Impact

July 2018



Problem

The **potential** of most innovation is **disconnected** from the world's challenges.



There is no **trusted partner or process** specifically focused on **exponential sustainability impact**.



Solution = 9 Billion Lives

9 Billion Lives (9BL) is a platform that **unites innovations with impact potential to global opportunities, investors and funders** with big impact ambitions. 9BL enables people to **invest in the world they want to see.**



The 9BL Engine

9 Billion Lives:



1. **Systematically identifies pathways** where the biggest impact can be achieved



2. **Assesses and approaches innovations** with big impact potential to be their impact partner



3. **Curates and packages them** for Impact Investors and Funders to support

Why Now

We need to **accelerate higher impact initiatives** that can rebalance our planet and **confront massive global inequity**.

1.6x

We are already using 1.6x our earth's regenerative capacity

1.5m

Global population is growing by > 1.5 million per week

5

We will exhaust the resources of 5 planets if 9 billion people live the way many of us do now.



Wealth has never been more unevenly distributed.



We live in an era of unprecedented opportunity for positive change.



The UN SDGs signify a global imperative to act.



There is no shortage of innovation and no shortage of funding for innovation.



Yet, existing innovations are not having the impact they could.

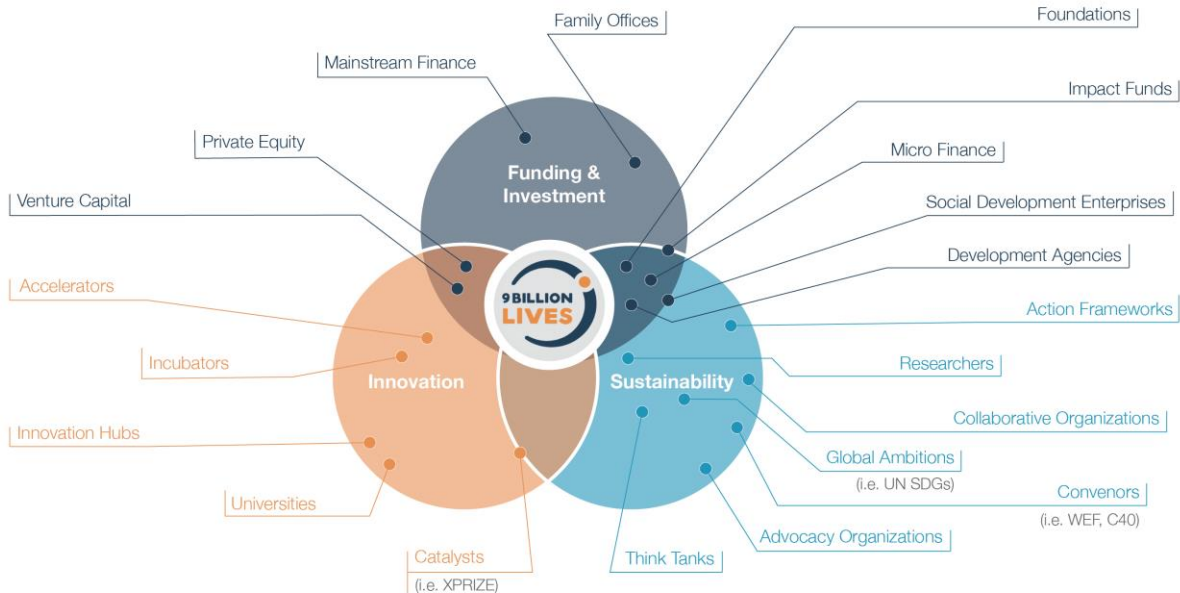
Vision & Mission

Our vision: a future where innovation enables **every individual to live a full life** within the limits of the earth.

Our mission: to help make the world **9 Billion Ready**.

Market Landscape

Not enough organizations **are focused on identifying and scaling innovations for meaningful sustainability impact**. 9BL fills this gap, working collaboratively to amplify the important work of others.



Audience

Those with **enthusiasm to make a difference** who are looking for **trusted partners** who enable them to collaborate and take action.

INNOVATORS

Pain:

Are busy and often disconnected from larger global priorities and impact investment community

9BL Value:

Provides framework to engage global impact investors towards the goal of maximum impact and scale



IMPACT INVESTORS / FUNDERS

Pains:

- Sourcing good, trusted ideas is hard.
- Too much indecipherable information that's difficult to convert to action.
- Many impact investments never deployed for exponential impact.

9BL Value:

Provides a curated portfolio of 9B Ready innovations at the *Efficient Frontier* of impact

SOCIETY / THE CROWD

Pain:

Feel disconnected from ability to have impact. Desire to be part of something bigger than themselves

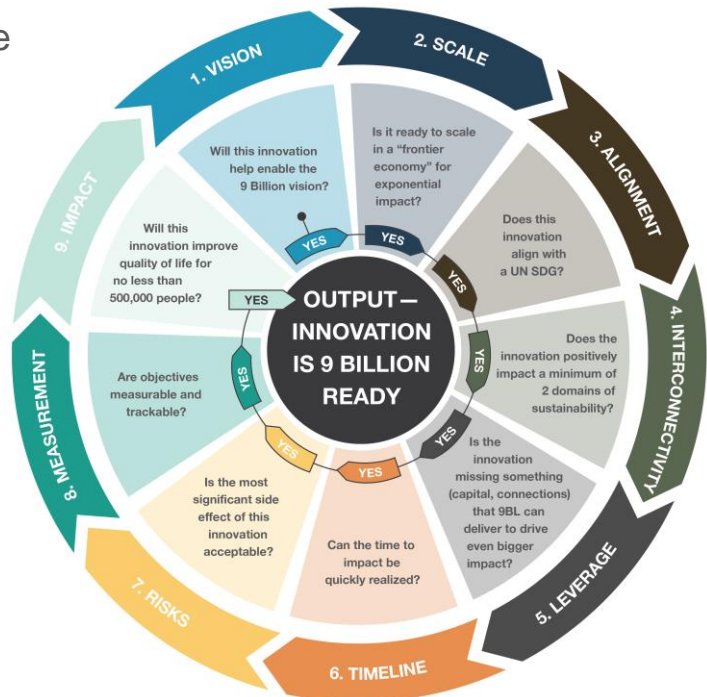
9BL Value:

Provides a direct pathway to have meaningful impact

Framework/Curation

All 9B validated opportunities have been vetted using a **disciplined process** to systematically identify innovations with the **biggest impact potential**.

Our 9 Billion Lens ensures we remain true to impact.



Platform

A peer-to-peer platform that provides a **curated portfolio** of high impact funding opportunities, all of which are **ready to scale**.

CURRENT - Innovation-to-Impact Opportunities (on website)



CeraMaji Water Filtration System:

Impact 500,000+ people. Provide clean water for 500,000 people living in East Africa slums.



Kibera Electronic Medical Records:

Impact up to 1M people. Improve access to health services for the urban poor in Kibera, the second largest slum area in Africa.

FUTURE - Innovation to Social Impact Platform (visualization)

The screenshot displays the 9 Billion Lives website interface. At the top, there is a navigation bar with the logo and links for INVEST, INNOVATE, ABOUT, and SIGN IN. A dropdown menu is open under INVEST, showing a list of Categories (Water, Education, Food, Climate, Community & Equality, Health, Wealth, Environment) and a list of Regions (North America, South America, Central America, Africa, Eastern Europe, Middle East, Asia). Below the navigation, there is a section titled "Food" with a sub-header "These innovators are transforming the way food gets grown, stored, shipped and sold for a world of 9 Billion people." Three featured investment opportunities are shown in a grid:

- ReGrained | Turning Beer Waste into Food** | Country: [Country] Description: ReGrained recovers "spent" grains, the byproducts of the beer brewing process, from craft breweries and turns them into granola bars. ReGrained aims to expand to other grain-based products in the future.
- Full Harvest | Fighting Waste on the Front Lines** | Country: [Country] Description: Full Harvest connects farms to food & beverage companies to sell imperfect or surplus produce.
- Descartes Labs | Improving Resource Allocation** | Country: [Country] Description: Descartes Labs collects, cleans, and analyzes global satellite imagery from public and commercial providers.

Each investment card includes an "INVEST" button and a "LEARN MORE" button.

Purpose Built Team - Founder

9BL is a diverse team with decades of experience both at the forefront of innovation and addressing sustainability on a global level. We have a core team of **10 professionals**, supported by **6 strategic advisors** and a **global network of 100s** of changemakers, innovators, impact investors and big thinkers.



Eric Beynon, Founder and Chief Impact Officer

A principal architect of the \$20mm NRG COSIA Carbon XPRIZE competition that is reimagining CO₂*.

20+ years of driving sustainability action, including work with many of the world's largest companies and time leading the global business agenda in interactions with the United Nations.

Solid financial background, having started career with Credit Suisse in Zurich and Paris.

** The Carbon XPRIZE is the second largest XPRIZE competition ever launched, with a focus on catalyzing global innovation and kick-starting a new industry to turn CO₂ from waste into asset. Many of the learnings from the Carbon XPRIZE have been applied to 9BL: from the power of a big narrative, to the importance of articulating clear and concise challenges, to effectively mobilizing funding for bold initiatives.*

What Will Your Impact Be?

Join us in empowering Innovation-to-Impact. **You can take action now** to help make the world **9 Billion Ready**. We have five ways to mobilize with 9BL and we want to engage with all. This said, funding is currently an imperative.



9BL IMPACT INVESTOR

Review and fund Innovation-to-Impact projects



9BL FOUNDER'S CIRCLE

Provide capital to accelerate 9BL



9BL SCOUT

Feed innovations with impact potential into our platform



9BL PIONEER

Beta test our platform to accelerate deployment of Innovation-to-Impact



9BL AMBASSADOR

Be an Ambassador for the 9BL platform and engage your network

Thank You

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#9BillionLens

Resources & Additional Information

- **Whitepaper:** [Empowering Innovation for Impact](#)
- **Innovation-to-Impact Opportunity #1:** [ICChange CeraMaji Water Filter](#)
- **Innovation-to-Impact Opportunity #2:** [ICChange Kibera Medical Record](#)



Think Big. **Be Bold.** Drive Impact.



Supplementary



The 9BL Advantage

A distinct systems approach to delivering impact. **Four integrated elements** form a powerful whole and opens silos for collective and scaled impact.

1. IMAGINE BOLDLY

Seed a collaborative movement around the big 9BL vision.

2. THINK CRITICALLY

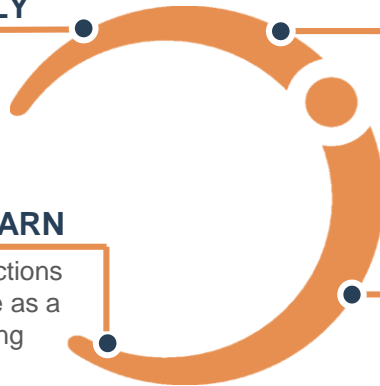
Use the vision to identify and assess innovations with bold sustainability impact potential.

4. REFLECT TO LEARN

Review and assess all actions for effectiveness to serve as a basis for continual learning

3. ACT THOUGHTFULLY

Connect funders with innovations to accelerate and scale for maximum impact.



Why we will succeed

The 9BL team has **done a lot with a little**. We have global experience working on impact and sustainability challenges, success in launching and scaling many global scale innovation efforts and have deployed \$100s mm in capital through a multitude of models geared towards both innovation and sustainability.

In 2017 alone, we successfully:

- **Built awareness** of, and engagement for the 9BL vision & Lens
- Piloted a project in **Kenya**
- Held a 48-hour **Impact Jam on Food Waste** simultaneously in Stockholm, Nairobi and Toronto, using the 9 Billion Lens to catalyze 5 innovations with impact potential
- Developed a **Radical Insight process** using food waste as a prototype, assessing existing intelligence and engaging the crowd to understand high impact pathways
- Partnered with **Ontario's Lieutenant Governor**, the Honourable Elizabeth Dowdeswell, to convene an Impact Summit to discuss Canada's role in enabling bold actions towards impact.

“ [The Impact Jam] forced us to step outside of our context to look at something greater than ourselves.
~ Chris Lalonde, Impact Jam Participant

An inspiring day focused on how to leverage Canadian strengths and build a global Impact hub in Canada.
~ John Ferraro, Summit Attendee ”

9 Domains of Sustainability



Developed directly from the **UN Sustainable Development Goals**, we focus on 9 interconnected domains of sustainability. Not all will be worked on in detail concurrently; however all will be respected as part of our systems approach to evaluating **bold impact potential**.