

# SOCAP Global

at the intersection of money + meaning

**Unlocking the Power of Markets for Impact  
Since 2008**

Join us October 28-30  
for our 17th Edition



# The Problem

## Market Gaps

Limited access to capital for impact ventures and a convening platform that is not hyper focused.

## Impact

Impact High-potential projects often remain underfunded and fail to scale.

## Challenges

Fragmented ecosystem and lack of progress on SDGs.

The industry uses the power of finance and business to make the world a better place, and SOCAP, which is the biggest convener of all the main stakeholders in the industry, is a big part of the reason why.

— *Huffington Post, Impact*

# Our Solution

We convene the largest and most diverse ecosystem in impact.

Silos are eliminated. Knowledge and innovation are shared and learned.

Impact relationships are seeded and grow.

Collaboration occurs with key stakeholders, innovations and opportunities become actionable.

Impact learnings are cross-pollinated.

Impact entrepreneurs, businesses and industries become investable and grow, key research and innovations are amplified and implemented, leaders across sectors imprint impact into their org. DNA.

**Equitable and positive outcomes for people and planet are realized and normalized across sectors on a global scale.**

Through highly curated experiences designed to create meaningful connections, SOCAP leverages the largest and most diverse community in impact to directly connect global changemakers across networks and sectors to catalyze change and accelerate impact.

SOCAP envisions a world where organizations across sectors actively collaborate (the big tent) to (1) build sustainable and inclusive economies, and (2) deliver positive and equitable outcomes for all stakeholders - people and planet.

# Our Value Proposition

**Expertise:** Deep knowledge in impact investment, blended finance, and philanthropy.

---

“SOCAP means a lot to me because it’s a place where the people who are trying to build a better economic system, one that really is sustainable and achieves social justice, where they come together and really talk about the practical things that need to be done to get capital into the right place where it’s really going to make a difference.”

—Matthew Bishop, Journalist



**Track Record:** SOCAP is a strong and recognizable brand as the front door to impact and the big tent with proven success in connecting capital to impact.

---

“SOCAP does a really good job of providing different points of entry for folks into different types of topics and conversations.”

—Wáhiakatste (Wahi) Diome-Deer,  
Senior Director, Raven Indigenous  
Capital Partners, SOCAP23 Partner



**Network:** Access to a global network of investors, social entrepreneurs, and thought leaders. (3k attendees, 80k newsletter subscribers, and 52k podcast listeners)

---

“We have the microphone, because we’re a partner with SOCAP.”

—Brigit Helms, Executive Director,  
Miller Center for Social  
Entrepreneurship, SOCAP23 Partner



Sorenson  
Impact Institute

Markets can create sweeping momentum to deliver solutions to the greatest challenges of our time. There is great power in gathering people together. When the whole ecosystem of impact is leveraged, breakthrough innovations are sparked, timelines to impact are accelerated, systems change is catalyzed, and profitable and investible industries in impact are born.

“SOCAP is essential infrastructure to the impact investing field and an important platform for the leaders that MacArthur seeks to support. In particular, SOCAP Global opens a generative space for practitioners to connect the dots and form vital collaborations and partnerships.”

—*John Balbach*, John D. and Catherine  
T. MacArthur Foundation

# SOCAP Global's Market Opportunity

## Growing Demand in Impact:

- Increasing interest in social entrepreneurship, impact finance and sustainable finance
- As the “big tent” and front door to impact, SOCAP Global occupies a unique position providing broad-based appeal to a broad spectrum of audiences.

## Market Size:

- Projected growth of the impact investment market.
- Our partnership product(s) are designed to help orgs accomplish their goals.

## Untapped Potential:

- Significant opportunities in underserved regions and sectors
  - As a global conference with over 55 countries present, SOCAP has the ability to reach new audiences and solve issues worldwide

# Key Metrics

## Email Subscribers + Engagement Data

- Marketing contacts: 80k (grew by 10k in 2023)
- Newsletter: 58k (grew by 6k in 2023)
- Engagement: about 25% open rate; 4 to 6% click rate
- About 280,000 website sessions in 2023 with a 4% engagement rate (engagement = we got their email) and a 0.5% conversion rate (conversion = they bought a SOCAP23 ticket)

## 2023 Participant Stats:

- 57 Countries Present
- New attendees vs returning: 39% returning, 24% new, but their organization had attended before. 37% new for attendee and organization
- Partners in total: 53
- 32 new partners, 6 multi-year partners, 6 media partners.

## Entrepreneurs:

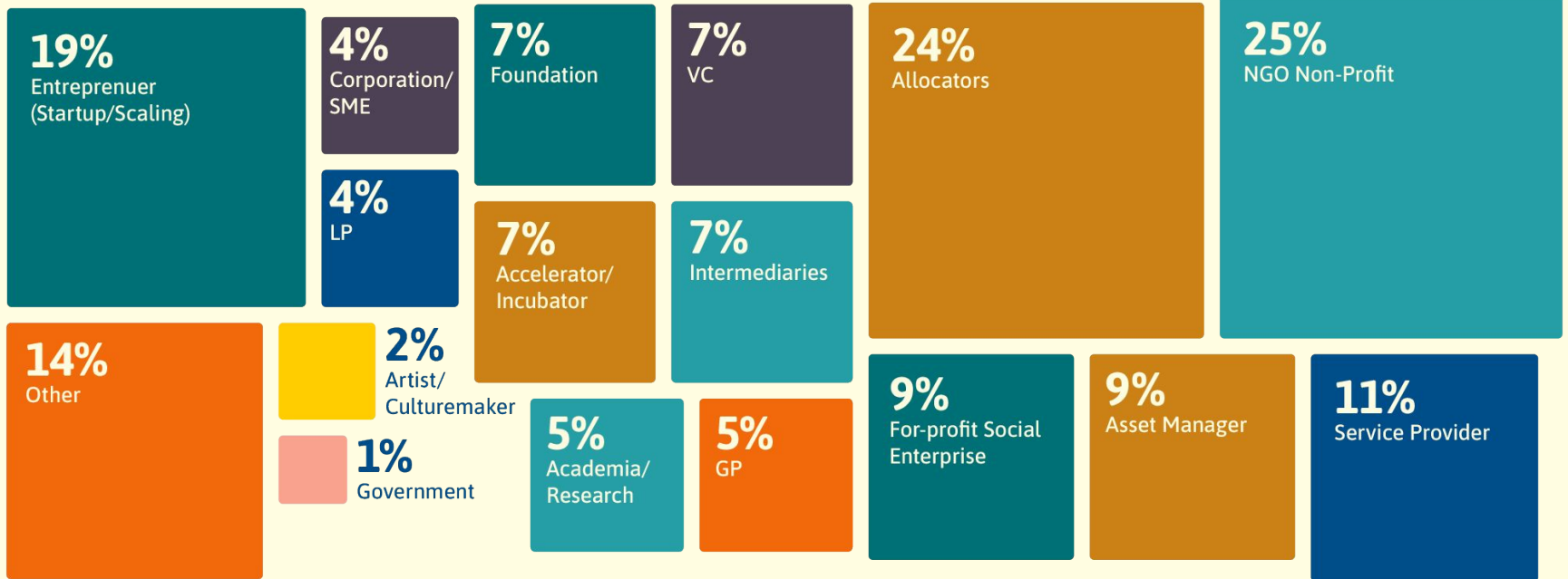
- 66 blind intros made through our Entrepreneur Program
- Our entrepreneur cohort had a total of 142 meetings through Brella, with the top 5 entrepreneurs having 18 meetings
- From our Toniic Investor Matchmaking process: Out of the 23 companies that participated in the matching program, we made 13 introductions to investors.

# SOCAP23 stats:

Over  
**55**  
countries

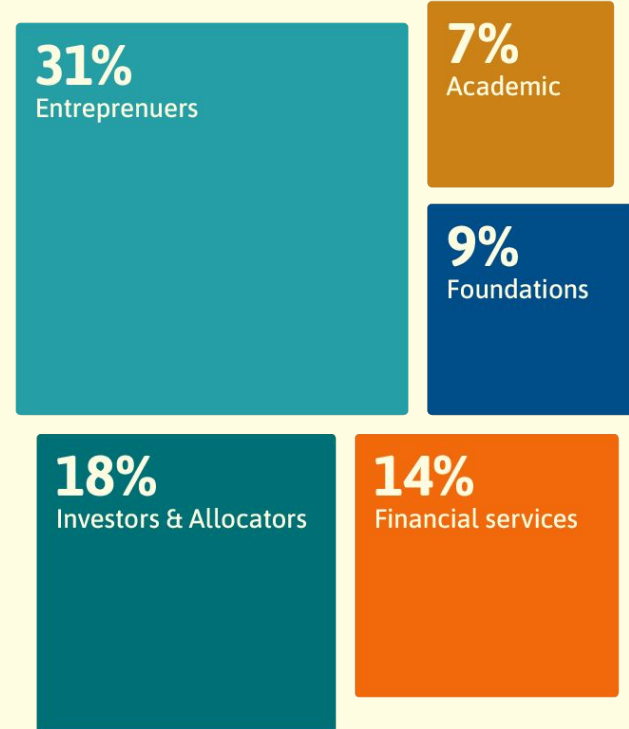
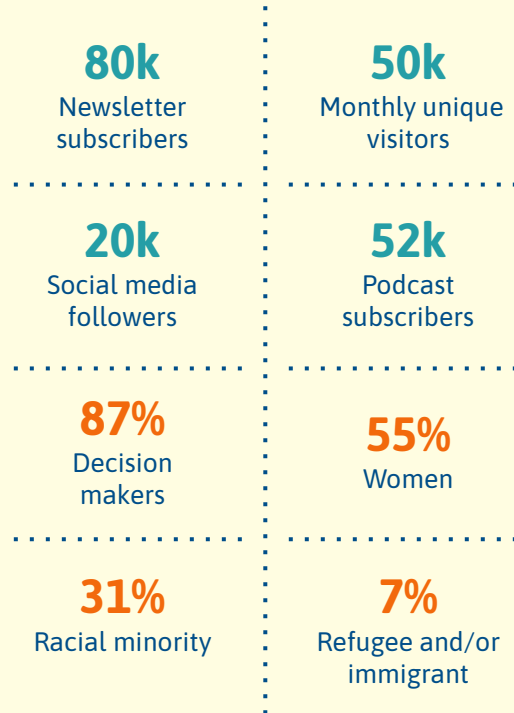
Over  
**2500**  
attendees

Attendee breakdown (over 100% since attendees can select multiple)





# Overall SOCAP Community Stats:



# Join Our Community of Partners

Visionary

Influential

Ambitious

## Success Partners

Ford  
Foundation



Halloran  
Philanthropies

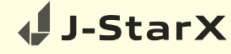


skoll



UPSTART

## Launch Partners



MacArthur  
Foundation



unicef  
for every child



## Investment Partners

ADVANTAGE  
CAPITAL



## Entrepreneur Program Partners

Cartier  
WOMEN'S  
INITIATIVE

Canada  
Canadian General of Canada  
Consul General du Canada  
San Francisco / Silicon Valley



## Innovation Partners

a)plan  
COACHING

FIDELITY Charitable\*  
Make more of a difference



worldtree

sonen  
capital

## Seed Partners



BARK  
media

BasisPoint+

YourCause\*  
from Blackbaud

commonwealth

Deloitte.

ELUME

IMPACTASSETS  
BUILT WITH PURPOSE

IMPACTPHL

JFF JFFVENTURES

MIT SOLVE

ONE percent  
for AMERICA\*  
Investing in all of us

Ownify.

UBS

VARIANT  
A Tortoise Company

MassMutual

Known

# Partnership Packages

## Field Champion \$150K (3)

- Large breakout panel
- Keynote on opening plenary
- Networking session or workshop
- Onsite Presence
- Ticket Package
- Digital Thought Leadership
- Branding

## Success \$100K

- Large breakout panel
- Networking session or workshop
- Onsite Presence
- Ticket Package
- Digital Thought Leadership
- Branding

## Launch \$80K

- Large breakout panel
- Onsite Presence
- Ticket Package
- Digital Thought Leadership
- Branding

## Fellowship \$60k

- Support entrepreneurs or fund managers:
- 1:1 support
- Pitch Session
- Virtual learning
- 1:1 connections w/ investors
- Ticket Package
- Onsite Presence
- Branding

## Innovation \$50k

- Workshop or networking session
- Onsite Presence
- Ticket Package
- Digital Thought Leadership
- Branding

## Catalyst \$30k

- Ted-style Talk or Private Focus Group/ luncheon or reception (F&B available, pricing varieties based on group size)
- Onsite Presence
- Ticket Package
- Digital Thought Leadership
- Branding

## Seed \$10k

- Onsite Presence
- Ticket Package
- Advertising & Branding

## Change Agent \$20-50k

- Support and receive premier access for the changemakers in your network or portfolio to attend SOCAP
- Ticket package
- Room to host a delegate-led discussion
- Includes the Indigenous Access Fund

# Meet the SOCAP Team

SOCAP works under the leadership of the Sorenson Impact Institute to achieve our mission to unlock the power of markets for impact for all. SOCAP and the Sorenson Impact Institute share a vision of an equitable and thriving world where everyone is valued, communities prosper, and the measured impact of our actions guides decision-making. To bake our values into our DNA and governance, we converted the SOCAP Global organization from a C-Corp to a Public Benefit Corporation (PBC). As a PBC, we are solidifying our commitment to hold ourselves accountable to our global stakeholders.

## SOCAP's Executive Team



**Robert Munson**  
President of SOCAP  
& Managing  
Director, Marketing  
& Communications  
for Sorenson  
Impact



**Amanda Lee**  
Vice President of  
Programming &  
Events



**Michelle Arevalo-Carpenter**  
Executive Director of  
Strategy & Content



**Tova Lobatz**  
Executive Director  
of Strategic  
Partnerships



**Sarah Sterling**  
Executive Director of  
Entrepreneurship