B-BRIDDHI
Scaling Impact Enterprises of Bangladesh

A programme by

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Roots of Impact

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Service Menu
Impact Measurement & Management (IMM) Voucher Scheme Programme

Below is a list of IMM deliverables that are offered as services to be delivered by certified service providers to impact enterprises.

	Standard Component	IMM Deliverable Descriptions	Timeline
1	Enterprise Business: Problem, Solutions, Revenue	A summary document that describes the enterprises' business: (i) the problems (societal or environmental) it aimed to address at the local / community / regional / market level, (ii) the solutions (in the form of products / services) that it developed to address these issues, (iii) revenue generation model	1-2 week
2	Impact Model and Impact Statement	A concept document (based on Impact Model framework), capturing the three impact dimensions: - Who experiences changes? - What changes do stakeholders experience? - How many changes do stakeholder experience? This helps to produce a comprehensive Impact statement that will be used In the Customer promise sheet later.	1-2 week
3	Customer Promise Sheet	A concept document, derived from Impact statement, that helps to nail down the list of most essential indicators to be included in the Theory of Change later.	2-4 weeks
4	Theory of Change	A comprehensive Theory of Change illustrating how the business model is expected to lead to stated goals: - impact indicators arranged in a logical order (i.e. inputs, activities, outputs, outcomes and impact levels) - critical external assumptions and risks that may affect the achievement of changes identified and are clearly documented - indicator statement is carefully worded based on SMART principles - A good balance between qualitative and quantitative, as well as process and performance indicator types	2-4 weeks

5	Customer Touchpoint Journey Mapping	A customer touchpoint journey is developed for every stakeholder group (e.g. clients, suppliers, partners, beneficiaries), which specifies the following: - existing touchpoints between impact enterprise and its stakeholder - specific touchpoints that could be data collection opportunities Note: This will identify the existing data collection / interaction points that could be leveraged as data collection opportunities later, thus ensuring that data collection exercises are resource-efficient	2-4 weeks
6	Data Collection Plan	A data collection plan is co-developed together with impact enterprises for every stakeholder group (e.g. clients, suppliers, partners, beneficiaries). The plan captures the following elements: - what information to collect - why this information - how will this information be collected - how resource-efficient is data collection - when and how frequently will this information be collected - who is responsible for collecting the information	2-4 weeks
7	Data Management System	A system that: - collects, stores and organises raw impact data - captures the relevant formula for calculating impact performance - captures target / trigger value - captures baseline data - captures indicator statuses	2-4 weeks
8	Decision-Making Report	A report describing indicators that are not on track (from Data Management System), the findings of follow-up actions or investigations that follow. A recommendation report on decision-making / actions taken to improve operational efficiency and impact performance of impact enterprises	1-2 weeks
9	Theory of Change Revision	An updated or revised Theory of Change, capturing clearly where revisions have been made based on approved actions towards business and impact performance	1-2 weeks

		improvement captured in the decision-making report	

Bonus Component		IMM Deliverable Descriptions	Timeline
1	Basic Operationalisation of IMM system	Key deliverables: survey questionnaire development, data collection activities, survey responses and data organization, final Q&A and feedback session	Within 12 months from contract signing

The Social Finance Academy (SFA), incubated by Roots of Impact, **empowers impact entrepreneurs** with the help of **practice-driven knowledge and high-quality capacity-building.** We are B-Briddhi knowledge partner by providing:

Impact Entrepreneur-centric content

State-of-the-art impact finance knowledge

Comprehensive e-learning experience