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Intrinsior is not necessarily the fair market value of an item, investment, asset or enterprise, but the sum of the value that is inherent in its parts. The car could sell for \$20,000, but that includes a profit margin secured by the dealer. The car's intrinsic value could be as little as \$18,500, though it can be sold at a higher price. You can calculate the internal value in different ways, depending on the item you value. Understand that for many items, you will need to use the work to calculate the internal value. For example, if it takes six hours for four people to produce a widget, and each worker is paid \$10 an hour, the work intrinsic value of that widget would be 24 working hours, six hours x four people, for a total of \$240. Be aware that to calculate the intridomy of commercial real estate, you will need to factor in future cash flow money that will be lost or earned as a result of the sale. Property taxes, maintenance costs, monthly rents and other costs must be used to achieve an accurate figure, in addition to the value of the property. The exact formula will depend on geographical location and current market conditions and must be adjusted for inflation. Calculate the intrins value of a share by splitting earnings per share from the shares you're considering with annual earnings from investments other than bonds or real estate. For example, if the EPS in stock is \$2.40 and the bond will earn 4 percent interest annually, you would split \$2.40 by 0.04 percent for an intrinsy value of \$60. Understand that it is difficult to calculate the intrins value of an enterprise or business. An enterprise's IV is the sum of the ongoing cash flow from daily operations and can be calculated in any time span, including durability, depending on your purposes. Calculate the internal value based on the sum of parts of the item. For example, in the manufacture of a product, the IV can be the combined value of each screw, nail, screw, clip and material used to assemble it. This differs from the market value in that it does not include the seller's profit or labor costs. Tips Internal value cannot be calculated for shares and other assets if there are no positive gains. If possible, buy a business at a price that is lower than its calculated intrins value. Warnings Make sure that the EPS that you use to calculate the intri00m value for inventory is as accurate as possible and based on several days of performance. The value obtained, also referred to as the budgetary cost of the work carried out, represents the total cost of the work carried out at a certain date. Together with the actual cost of the work performed, the value earned helps project managers evaluate project performance in relation to costs and planning. The earned value formula is the job budget multiplied by the percentage of work completed up to the date. For consider a project with a budget of \$30,000 and 200 working hours. When employees complete 100 working hours, the value earned is \$30,000 multiplied by \$0.5 or \$15,000. Managers can then compare earned value with actual costs to identify cost variations and reassess budget needs. Although the business world has generally accepted the tools to estimate the financial returns of a potential investment, there is no analogy for assessing expected social and environmental rewards in dollar terms. Rise Fund and Bridgespan Group have developed a methodology for estimating the financial value of social or environmental good generated by investments in impact. How it works The six-step process culminates in a number of so-called impact multiples of money, or IMM-, that expresses societal value as a multiple of an investment. As fears of shortages and inequality become more pressing, many investors are eager to generate both business and social returns-based to do well by doing well. One way is the impact of investing: channelling capital into businesses that are expected to bring social and environmental benefits as well as profits. But there's a problem: Although the business world has several generally accepted tools, such as an internal rate of return, for estimating potential investment's financial returns, no analog exists for evaluating hoped-for social and environmental rewards in dollar terms. Predicting profits is too often a matter of conjecture. Similarly, investors hoping to use the company's social and environmental impact performance to assess future opportunities will find little useful data to evaluate. Reporting on environmental, social affairs and governance issues is now standard practice for almost three-quarters of the world's large companies and mid-term companies, but is usually limited to information about commitments and process and rarely achieves a real impact on customers or society. Key industry actors have acknowledged these analytical weaknesses and stepped up their efforts to better understand impact measurement and management. Notable among them are Root Capital, MacArthur Foundation, Omidyar Network, Skopos Impact Fund, Bridges Impact+, World Economic Forum and Rockefeller Foundation. This work has produced a number of interesting metrics, including social return on investment (SROI). Launched in 2016 and involving foundations and major investment managers, the impact management project aims to combine all these themes into a common language on impact management and develop a set of practical tools for implementing best practices. Depending on this work, organizations are working for the Pro-Rise Fund, a \$2 billion impact-investment fund for growth-stage companies managed by TPG Growth, and Bridgespan Group, a global social impact company-have-have over the last two years, so that the viability of measuring financial performance in social and environmental impact assessments. Through trial and error, and in collaboration with experts who have been working for years in this field, the partnership between Rise and Bridgespan has produced forward-looking methodologies to estimate-before any money is tied-up the financial value of social and environmental good that is likely to result from every dollar invested. Investors with a social impact, be they corporations or institutions, can thus assess the anticipated return on opportunity. We call our new metric the Multiple Money Impact (IMM). Fewer people touched deeply may be worth more than many people severely affected. Imm calculation is not a trivial enterprise, so any company that wants to use it must first determine which products, services or projects require effort. As a stock investor, Rise makes a qualitative assessment of potential investments to filter out offers that are unlikely to pass the IMM hurdle, just as it filters out offers that are not financially promising. Companies with a social purpose and potentially measurable impact will be given the green light to evaluate THE IMM. Rise will invest in the company only if the IMM calculation indicates a minimum social return on investment of \$2.50 for every \$1 invested. Undertakings that adopt this metric may set their own minimum thresholds. To be clear, this process involves numerous assumptions and decisions that make any claim that our method can provide the final number. However, we believe that this approach provides valuable guidance on which investments will or will not have a significant social impact. The following pages explain how to calculate IMM during the investment selection process. The method consists of six steps. 1. Assess the relevance and scope Investors should start by considering the relevance and scope of a product, service, or project to evaluate. Home appliance manufacturers may want to consider investing in energy-efficient features in their product ranges. A health clinic provider may want to assess the potential social benefits of expanding into low-income neighborhoods. In terms of scope, ask: How many people will the product or service achieve, and how deep will its impact be? A good example is the experience of calculating the product impact of the educational technology company EverFi, one of its first investments in influence. (The financial and participation figures in this article are representative; the actual figures are confidential.) Rise identified three EverFi programs that already had a significant impact: AlcoholEdu, an online course designed to discourage alcohol abuse among college students, which was given to more than 400 universities; Haven, which educates college students about dating violence and sexual and is used in around 650 universities; and financial literacy program that introduces students to credit cards, interest rates, taxes and insurance, and is offered to more than 6,100 high schools. Based on projected annual student enrolments in these programs, Rise estimates that the investment in EverFi could affect 6.1 million students over a five-year period starting in 2017. Of course, the program's impact isn't just about the number of people touched; this is about the improvement achieved. Fewer people touched deeply may be worth more than many people severely affected. Consider another Rise investment, Dooda Dairy, which caters to and processes fresh milk every day from more than 220,000 small farmers across rural southern India. The number of affected farmers was known, so what Rise needed to assess was how much milk Dooda was likely to buy from them and at what price. With projected sales of 2.6 billion liters of milk over five years, Rise estimates that investment in Dooda would increase agricultural families' annual incomes by 73%, from \$425 to \$735. Small farmers with a reliable buyer for their milk spend less time and money on the market and have the predictability and support needed for long-term investment, increased milk yields and therefore incomes. 2. Identify the target social or environmental outcomes The second step in calculating the IMM is to identify the required social or environmental outcomes and determine whether existing research verifies that they are achievable and measurable. Fortunately, investors can draw on a huge range of social science reports to estimate the impact of a company's potential. Over the past decade foundations, nonprofits, and some policy makers (including the U.S. Department of Education investing in an innovation fund) have relied heavily on research results to guide funding for social programs. This movement that works has spurred the development of an industry around measuring social outcomes led by organisations such as the MDRC, a nonprofit social policy research organization; Abdul Latif Jameel Poverty Action Lab (J-PAL) at MIT; and Mathematica Policy Research, based in Princeton, New Jersey. For AlcoholEdu, we drew on a 2010 randomized controlled trial showing that students who were exposed to the program experienced an 11% reduction in alcohol-related incidents, such as engaging in risky behavior, doing or saying embarrassing things, or feeling bad about themselves because of their drinking. That would represent about 239,350 fewer incidents. According to the National Institutes of Health, alcohol-related deaths account for about 0.015% of all deaths among college students in the United States. The increase estimates that AlcoholEdu would save 36 lives among the roughly 2.2 million students who were planned to take part in for a period of five years. Years. saved, probably the most important effect of less drinking, are quite easy to monetize. But reducing alcohol abuse clearly has other benefits for individuals and society.) For Haven, we focused on preventing sexual assault. Approximately 10.3% of college students and 2.5% of college students experience sexual assault each year. According to a 2007 study that evaluated the effects of an in-person course on sexual assault prevention that was taught at a college in the northeastern United States, assault fell by about 19% for women and 36% for men among those who took the course. Using this data on 2.6 million students expected to experience the Haven program over five years, and assuming the same number of college women and men attended, Rise estimated that the program would avert 25,869 cases of sexual assault among women, and 12,029 incidents among men. 3. To estimate the economic value of these results for the company Once the target results are identified, social impact investors must find a study anchor that robustly translates these results into economic terms. A good example is Celulant, a regional African mobile payment platform provider used by banks, large retailers, telecommunications companies and governments. Cellulator worked with the Nigerian Ministry of Agriculture to redesign the corruption-plagued program, which provided seed and fertilizer subsidies. The company has developed a mobile phone app that allows farmers to pick up their subsidised goods directly from local traders, reducing the possibility of graft. The program has been losing 89% of its funding to the Bad House and corruption. Cellulant app now allows delivery of 90% of the planned assistance. Our task was to understand the economic impact on farmers when they received subsidised seed and fertiliser. We used a reliable study that compared the results of one season for farmers enrolled in a subsidy programme with those for similar farmers who were not enrolled. The study found that participating farmers earned an additional \$99 that season by improving corn yields. To select the anchor of the study we will look at several key features. First, its consistency: Does a study systematically evaluate previous research results to draw conclusions about this research body? Alternatively, does this represent findings from a randomized controlled trial-which compares groups with and without designated intervention? Both types of research are preferable to observational or case studies. Equally important is the importance: Does the study include people living in similar contexts (urban, say or rural) and in the same income group? The closer the match, the better. Recent studies are better than older ones. And studies often cited in the research literature deserve special attention. When uncertainty or lack of reliable stalls of stalls work, seek instructions from an expert in this field. For example, we sought advice from the Center for Financial Services Innovation in Chicago when we couldn't find appropriate studies showing the impact of helping people create a regular savings habit-one of three impact routes we explored for Acorns, a fintech company for low- and middle-income individuals. This challenge has led us to research which has shown that even modest savings between the target group can reduce the use of high-cost loans. To translate alcoholedu results into dollar terms, we have contacted the U.S. Department of Transportation for guidance on valuing the reduction in deaths or injuries, which uses a measure called the value of statistical life. According to this study anchor, the death is worth \$5.4 million. So AlcoholEdu could expect to generate a social value of at least \$194 million by saving 36 lives. In Haven's case, we found that researchers from the National Institutes of Health have done quite a bit of work on the economic impact of sexual assault. In fact, the NIH has pegged the legal, health and economic cost of a single attack at \$16,657, adjusted for inflation. The increase multiplies the NIH figure by the estimated number of sexual assaults Haven would turn away (37,898) to get close to \$832 million. Because sexual assault is understated, Rise believes that Haven's influence may be even greater. Monetisation of social or environmental benefits and costs sometimes raises complex questions. For example: Does extra dollar income have a greater impact on someone in an emerging market versus someone in a developed market? When increased income is the target result, should we count that impact no matter how much the family has been earning before, or only when it has gained below a certain threshold? When saving lives is the desired result, can we give the value of a dollar to every person who benefits? Health economists' estimates of the value of statistical life (VSL) vary dramatically depending on the landscape-but should human lives be valued differently just because of an accident of geography? To address these issues, Rise, an impact-based investment fund, relies on research based on decision making in evidence and provide an analytical basis for decision making. For example, for some IMM's Rise has created a globally weighted life expectancy saved rather than using country-specific metrics to avoid the unintended consequence of tipping investment for the benefit of developed countries. For other IMM Rise calculations he looked at how impoverished people actually spend incremental dollars as opposed to those in the higher income group. Such complex issues deserve the constant attention of investment and research communities. For the EverFi Financial Literacy Program, we relied on a 2016 study that focused on a similar program for high school students. It was found that the programme had an average of \$538 less in consumer debt at age 22 than a similar group of students who were not exposed to the program. On average, the interest paid on this additional debt came to about \$81 over five years. Assuming 1.3 million students completed the Everfi program over five years and all saved \$81, the economic value of the program would total \$105 million. We estimate that the social impact of the three EverFi programs combined had a five-year economic value of about \$931 million: \$194 million for AlcoholEdu, \$632 million for Haven, and \$105 million for financial literacy. 4. Adapt to risks Although we have demonstrated to our satisfaction that social science research can be used to monetize social and environmental benefits, we are aware of the risk when applying research findings that are not directly linked to a given investment opportunity. That is why we are adjusting the social values derived from the application of the co-study to reflect the quality and relevance of the research. We do this by calculating the impact implementation index. We assign values to six risk categories and sum them to reach the 100-point impact probability score. Two of the index components relate to the quality of the anchor study and how directly it is linked to the product or service. In total, they have 60 of the possible 100 points in their account. Co-study based on meta-analysis or a randomised controlled trial deserve the highest scores, while observational studies are lower. The AlcoholEdu study was in the former category; Haven and financial literacy program studies were in second. Establishing a link between the study anchor and the desired outcome of a product or service sometimes requires assumptions, and with more assumptions comes greater risk. For example, the study anchor for everfi's financial literacy program clearly linked training to lower student debt, resulting in maximum ratings. But AlcoholEdu and Haven relied on studies with less clear links. AlcoholEdu assumes that its training leads to fewer negative cases of alcohol, leading to lower rates of alcohol-related deaths. The anchor study for Haven assumes that sexual-assault-prevention training leads to fewer assaults and thus fewer consequences of these attacks. The four remaining components of the index, each with a maximum score of 10, are contextual (Does the social environment of the study correspond to the project? For example, are they both urban, or is one rural?), a country income group (Are the populations of the study and project in the same income group of the country as determined by the World Bank?), a product or service similarity (How closely do the activities in the study correspond to what the project provides? For example, is the product or service delivered to the same age group in both?), and the intended use is there a risk that it will not be used as intended after purchasing a product or service? Consider that gym memberships have a high drop-off rate.). When applying the index to EverFi programs, Rise calculated impact-probability scores for alcoholedu, haven, and financial literacy program at 85%, 55%, and 75%, respectively. They then adjusted their estimated cash impact accordingly, coming in at \$164 million for AlcoholEdu, \$348 million for Haven, and \$77 million for the Financial Literacy Program. The risk-adjusted impact for all three programs totaled \$569 million, down from \$931 million. Investors can use social science reports to estimate the potential for company influence. The construction of the index proved difficult. Based on feedback from evaluation and measurement experts, we have often specified the risk categories and values that have been allocated to everyone. For example, one version highlighted the importance of comparing the results of a study by geography - say, a country or continent. However, experts advised that a more accurate comparison would compare studies of similar income groups regardless of country or living conditions (urban versus rural). The Impact Implementation Index attempts to capture the most important elements of risk, but we recognize that it does not capture every threat of impact or all the nuances of risk between the study anchor and the company's product or service. We expect improvements as others bring new ideas to the table. 5. Estimate the final value In finance, the final value estimates the value of the enterprise in dollars beyond the explicit forecast period and usually represents a large percentage of the total estimated value of the enterprise. However, this is a new concept of social investment, where attention is usually focused on quantifying current or historical impact. To be sure, for many projects (issuing chlorination tablets, for example) the social impact (safer water) is not long to survive the program. But others (such as installing solar panels) can have a long-term impact (panels save energy long after you have installed them). In some cases, therefore, it makes sense to estimate the final value. Here's how Rise addresses this question: Starting with the estimated value of impact in the last year of investment, Rise evaluates the probability that both output (people have achieved) and societal value will continue to be undied for five years. Companies with a high probability in both cases will receive a discount rate of 5 %, which means that the annual residual value will fall by 5 %. Those who score low get a discount rate of 25%. To estimate the final value of EverFi's programs for the post-ownership period 2022-2026, Rise predicted that their estimated \$159 million in total impact for 2021-last year of its investment-would also be generated in each of the five years. This number was then about 20% per year compounded, reflecting assumptions about the number of users graduating from programs and the likely duration of the training impact. That led to the final value of the \$477-million five-year residual value Increase could qualify for the three programs. Rise added that the amount of the risk-adjusted \$589 million in impact realized during the investment holding period had a total impact of about \$1.1 billion. 6. Calculate the social return of every dollar spent by the last step in calculating IMM varies for businesses and investors. Businesses can easily take over the estimated value of a social or environmental benefit and divide it into a total investment. Suppose the company invests \$25 million to launch a range of low-cost glasses for rural residents of developing countries, and its research leads to an estimated \$200 million in social benefits, based on increased customer productivity and revenue. The company would simply split \$200 million by \$25 million. Thus the glasses generates \$8 in social value for every \$1 invested. IMM expresses this as an 8X. However, investors need to take the next step to take into account their partial ownership of the companies in which they invest. Suppose Rise invests \$25 million to buy a 30% ownership stake in the company, which is expected to generate \$500 million in social value. It may have a loan only for a share of that value reflecting its share: \$150 million. Rise distributes \$150 million of its \$25 million investment and arrives at \$6 in social value for every \$1-invested IMM 6X. Rise invested \$100 million for 50% of EverFi. It adjusted its share of the projected risk of an adjusted \$1.1 billion in social value to \$534 million and divided that amount with its investment to arrive at IMM about 5x. The great advantage of deriving imm is that it allows for a direct comparison between investment opportunities. However, it is important to note that the number is not an exact multiple, just as the stock traded price-earnings more. For all the viability that may lie behind a given IMM calculation, it is possible that some other analyst will rely on another equally valid anchor study that leads to a completely different number. Instead, treat IMM as a directional measure. And make all steps in your calculation transparent. When others understand your assumptions, they can help you refine them and generate more robust numbers. We also recommend that you use sensitivity analysis to show what happens to IMM if you change the underlying assumptions. This process will help you identify key driven values of social value. CONCLUSION Speaking at the Global Governance Summit on the Impact of Investment in 2017, Sir Ronald Cohen, a leading innovator and advocate of investment investment, argued that rapid growth in the area would reach a point and stimulates the chain reaction in impact investors, large enterprises, foundations and social organisations. This could accelerate the adoption of an impact assessment within daily business processes and operations. But first-time businesses and investors need to develop better ways to assess the social and environmental impact. This is a priority concern not only for the influence of investors, but for all those who want to see more private capital flow to address urgent social needs. We embarked on this experiment to demonstrate the value of underwriting the impact at the same level as financial underwriting. It's a model that Rise and Bridgespan are trying to share with other investors and businesses, a commitment that led Rise to launch a new entity to support the research and aggregate studies needed to inform impact-investing decisions. In a world where more and more CEOs are talking about profit and purpose, IMM offers a strict methodology to promote the art of allocating capital to achieve social benefit. In the process of editing this article for the press, HBR omitted a paragraph provided by the authors, noting that the methodology described was based on the previous work of many insitutions, including in particular the existing framework developed by the Impact Management Project, collaboration involving foundations and large investment institutions. HBR regrets the omission and has renewed the paragraph in this digital version. Version.