



# Should this project be an investment?

A quick guide for NGOs



A specialised investor advisory boutique focussed on offering development and aid beneficial investment opportunities to venture capitalist starting at €1m.

Wholly owned by MzN International.



A social enterprise building better funded, and better working non-profit organisations.

Subsidised by HP making services more cost-effective each year. Training is already free to MzN partners(see [here](#))

# What investment?

Traditional Investing	Socially responsible investing	Impact investing	Donations
Investors are seeking a return on investment and capital			
	Investors are seeking a reduction of social and/or ecological risks		
		Investors are seeking measurable social/ecological impact	



# Which type of investor?

1. Experience investing in emerging markets
2. Simple governance structure
3. Risk attitude
4. Ticket size starting at €1m
5. Willingness to reduce return for impact

In our experience there are sufficient investors who match these (and other important) selection criteria, however all of them lack time to appraise project properly. HP therefore helps NGOs prepare a pitch deck free of charge.



# What makes an investable project?

**Do you have a pitch deck ready?**

Upload it [here](#) or email to [chris@human-planet.com](mailto:chris@human-planet.com)

1. Is there/can there be an (emerging) revenue stream?
2. Can the goal be framed in generally accepted investment themes (e.g. Financial Inclusion, Energy access, rainforest protection) and linked to the SDGs?
3. Is it possible to set and track clear, consistent and comparable metrics for impact tracking?
4. How strong and clearly foreseeable are the financial returns?
5. What is the tradeoff between financial return and impact?
6. What are comparable or rival products/services and what does the market look like?
7. What does the investment offer the fund in its portfolio?



# Any questions?

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Starting 1st January 2024, investor liaison and pitching is included in [MzN's Funding Support](#) to **MzN Partners** at no extra costs.

Goal: increase both, investors reach for HP and funding options for NGOs.