

INVESTMENT SELECTION CRITERIA

1

Social Entrepreneur



Social Entrepreneur boldly aspires to and articulates a visionary path to connect the organization's direct work to solving the systemic cause(s) of the problem



Social Entrepreneur relentlessly attracts high-quality resources (e.g., talent, funding, and partnerships) that significantly advance the size, capabilities, and influence of the organization



Social Entrepreneur integrates data rapidly to courageously make tough choices that drive organizational performance

2

Direct Impact



Organization addresses an urgent problem of significant scale and breadth with a focus on improving social mobility in the United States



Organization has a program model that can be scaled to serve significantly more direct beneficiaries in a cost-effective way



Organization shows promising outputs and outcomes and is committed to collecting data that drives program improvement

3

Systemic Impact



Organization has a compelling and plausible strategy that leverages the direct program model to change the system driving the core problem

4

Organization Capacity for Growth



Leadership team, staff, and board of directors are aligned around organization's mission, strategy, desire for national scale, and need for long-term sustainability



Organization has a track record of growth and healthy financial management

5

New Profit Fit & Value Add



New Profit's strategic support capabilities and partnership have the potential to accelerate impact and sustainability of the organization



Social Entrepreneur desires a candid, collaborative relationship based on a rigorous exchange of ideas

Thank you in advance for your submission to New Profit!