# Equity for Good

We support you as an early-stage and growth-oriented founder to pledge 1% virtual shares of your startup for good.
When you exit, the proceeds will go towards a cause that is important to you.

supported by: Osborne Clarke

Stiftung Wirkungsanteil



# The Impact Share (Wirkungsanteil)

Be part of a new generation of founders who share their success with society and our planet.

The Foundation (Stiftung Wirkungsanteil) enables founders of German startups to take on social responsibility – without much effort.

Join us in shaping a sustainable future & inspire others.



**PLEDGE**

You donate at least 1% virtual shares of your startup – no risk, no cost.



**EXIT**

In case of a liquidity event (sale or IPO), the proceeds will go towards a cause that is important to you



**IMPACT**

Economic success becomes social impact.

# Why now and why with us ?

## Lead by Example

The Pledge shows your commitment within the start-up ecosystem. You'll become part of a new generation of founders who share their success with society and our planet.

## Guided Impact

You set the strategic direction; we ensure professional, impactful implementation without any administrative burden on your part.

## Peer Network

Get access to a growing community of like-minded founders, investors and partners through trust-based events

# Founder’s view

Startups with Impact Share let society profit from their entrepreneurial success - to shape a sustainable future.

Any startup founded in Germany. From any industry. From any region. In any stage.



Anna Buchmann

NOCA MOBILITY

STARTUP WITH IMPACT SHARE

„The company of the future creates a direct correlation between profit, growth and social and environmental benefits. Impact shares are the easiest way to do so from the very beginning, an absolute no-brainer. And we've already benefited from the great network, expertise and support that comes with being part of this movement - a true win-win situation for all.”

true metrics · FEMNA HEALTH · Aivy · Regional HERO · BOXXPORT your container marketplace · herMaid · leistungslotse · noca · Und du?

→ ALL STARTUPS

# Strategic advantage for investors

The Impact Share is a strategic asset and we make it a no-brainer.

Therefore, we work together with 40+ business angels and VCs and ensure that your commitment to social responsibility is recognised as a valuable part of the company by your future cap table.



Verena Pausder

CHAIRWOMAN OF THE GERMAN STARTUP ASSOCIATION
WIRKUNGSANTEIL AMBASSADOR

"I'm amazed by the fact that an exit not only has a positive outcome for shareholders and founders, it also benefits social causes and non-profit initiatives."



TIM SCHUMACHER



ALEXANDER KÖLPIN



BRIGITTE ZYPRIES



MATTHIAS HELFRICH



CAROLIN GABOR

and more

OUR SUPPORTERS

# How to Wirkungsanteil

**1 Kickoff**
Further information and Q&A during a **personal call** with us.

**2 Terms**
Get to know the contract, the term sheet, as well as the information sheet & resolution template for your shareholders.

→ HERE

**3 Decide**
Talk to your co-founders and shareholders and decide on one of the options we offer.

**4 Pledge**
With a signature, you make your commitment legally binding and visible. Everything online - no need to see a notary.

**5 Join**
Enjoy being part of our growing community, meet like-minded founders, investors & partners at our exclusive events.

The contract template was created in cooperation with our exclusive legal partner Osborne Clarke.

# Details on the impact share

### What are impact shares (Wirkungsanteile)?

- Virtual shares based on VSOP logic, similar to Employee Stock Options (ESOP)
- Subordinated and dilutive
- The foundation receives a share of the proceeds only at the point when your startup is involved in a profitable exit or IPO
- If the startup is less successful and proceeds are low, no payment claim arises.

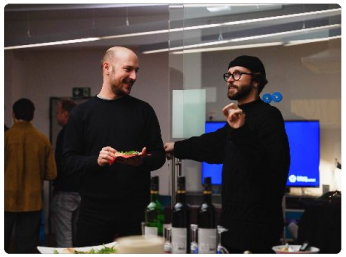
→ EXPLANATORY VIDEO

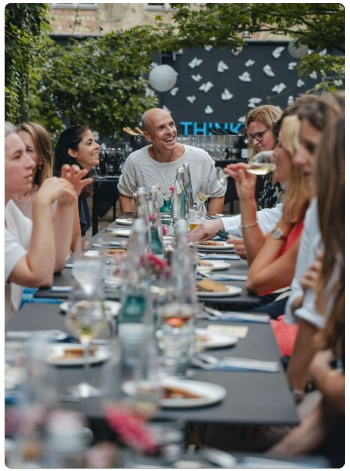
### What do they not represent?

- Impact shares are not actual shares of your startup
- The foundation does not become a shareholder of your startup and does not receive any shareholder rights such as voting or information rights
- The Foundation does not appear in the trade register, nor does it have any form of insight into or influence on the business operations of your startup

→ OUR FAQs

# Our Community








# Success Story

leveljump
A Salesforce Company

→ VIDEO

Our partner *Upside Foundation* in Canada proves: Impact Shares work and are aligned with startup success! Their member *Leveljump* was acquired by *Salesforce* in 2023.



FOUNDER

### David Bloom

Founder & CEO, Leveljump

„Pledging in 2016 was an easy decision, and now we get to make a large donation to a cause dear to us, while joining an incredible organization that's deeply aligned with our values."



FOUNDATION

### Jen Couldrey

Executive Director, Upside Foundation Canada

„Our mission is to enable Canadian startups to align their business success with a greater social impact. It's been really exciting to be along for the ride as Leveljump grew over the years, resulting in this impressive donation to an organization that is so close to their heart."



RECEIVER

### Colin Hennigar

Vice President, SickKids Foundation

„Philanthropy, especially at SickKids, is what makes the hospital go from good to great. We're really grateful for David and LevelJump to be a part of this."

Be part of a new generation of founders who share their success with society and our planet.

**Make the next step today and book a call with Tom.**

25-MIN CALL



Tom Josczok

Managing director & Co-Founder

"Let's jointly use the full potential of the startup ecosystem and with the help of your innovation also boost public charitable initiatives!"

→EMAIL →WEBSITE

Stiftung Wirkungsanteil