

ONLINE COURSE

# HYBRID AND TAILORED IMPACT INVESTMENT STRUCTURING

Created in partnership with

**FASE**  
FINANCING AGENCY FOR  
*Social* ENTREPRENEURSHIP



4.6 out of 5 rating, 500+ learners

Dear changemaker,

Thank you for expressing interest in this course. We designed it in partnership with FASE and distilled over 10 years of practical fundraising and deal structuring experience at the forefront of impact investing. The course will equip you with the core knowledge and confidence you need to structure hybrid and tailored investments to scale social businesses. This course provides you with practical guidance, insightful examples and case studies to confidently structure equity, mezzanine and grant-based investments.

We look forward to welcoming you to the course and our growing community of changemakers!

**The Efiko Academy Team.**





# — ORGANISED BY EFIKO ACADEMY

## The learning hub for impact-driven professionals

### OUR MISSION

Our mission is to empower professionals to successfully leverage finance and social innovation as tools to enact positive change and meet the UN SDGs.

**500+** Impact-driven professionals trained in just over two years

**60+** Net Promoter Score achieved across our training catalogue

**50+** partners and practitioners have contributed to our courses



# — COURSE CONTENT



By the end of the course, you should be able to:

01

Understand the missing middle challenge and the spectrum of impact capital

02

Identify the most suitable financing solutions for impact venture models

03

Understand the implication of key financial instruments and approaches to tailor them

04

Confidently negotiate key equity, convertible note and mezzanine terms

05

Discover the ins and outs of revenue share agreements, forgivable loans, smart grants, etc.

06

Discover how to establish catalytic partnerships and fund hybrid social businesses



## WHY IT MATTERS

---

Social businesses tend to be early-stage and operate unconventional business models in underdeveloped markets. This reality calls for philanthropic, investment professionals and entrepreneurs capable of evaluating the profile of a venture and defining the most adequate funding solution – even if the solution is beyond the realm of traditional venture capital investing. This course equips you with the tools and best-practices to show creativity & adaptability in your deal structuring work and increase the chances of successfully raising funds, or investing, to scale impact solutions.

# — COURSE CONTENT

Social businesses need the right kind of capital to achieve their full potential and you need to be equipped to best support them. This course has been designed to empower you to close the missing middle.

1

## Addressing the missing middle challenge

By the end of this module you should be able to recognise the reasons behind the missing middle challenge and its consequences. Grasp how social businesses' financing needs depend on the types of business and impact models, the stages they are in and their scaling path. You will differentiate innovative hybrid finance solutions from traditional financial instruments. Lastly you will compare conditions and consequences of using equity, debt and mezzanine for social businesses.

2

## Tailoring equity and convertibles for social businesses

In this module, you will discover the key terms to structure equity and convertible note investments. Additionally, you will learn how equity-like instruments can be tailored to social businesses' needs, what to watch out for, and which terms are most suitable and when. You will also be able to analyse hybrid solutions featuring impact-linked financial rewards.

# — COURSE CONTENT

Social businesses need the right kind of capital to achieve their full potential and you need to be equipped to best support them. This course has been designed to empower you to close the missing middle.

3

## Using mezzanine instruments to overcome the limits of debt

By the end of this module you will be able to distinguish between different features and terms that mezzanine finance can have and decide which ones fit best in any given transaction. Then you will be able to apply hybrid features such as impact-linked financial rewards, revenue or profit shares to tailor mezzanine instruments to the reality of an impact venture.

4

## Structuring hybrid investments with multiple investors

After this module you will be able to outline and illustrate the process of structuring deals with multiple instruments and recognise the benefits and challenges involved. Define and illustrate hybrid business models and the role of philanthropic capital for hybrid ventures. Finally, you should be able to explain ways to structure catalytic grants at the social business level through social impact incentives, bonds, forgivable loans, and at a fund level of first-loss guarantees.







# AUDIENCE

This course is designed for sustainable or impact finance professionals and entrepreneurs eager to enhance their deal structuring skills. Basic financial and accounting knowledge is sufficient to take the course.



# — LEARNING OPTIONS

## AUTONOMOUS LEARNER

This learning experience fits your busy working schedule and allows you to learn at your own pace from wherever you are. Access a neat online course structured around bite-sized videos and a wealth of resources that guide you in structuring impact investments.

OR

## SOCIAL LEARNER

Spice up your learning journey by blending the online course with a set of live interactive sessions to meet with like-minded peers and share experiences with the group and the trainers. You will get a chance to take part in a team-based role play to structure an impact investment involving multiple investors and a real social enterprise.



# — COURSE DELIVERY

## AUTONOMOUS LEARNER

- 40+ bite-sized videos with subtitles
- 20+ practical exercises and case-based applications
- Downloadable term sheet templates
- 2 in-depth case studies covering real innovative impact ventures
- 10+ video insights from leading entrepreneurs and investors
- Certificate upon completing I exam
- Unlimited access to the course for a full year
- 15-day money-back guarantee

**€329**

VAT included

Financial aid? You can apply [here](#)



# — COURSE DELIVERY

## SOCIAL LEARNER

Everything in the Autonomous learner package, plus:

- 3 interactive live sessions of 120 minutes sessions spread over a month
- Guidance from experienced trainers
- Deep-dives in additional examples and cases
- Role-playing investment structuring exercise in teams
- Live Q&A and experience sharing with the trainer and a group of peers
- Networking and fun

**€549**

VAT included

Financial aid? You can apply [here](#)





# — COURSE DELIVERY

## IN-HOUSE TEAM TRAINING

The course can be booked for multiple team members, either in self-paced or hybrid learning modes. For self-paced team learning we provide dedicated learner support with learning plans and goals. For hybrid team learning, we additionally offer the option to deliver in-person training and tailoring the live session contents and schedule to your needs and preference. Contact us if you wish to request more information to further explore this opportunity!









# — TRAINERS & PARTNERS

## COURSE PARTNER:

**FASE**, the Financing Agency for Social Entrepreneurship, holds nearly 10 years of experience in supporting funders with expertise on innovative financing solutions. They contribute to the development of a thriving market for social innovation across Europe.

The logo for FASE, featuring the letters "FASE" in a bold, black, sans-serif font, with a stylized, flowing line element that starts under the 'F' and ends under the 'E'.

**FINANCING AGENCY FOR**  
*Social* **ENTREPRENEURSHIP**



# — TRAINERS & PARTNERS

## LEAD TRAINERS:

I have been active in the field of social entrepreneurship and impact investing for more than a decade. At FASE, I managed the community of investors, developed learning opportunities, and conducted analyses on the state of the ecosystem. I'm a member of EBAN's Impact Investment committee and have extensive experience in providing training to impact practitioners.



**LAURA CATANA**

Deputy Coordinator MAE/023 – Private Sector Instruments at LuxDev

I'm the Co-founder and Managing Director of FASE, more than a decade of social finance experience. I have led the structuring of 20+ impact investment deals in Europe and delivered countless training sessions on impact finance. I am also a member of the Expert Group on Social Entrepreneurship (GECES) of the EU Commission/



**DR. MARKUS FREIBURG**

Managing director of FASE



# — TRAINERS & PARTNERS



## COURSE CONTRIBUTORS:

The online course is enriched with the insights of leading impact investment practitioners and social entrepreneurs. Their insights shed light on typical challenges and practical ways to overcome them, based on real life experience.



# — LEARNER'S TESTIMONIAL



"It was eye-opening to learn about the creativity that I have at my fingertips to structure deals once I understood the individual components of the underlying instruments. I also learned that I could custom-make an instrument to suit the needs of a deal."

**ANDREW GREY**  
Impact Manager  
at Tilia Impact Ventures

Read more about Andrew's experience [here](#)



"The course is really one of the best courses I've done, it has exceeded my expectations with how comprehensive and detailed the information is. The hybrid format was ideal because it allowed me to connect with other people"

**SIBONGILE ZULU**  
Impact investor at  
Capital Unlocked

Read more about Sibongile's experience [here](#)



# — CONTACT

Reach out to us if you have any further questions



Timothy Lambert  
[support@efiko.academy](mailto:support@efiko.academy)  
[+32 475 37 30 29](tel:+32475373029)



Interested in an in-house training?  
Book a 30min intro by [clicking here](#).



Ready to sign up to the course?  
Checkout [here!](#)

