We are celebrating the inspiring entrepreneurs and investors we work with.

Our Vision is of a world where the financial system is a powerful force for good and the impacts of businesses are considered in all investment decisions.

We are sharing some numbers & stories about our impact.
What IS an Investment Bank?

Like traditional investment banks, we:
Advise entrepreneurs and funds on raising capital to scale their operations, and engage institutional and individual investors with capital to deploy.

Unlike traditional investment banks, we:
1. Work exclusively with entrepreneurs and funds that have a significant positive social, ethical and/or environmental impact
2. Engage institutional and individual investors in a detailed analysis of their impact and financial goals
3. Introduce businesses and funds to the most appropriate individual and institutional investors
4. Incorporate, as appropriate, aspects into investments that will enhance impact, and understand the mechanisms for doing this
5. Operate a values-driven culture
WE BELIEVE:

*businesses impact all stakeholders*

**NOT**

only shareholders
We have dedicated institutional investor and high-net-worth individual investor teams

For all investors in our network, ClearlySo:

- Shares salient investment opportunities based on investors’ criteria
- Offers quality deal flow as a result of thorough screening, and investment-readiness advice
- Supports throughout the due diligence process with:
  - Investor-focused due diligence material
  - Management team meetings
  - Facilitation of co-investment opportunities
- Provides market insights and intelligence relevant to investors’ strategy for impact
- Offers access to impact investment opportunities that vary by impact focus, stage, rate of return, type of capital, and direct/indirect

In addition

For HNWIs we offer pitch events, educational opportunities, an online investor portal to access deals, and the opportunity to join an exclusive club, Clearly Social Angels, the UK’s first and largest impact-focused Angel network.
From Jan to Jun in 2016, we’ve advised 41 entrepreneurs & funds as clients* and delivered 29 free impact investment readiness sessions.

Our services for impact businesses and funds:

- Capital-raising strategy
- Business plan development
- Financial modelling
- Pitch preparation
- Investor outreach
- Due diligence facilitation
- Deal structuring
- Negotiation support
- Transaction completion

From Jan to Jun in 2016, we’ve advised 41 entrepreneurs & funds as clients* and delivered 29 free impact investment readiness sessions.

*Includes all businesses & funds we’ve advised in the first half of 2016.
CAPITAL-RAISING SUCCESSES...

WE’VE HELPED: 22 BUSINESSES AND FUNDS*
RAISE £16M
FROM 82 INVESTORS

WE’VE HELPED: 95 BUSINESSES AND FUNDS
RAISE £108M
FROM 275 INVESTORS

IN 2016

SINCE OUR INCEPTION,

*Includes only deals closed during first half of 2016.
...Which help our 2016 clients* deliver on the Sustainable Development Goals

**Climate stability**  
Limit GHG levels to stabilise global temperature rise under 2°C.

**Resource security**  
Preserve stocks of natural resources through efficient and circular use.

**Healthy ecosystems**  
Maintain ecologically sound landscapes and seas for nature and people.

**Basic needs**  
Food, water, energy, shelter, sanitation, communications, transport, credit and health for all.

**Wellbeing**  
Enhanced health education, justice and equality of opportunity for all.

**Decent work**  
Secure, socially inclusive jobs and working conditions for all.

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*Includes deals closed during first half of 2016 plus a few still in progress.
Our pipeline
Jan to Jun in 2016

We look for significant positive social, ethical and/or environmental impact, and most likely to succeed.

500+ opportunities seen this year
135 phone calls with entrepreneurs to discuss their business
81 detailed analyses of business plans & financial models
68 in-depth meetings with entrepreneurs
16 new clients*

Our process and our substantial pipeline guarantees the best possible opportunities for investors.

*Includes only new clients during first half of 2016.
The Proof Is In The Pudding
Case Study 01

Ethical Property Company
Case Study 01

The Ethical Property Company is the leading private property company serving the needs of the social sector in the UK.

The company provides affordable office, meeting, conference, event, and retail space to over 1,000 social change organisations, who improve the lives of hundreds of thousands of beneficiaries around the world. 80% of their tenants report that being in an Ethical Property Centre helps them better achieve their objectives.

ClearlySo:

Prepared an Option Analysis of how the Ethical Property Company could finance the growth of their operations including property acquisitions

Advised on extending commercial lending facilities

Introduced Ethical Property Company to appropriate investors who share their values

“We are investing in new Centres because we have more demand for workspace than ever before. With more Centres we can support more organisations, and in turn we can help them benefit society more effectively. ClearlySo provide us with valuable support and we look forward to continuing our work with them as we look to grow further.”

Susan Ralphs, Managing Director

As a result of the advice & investment, the Ethical Property Company can:

- Expand their work providing workspace and support services to social change organisations at a discounted rate, with flexible tenancies in city locations
- Acquire up to 3 new buildings, including a 50,000 sq ft development in Bethnal Green, London, targeting development aid organisations
- Expand into growth markets such as Bristol, Manchester and Cardiff

Amount raised: £1,756,000
Type of finance: Equity
Legal structure: CLS
Case Study 02

Q-Bot

Image Copyright Q-Bot 2016.
Case Study 02

Q-Bot develops robotic tools that provide better, faster and cheaper underfloor insulation to reduce fuel poverty, working closely with Social Landlords who have hard-to-treat homes.

Installing underfloor insulation is disruptive and expensive, but Q-Bot, through its robotic solutions, provides an alternative affordable solution that leads to reduced heating bills, better air quality, and warm feet!

ClearlySo:

- Introduced investors early in the investment process to support with pitch preparation
- Supported a ClearlySo investor with industry knowledge to join as Non-Exec Director
- Assisted existing investors, new investors & the company to reach agreement on terms

“...We found ClearlySo provided clear communication throughout the investment process, ensuring the round closed and supporting our relationships with the investors. I would have no hesitation in recommending ClearlySo to other start-ups.”

Mathew Holloway, CEO

As a result of the advice & investment, Q-Bot can:

- Increase the provision of affordable underfloor insulation to social housing and work with more Housing Associations
- Maximise the amount of an EU grant that could be drawn down
- Continue product development, building more robots
- Progress the company’s ability to form partnerships to deliver insulation projects at scale
- Build the team with more technical, sales and support staff

Amount raised: £387,000
Type of Finance: Equity
Legal Structure: CLS
Case Study 03

Green Rooms
Case Study 03

Green Rooms is London’s first arts-based hotel providing affordable accommodation for people working in the arts to spend time in London.

Green Rooms is also a new venue open to local residents of Wood Green and a cornerstone project in regenerating the area and linking cultural hubs in North London.

As a result of the advice & investment, Green Rooms can:

- Maximise the partnership with GLA and Haringey Council
- Convert an unused art deco building into a boutique hotel, restaurant and bar, creating a new venue in Wood Green
- Deliver free arts events to local residents
- Create jobs, and host new start-up businesses

"Quite simply, Green Rooms just wouldn’t have happened if it hadn’t been for ClearlySo – the investment they helped us secure was absolutely vital and they did it extremely quickly. But it wasn’t just about the money. The investors brought so much more to the table – skills, contacts, tremendous experience and business acumen. Working with the ClearlySo team has been fantastic. They feel like fully fledged partners."

Nick Hartwright, Founder

ClearlySo:

Advised on capital-raising strategy and structure

Brought in 100% of required investment from ClearlySo investors, one of whom joined the Board

Supported negotiation of loan terms

Promoted Green Rooms via journalist database and social media channels

Amount raised: £255,000
Type of finance: Unsecured Debt
Legal structure: CLG
Case Study 04

As a result of the advice & investment, Aduna has been able to:

- Scale up their Ghanaian supply chain from 50 tons to 150 tonnes
- Source from 528 women and employ a further 176
- Roll out their product range in 750 Holland & Barrett stores, backed with a nationwide “Make Baobab Famous” awareness campaign

Aduna’s mission is to create demand for underutilized natural ingredients from small producers in Africa, generating sustainable and additional income for rural households.

Aduna’s Africa-inspired premium health & beauty brand features baobab, moringa, and cacao products.

ClearlySo:
Advised on capital structure
Developed, modelled and secured impact-linked convertible debt facility
Brought on experienced ClearlySo investor as Board advisor
Supported the company to prepare documentation including financial model, & facilitated due diligence

“Working with ClearlySo has made a profound and positive impact in the development and growth of Aduna and they have become one of our most valued partners.”
Andrew Hunt, CEO

Amount raised: £530,000
Type of finance: Equity & debt
Legal structure: CLS
HOW CAN WE WORK WITH YOU?

Click to connect:

First-class candidates
Looking to join an ambitious team

Institutional investor
Interested in exciting impact funds, or deals

Entrepreneur
Building an impact business and seeking funding

Fund manager
Seeking advisory services and investment for your impact fund

High net worth individual
Looking to add impact to your investment criteria and portfolio

Supporter of impact investment
Interested to learn more