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Intrinsic value is not necessarily the fair market value of a heading, investment, asset or business, but the sum of the value inherent in its parts. A car could be sold for $20,000, but that includes the profit margin guaranteed by the dealer. The intrinsic value of the car could be only $18,500, even though it can be sold for a higher price. You can calculate the intrinsic value in different ways depending on the position you are rating. Understand that for many elements, you will need to use labor to calculate the intrinsic value. For example, if four people take six hours to craft a widget and each worker is paid $10 per hour, the intrinsic labor value of that widget would be 24 hours of work, six hours x four people, for a total of $240. Note that to calculate the intrinsic value of commercial real estate, you will need to consider in the future the cash flow money that will be lost or earned as a result of a sale. Property taxes, maintenance costs, monthly rent and other costs should be used to reach an exact number in addition to the value of the property. The precise formula will depend on geographical location and current market conditions, and should be adjusted to inflation. Calculate the intrinsic value of a stock by dividing the earnings per share into the share you are considering for the annual earnings of another investment, such as bonds or real estate. For example, if the EPS in a stock is $2.40 and a bonus will earn 4 percent annual interest, you would divide $2.40 by .04 percent by an intrinsic value of $60. Understand that it is difficult to calculate the intrinsic value of a company or company. The IV of a business is the sum of the continuous cash flow of daily operations, and can be calculated over any period of time, including perpetuity, depending on its purposes. Calculate the intrinsic value based on the sum of the parts of an element. For example, when a product is manufactured, the IV can be the combined value of each screw, nail, bolt, clip, and material used to assemble it. This is different from the market value in that it does not include the seller's profit or the cost of labor. Tips Intrinsic value cannot be calculated for stocks and other assets if there are no positive gains. When possible, buy a business at a price below its calculated intrinsic value. Warnings Make sure that the EPS you use to calculate the intrinsic value of stock is as accurate as possible and is based on several years of performance. Although the business world has universally accepted tools to estimate the financial performance of a potential investment, there is no analogue for expected social and environmental rewards in dollars. The Solution Fund and the Bridgespan Group have developed a methodology to estimate the financial value of the social or environmental good generated by impact investments. How The Six Steps Works culminates in a number, called the multiple impact of money, or IMM, which expresses social value as a multiple of investment. As concerns about scarcity and inequality become increasingly urgent, many investors are eager to generate business and social returns to do good by doing good. One way is to invest in impact: direct capital to companies that are expected to produce social and environmental benefits as well as benefits. But there is one problem: although the business world has several universally accepted tools, such as the internal rate of return, to estimate the financial performance of a potential investment, there is no analogue for assessing the expected social and environmental rewards in dollars. Profit forecasting is too often a matter of guesswork. Investors hoping to use a company's track record of social and environmental impact to assess future opportunities will also find little useful data to assess. Reporting on environmental, social and governance issues is now a common practice in nearly three-quarters of the world's large and medium-sized enterprises, but it is usually limited to information on commitments and processes and rarely makes a real impact on customers or society. Leading industry players have recognized these analytical deficiencies and intensified their quest to better understand impact measurement and management. These include Root Capital, the MacArthur Foundation, the Omidyar Network, Skopos Impact Fund, Bridges Impact+, the World Economic Forum and the Rockefeller Foundation. This work has produced a number of interesting metrics, including social return on investment (SROI). The Impact Management Project, a collaboration agreement launched in 2016 involving foundations and large investment managers, aims to weave all these threads into a shared language on impact management and develop a set of practical tools to implement best practices. Based on this work, the organizations we work for—the Boom Fund, a $2 billion impact investment fund for growth-stage companies managed by TPG Growth, and bridgespan Group, a global social impact advisory firm—have tried in the past two years to bring the rigor of measuring financial performance to the assessment of social and environmental impact. Through trials and errors, and in collaboration with experts who have been working for years in the field, the partnership between Rise and Bridgespan has produced a forward-looking methodology for estimating, before committing any money, the social and environmental good that is likely to result from every dollar invested. Therefore, social impact investors, whether corporations or institutions, can assess projected return at an opportunity. We call our new metric the money impact multiple (IMM). Fewer deeply touched people may be worth more than people barely affected. Calculating an IMM is not a trivial undertaking, so any company that wants to use it must first determine which products, services, or projects justify the effort. As a capital investor, Rise makes a qualitative assessment of potential investments to filter out transactions that are unlikely to pass the IMM hurdle, just as it filters out transactions that are not financially promising. Companies with a social purpose and potentially measurable impact get a green light for IMM evaluation. Rise will invest in a company only if the IMM calculation suggests a minimum social return on investment of $2.50 for every $1 invested. Companies that adopt this metric can set their own minimum thresholds. To be clear, numerous assumptions and options are involved in this process, excluding any claim that our method can provide a definitive number. But 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 an IMM during an investment selection process. The method consists of six steps. 1. Assess the relevance and scale Investors should begin by considering the relevance and scale of a product, service or project for evaluation. An appliance manufacturer may consider investing in energy-saving features in their product lines. A health clinic provider may want to evaluate the potential social benefits of expanding to low-income neighborhoods. With regard to scale, ask, how many people will reach the product or service and how deep will its impact be? Rise's experience in calculating the product scope of educational technology company EverFi, one of its first impact investments, is a good example. (Financial and participation data in this article are representative; actual numbers are confidential.) Rise identified three EverFi programs that already had a significant reach: AlcoholEdu, an online course designed to deter alcohol abuse among college students, which took place at more than 400 universities; Haven, which educates college students about dating violence and sexual harassment and is used in some 650 universities; and a financial literacy program that introduces students to credit cards, interest rates, taxes and insurance, and is offered in more than 6,100 high schools. Based on projected annual student enrollments in these programs, Rise estimated that an investment in EverFi could affect 6.1 million students over a five-year period 2017. Of course, the impact of a program is not just about the number of people touched; it's about the improvement achieved. Fewer deeply moved people can be worth more than many people are barely affected. Consider another Rise investment, Dodla Dairy, which acquires and processes fresh milk every day starting at more than 220,000,220,000 farmers throughout rural southern India. The number of farmers affected was known, so what Rise had to evaluate was the amount of milk that dodla would probably buy them and at what price. With projected sales of 2.6 billion litres of milk over five years, Rise estimated that investments in Dodla would increase the annual income of farm families by 73%, from $425 to $735. Smallholder farmers with a reliable buyer for their milk devote less time and money to marketing and have the predictability and support needed to make long-term investments, increasing milk yields and therefore income. 2. Identifying target social or environmental outcomes The second step in calculating an IMM is to identify the desired social or environmental outcomes and determine whether existing research verifies that they are achievable and measurable. Fortunately, investors can use a variety of social science reports to estimate a company's impact potential. Over the past decade, foundations, nonprofits, and some policy makers (including the U.S. Department of Education's Innovation Investment Fund) have relied heavily on research outcomes to guide the funding of social programs. This movement of what works has spurred the development of an industry around measuring social outcomes, led by organizations such as MDRC, a non-profit social policy research organization; Abdul Latif Jameel Poverty Action Lab (J-PAL), at MIT; mathematica Policy Research, based in Princeton, New Jersey. For AlcoholEdu we rely on a randomized controlled trial of 2010 that shows that students who had been exposed to the program experienced an 11% reduction in alcohol-related incidents, such as engaging in risky behaviors, doing or saying embarrassing things, or feeling bad for themselves because of their alcohol consumption. That would equa't be 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. Rise estimated that AlcoholEdu would save 36 lives among the approximately 2.2 million students projected to participate in the program over a five-year period. (Saved lives, possibly the most important impact of less alcohol consumption, are relatively easy to monetize. But reducing alcohol abuse clearly has additional benefits for individuals and society.) For Haven we focus on the prevention of sexual assaults. Around the undergraduate women and 2.5% of undergraduate men experience sexual assault each year. According to a 2007 study that assessed the effects of an in-person course on the prevention of sexual assaults taught at a university in the northeastern United States, the aggression decreased by approximately 19% for women and 36% for men among those taking the course. Apply this data to 2.6 million students who are expected to experience the Haven program for five years, and involved an equal number of college women and men, Rise estimated that the program would prevent 25,869 incidents of sexual assault among women, and 12,029 incidents among men. 3. Estimate the economic value of these results to society Once they have identified the objective results, social investors should find an anchor study that solidly translates these results into economic terms. Cellulant, an African regional provider of a mobile payments platform used by banks, large retailers, telecommunications companies and governments, is a good example. Cellulant worked with Nigeria's Ministry of Agriculture to redesign a corruption-plagued program that provided seed and fertilizer subsidies. The company developed a cell phone app that allows farmers to collect their subsidized products directly from local traders, reducing the opportunity to graft. The program had been losing 89% of the funds due to mismanagement and corruption. The Cellulant app now allows 90% of the expected aid to be delivered. Our task was to understand the economic impact on farmers when they received subsidized seeds and fertilizers. We used a reliable study that compared the results of a season for farmers enrolled in the subsidy program with those of similar farmers who were not enrolled. The study found that participating farmers earned an additional $99 that season by improving maize yields. To choose an anchor study, we analyzed several key features. First, its rigour: Does the study systematically evaluate the results of previous research to draw conclusions about that body of research? Alternatively, do you present the findings of a randomized controlled trial, which compares groups with and without a designated intervention? Both types of research are preferable to case or observational studies. Just as important is the relevance: Does the study include people living in similar contexts (urban, I say or rural) and in the same income range? The closer the game gets, the better. Recent studies are better than older ones. And studies frequently cited in research literature deserve additional consideration. When uncertainty or lack of reliable research stops your work, seek guidance from an expert in the field. For example, we sought advice from the Center for Financial Services Innovation in Chicago when we were unable to locate appropriate studies that demonstrated the impact of helping people establish a regular savings habit, one of the three avenues of impact we were examining for Acorns, a fintech for low- and middle-income people. That call led us to research showing that even modest savings between the target group can reduce the use of high-cost payday loans. To translate AlcoholEdu's results into dollar terms, we gave the address of the U.S. Department of Transportation to assess the reduction in deaths or injuries, which uses a measure called of a statistical life. According to this anchor study, a fatality is worth $5.4 million. Therefore, AlcoholEdu could expect to generate a social value of at least $194 million saving 36 lives. In Haven's case we find that researchers from the National Institutes of Health have done some work on the economic impact of sexual assaults. In fact, NIH has linked the legal, health and economic costs of a single assault to $16,657, adjusted for inflation. Rise multiplied the NIH figure by the estimated number of sexual assaults Haven would avoid ($37,898) to approach $632 million. Because sexual assault is insufficient, Rise believes Haven's impact may be even greater. Sometimes monetization of social or environmental benefits and costs raises complex questions. For example: Does an additional dollar of income have a greater impact on someone in an emerging market compared to someone in a developed market? When rising incomes are the target result, should we count that impact no matter how much the family earned before, or only when it earned below a certain threshold? When saving lives is the desired outcome, can we put a dollar value on every person who benefits? Health economists' estimates of the value of a statistical life (VSL) vary dramatically across the country, but should human lives be valued differently just by a geography accident? To address these issues, Rise, an impact investment fund, relies on research to substantiate decisions on evidence and provide an analytical basis for decision-making. For example, for some IMMs Rise has created an overall weighted average value of a life saved rather than using a country-specific metric, to avoid the uninsemly consequence of tipping on investments in favor of developed countries. For other IMM calculations, Rise has looked at how impoverished people actually spend incremental dollars in contrast to those in a higher income range. These difficult issues deserve the continued attention of investment and research communities. For EverFi's financial literacy program, we relied on a 2016 study that examined a similar program for high school students. He found that program participants had an average of $538 less in consumer debt at the age of 22 than a similar group of students who had not been exposed to the program. On average, interest paid on that additional debt reached about $81 over five years. Assuming that 1.3 million students completed the EverFi program for five years and all saved $81, the economic value of the totaling $105 million. We estimated 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. Adjusting to risks Although we have shown to our satisfaction that social science research can be social and environmental benefits, we recognize the risk of applying research findings that are not directly related to a given investment opportunity. Therefore we adjust the social values derived from the application of the anchor study to reflect the quality and relevance of the research. We do this by calculating an impact completion rate. We assign values to six risk categories and add them together to reach an impact probability score on a 100-point scale. Two of the index components relate to the quality of the anchor study and how it is directly linked to the product or service. Together, these represent 60 of the 100 possible points. Anchor studies based on a meta-analysis or randomized controlled trial deserve higher scores, while observational studies are lower. AlcoholEdu's study was in the first category; Haven's studies and financial literacy program were in the latter. Establishing the link between an anchor study and the desired result of a product or service sometimes requires making assumptions, and with more assumptions comes a greater risk. For example, the anchor study for EverFi's financial literacy program clearly linked training to reduce student debt, resulting in a maximum rating. But AlcoholEdu and Haven relied on studies with less clear links. AlcoholEdu assumes that its training leads to fewer negative alcohol incidents, resulting in lower rates of alcohol-related death. Haven's anchorage study assumes that training in preventing sexual assault leads to fewer assaults, and therefore less than the consequences of such assaults. The remaining four index components, each of which gets a maximum score of 10, are context (Does the social environment of the study correspond to that of the project? For example, are they urban, or are they a rural area?), the country's income group (Are the study and project populations in the same income tranche of the country as determined by the World Bank?), the similarity of products or services (How close are the study activities to what the project provides? For example, is the product or service delivered to the same age group in both) and projected use (is there a risk that once a product or service is purchased, it will not be used as expected? Please note that gym memberships have a high delivery rate).). By applying the index to EverFi programs, Rise calculated the impact probability scores for AlcoholEdu, Haven, and the financial literacy program at 85%, 55%, and 75%, respectively. Then he adjusted his estimated money as a result, reaching $164 million for AlcoholEdu, $348 million for Haven, and $77 million for the financial literacy program. The risk-adjusted impact for all three programs amounted to $589 million in dollars in dollars of $931 million. Investors can use social science reports to estimate a company's impact potential. The construction of the index showed that We refine the risk categories and values assigned to each one many times based on feedback from evaluation and measurement experts. For example, a version emphasized the importance of comparing the results of the study according to geography, for example, the country or continent. But experts advised that a more accurate comparison would juxtapose studies of similar income groups, regardless of country or living circumstances (urban versus rural). The impact rate attempts to capture the most important risk elements, but we recognize that it does not capture all threats to impact or all the nuances of risk between anchor studies and a company's product or service. We hope to make refinements as others bring new ideas to the table. 5. Estimate the value of the terminal In finance, the value of the terminal estimates the value of a company in dollars beyond an explicit forecast period and typically represents a large percentage of the projected total value of a business. However, it is a new concept of social investment, where attention is generally focused on quantifying the present or historical impact. Without a doubt, for many projects (dispensing chlorination tablets, for example) the social impact (safer water) does not survive the program long. But others (such as installing solar panels) can have a long-term impact (the panels save energy long after installation). In some cases, therefore, it makes sense to estimate a terminal value. Here's how Rise addresses this question: Based on the estimated value of impact in the last investment year, Rise assesses the likelihood that both production (people achieved) and social value will continue undes diminished for another five years. Companies with high probabilities in both cases get a 5% discount rate, which means that the annual residual value falls by 5%. Those who score low get a 25% discount rate. To estimate the terminal value of EverFi programs for a period after ownership from 2022 to 2026, Rise assumed that its estimated total impact of $159 million by 2021, the last year of its investment, would also be generated in each of the next five years. That figure was then discounted by 20% per annum, reflecting assumptions about the number of users graduating from the programs and the likely duration of the impact of training. This resulted in a terminal value of $477 million—the five-year residual value Rise could claim—for all three programs. The increase added that the amount at $589 million adjusted for risk on the impact made during the investment holding period to make a full impact about $1.1 billion. 6. Calculating the social performance of each dollar spent The last step in calculating an IMM differs for companies and investors. Companies can simply take the estimated value of a social or environmental benefit and divide it by total investment. Suppose a company invests $25 million launch a line of low-cost glasses for rural residents of developing countries, and their research leads to an estimated $200 million in social benefits, based on increased productivity and customer revenue. The company would simply divide $200 million by $25 million. Therefore, the glasses generate $8 in social value for every $1 invested. The IMM expresses this as 8X. Investors, however, must take an additional step to take into account their partial ownership of the companies in which they are invested. Suppose Rise invests $25 million to buy a 30% stake in a projected company to generate $500 million in social value. You can only take credit for the proportion of that value reflected by your share: $150 million. Rise divides $150 million for his $25 million investment and reaches $6 in social value for every $1 he invested, a 6X IMM. Rise invested $100 million for 50% of EverFi. He adjusted his share of EverFi's projected $1.1 billion projected risk in social value to $534 million and divided that amount by his investment to reach an IMM of approximately 5 times. The great advantage of deriving an IMM is that it allows direct comparisons between investment opportunities. It is important, however, to realize that the number is not an accurate multiple, such as the price-gain multiple of a traded stock. For all the rigor that may be behind a given IMM calculation, it is possible that some other analyst is based on a different, equally valid anchor study that leads to a very different number. Treat the IMM as a directional measure instead. And make all the steps in your calculation transparent. When others understand their assumptions, they can help you refine them to generate more robust numbers. We also recommend that you use sensitivity analysis to show what happens to an IMM if you change the underlying assumptions. This process will help you identify the key factors of social value. CONCLUSION At the 2017 Global Steering Group for the Impact Investment Summit, Sir Ronald Cohen, a leader in investment in innovative and defense impacts, argued that the rapid growth of the field will reach a turning point and cause a chain reaction in impact creation, affecting investors, large companies, foundations and social organizations. This could accelerate the adoption of impact assessment on day-to-day business processes and operations. But first companies and investors need to develop better ways to assess social and environmental

impact. This is a priority concern not only for impact investors, but for all those who want to see more private capital flow for pressing social needs. We have embarked on this experiment to demonstrate the value of putting the impact subscription in the same position as the financial subscription. It is a model that Rise and Bridgespan seek to share with other investors and companies, a commitment that led Rise to launch a new entity to and aggregate studies needed to base impact and investment decisions. In a world where more and more CEOs talk about profit and purpose, the IMM offers a rigorous methodology for advancing the art of allocating capital to achieve social benefit. In the process of editing this article for printing, HBR omitted a paragraph provided by the authors noting that the methodology described was based on the previous work of many institutions, including above all an existing framework developed by the Impact Management Project, a collaboration involving major foundations and investment institutions. HBR regrets the omission and has re-established the paragraph in this digital version. Version.

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