# New Profit Investment Selection Criteria

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| Social Entrepreneur                     | - SE demonstrates an **intrinsic drive** to pursue his / her vision to solve the systemic cause(s) of the problem  
- SE attracts **high-quality resources** (e.g., board, funding) that advance the size, capabilities, and influence of the organization  
- SE demonstrates **proclivity** to make courageous, data-driven choices that drive organizational performance  
- SE has deep **commitment and knowledge of, and/or experience with** the communities that the organization is serving |
| Direct Impact                           | - Organization addresses an **urgent problem** of significant scale and breadth  
- Organization’s program model can be **scaled** to serve significantly more direct beneficiaries  
- Organization shows **promising outputs and outcomes**  
- Organization’s program model is informed by and continuously refined based on the experiences and inputs of its beneficiaries |
| Systems Change                          | - Organization has a **compelling and plausible strategy** that leverages the direct program model to change the system driving the core problem  
- Organizational strategy demonstrates an **understanding of the historical and current systemic barriers to opportunity and existing structural inequalities**, and how its work seeks to address them |
| Organizational Capacity for Growth      | - Organization has a track record of healthy financial management  
- Leadership team, staff and board of directors are **aligned** around organization’s mission, strategy, desire for national impact, and need for long term sustainability |
| 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 |