



ImpactCity

ImpactFest



Danske Bank

Impact startups 2022

November 2022



Initiators



Dealroom.co is the foremost data provider on startup, early-stage and growth company ecosystems in Europe and around the globe.

ImpactCity ImpactFest

ImpactCity The Hague is a leading European ecosystem for organisations that combine 'doing good and doing business'. We facilitate innovative entrepreneurs in starting and scaling up their businesses.



We are a modern bank for people and businesses across the Nordics with deep financial competence and leading innovative solutions.



Tech Nation fuels the growth of game-changing founders, leaders and scaling companies so they can positively transform societies and economies.

Knowledge partners



Exponential View



Planet+



+ impact
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2150

What you need to know:



Following a record 2021, impact startup funding in 2022 is slowing down, back to pre-pandemic levels

Impact startups have raised a record \$68B in 2021. 2022 has already surpassed with \$35B the full calendar year 2020. In addition, impact startups are now worth a combined \$2.3T.



European impact startups are catching up with the US on VC investment

Europe is the region with the highest share of impact investing as a total of VC investment. Yet, the US attracts the highest amount of impact funding compared to other geographies. Still, just a bit higher than European investment.



Climate-aware startups dominate

Startups tackling the Climate Action and Affordable and Clean Energy UN SDGs combined raised \$129B+ since 2017. Climate-related SDGs attract, by far, the vast majority of impact investment. On the other hand, startups addressing the people related UN SDGs are underfunded.

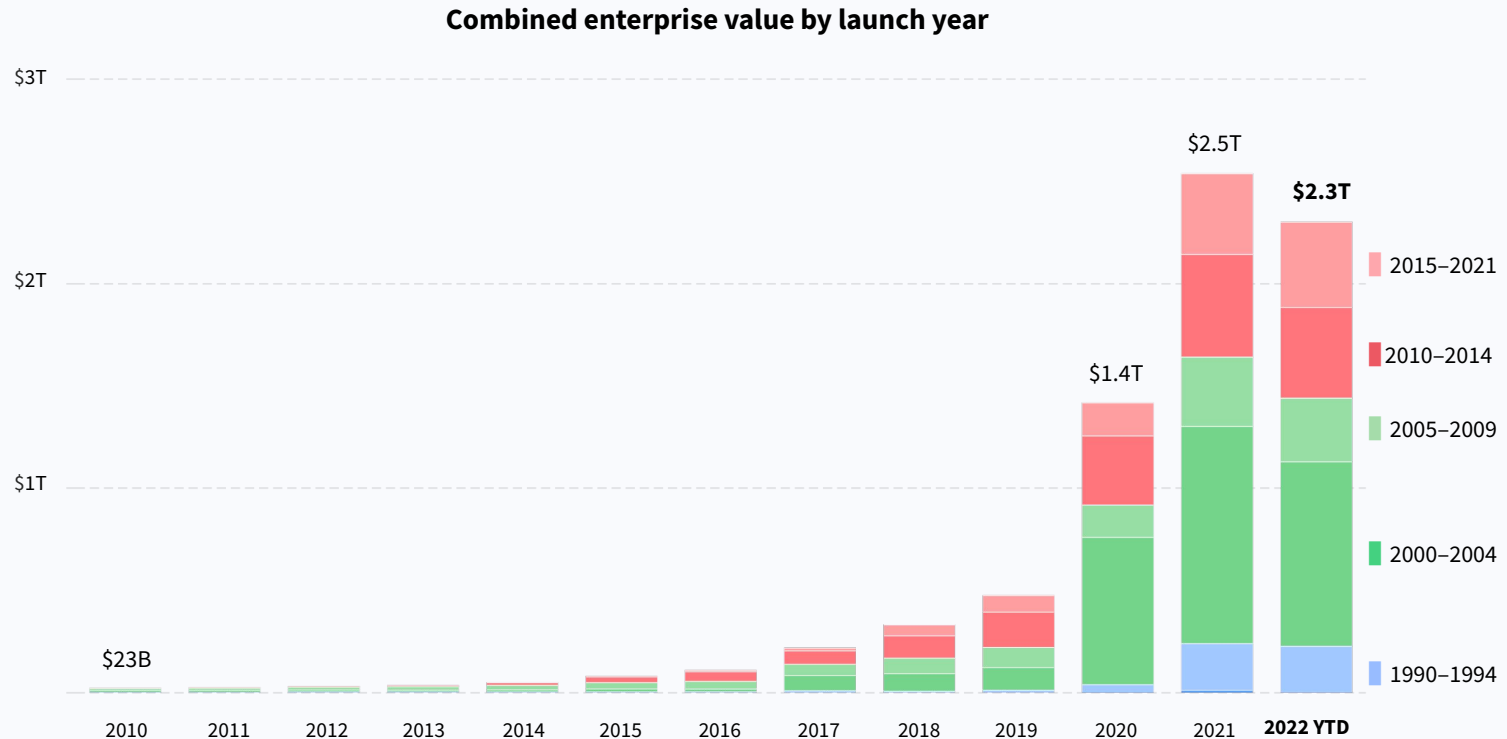
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- Regional analysis
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Investment overview

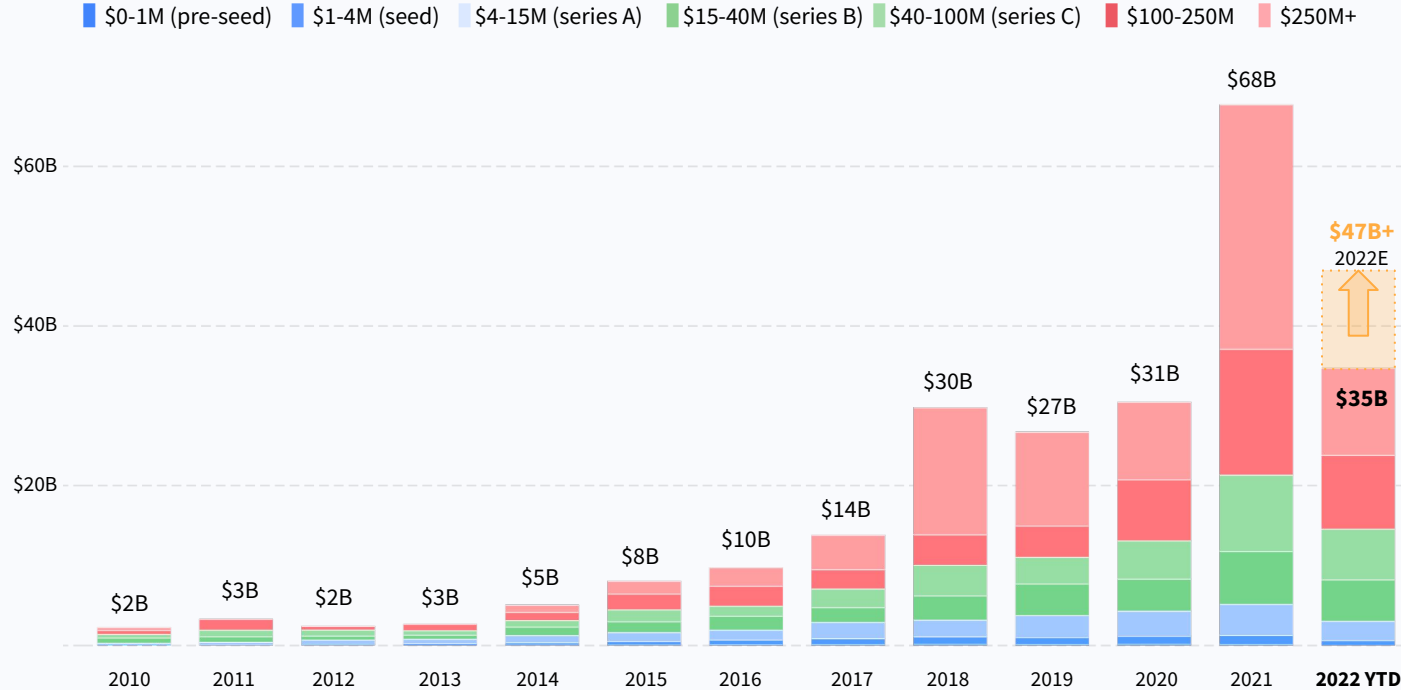


Impact companies are now worth over \$2.3 trillion.



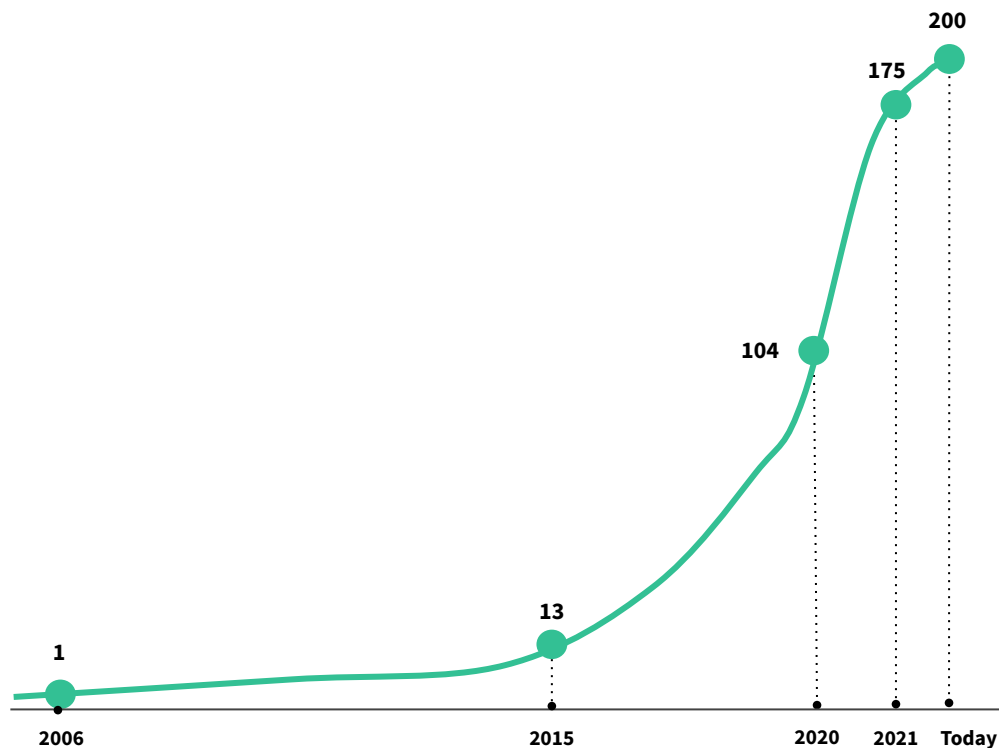
Impact startups posted a huge funding record in 2021, amid a global venture capital pullback this year. 2022 already “beat” 2020 levels.

Venture capital investment into global impact startups



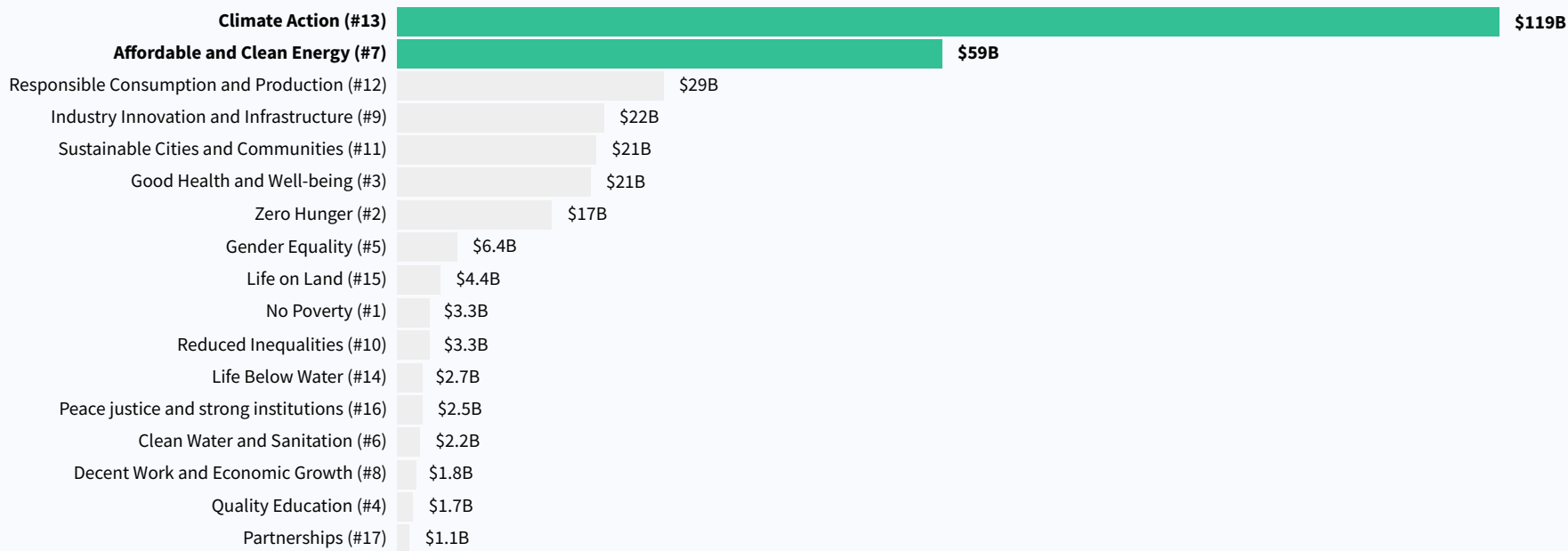
200 impact companies founded since 1990 have become unicorns, 26 of which became unicorns in 2022.

Cumulative number of global impact unicorns [» view online](#)



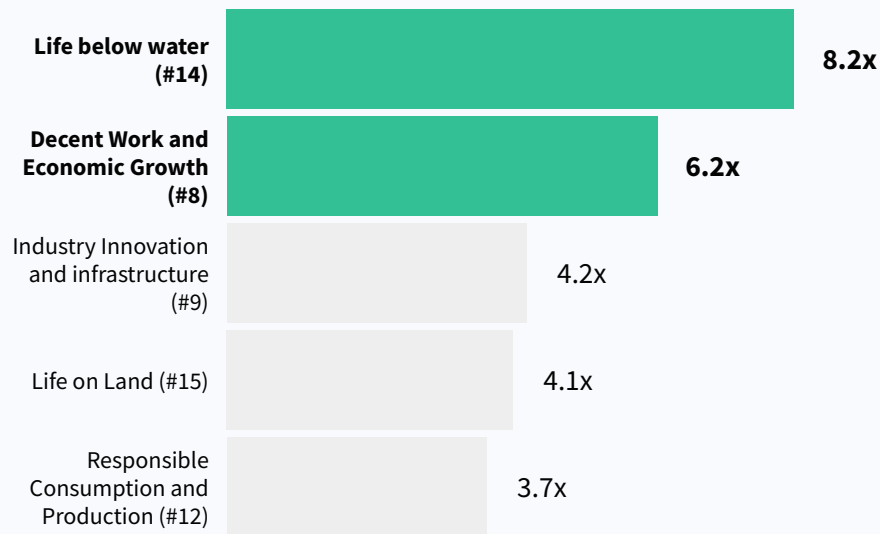
Climate Action, and Affordable and Clean Energy are still the most funded Sustainable Development Goals.

2017 to 2022 YTD global investment per Sustainable Development Goal



Still, Life below water, and Decent Work and Economic Growth are some of the most underfunded Sustainable Development Goals that are actually the fastest growing.

2017 to 2022 YTD growth of investment per SDGs

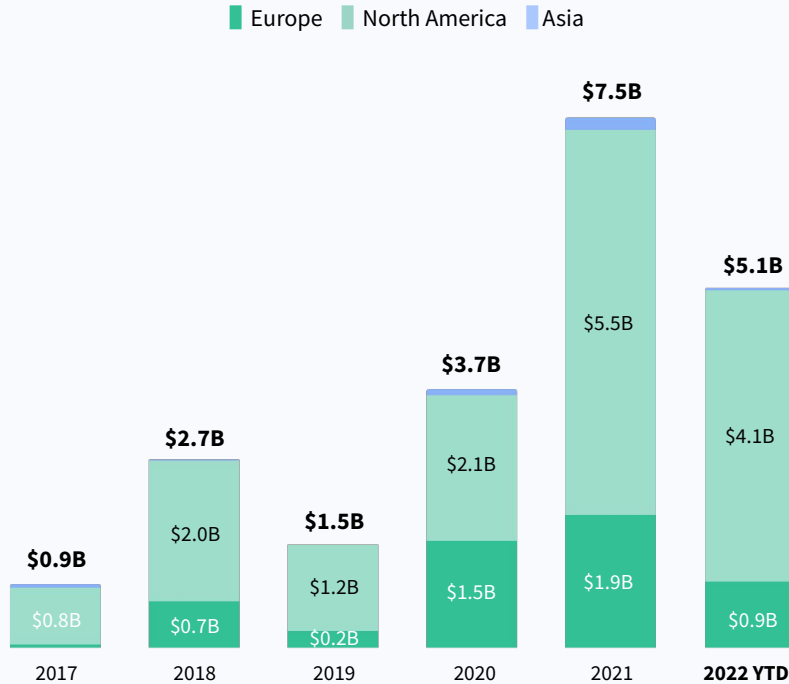


Largest rounds for Life below water startups in 2022 YTD






Company	HQ	Transaction
 INNOVA FEED	Paris France	\$250M Series D
 ICEYE	Espoo Finland	\$136M Series D
 WILDTYPE	San Francisco United States	\$100M Series B
 eFishery	Bandung Indonesia	\$90M Series C
 X SHORE	Stockholm Sweden	€46M Late VC

Impact investors have raised \$5.1B in new funds so far in 2022.

Combined impact tech funds raised globally



Largest impact tech funds raised in 2022 YTD

Investor	HQ	Last fund size
 Owl Ventures	San Francisco	\$1.0B
 FIFTH WALL	Los Angeles	\$500M
 ENERGY IMPACT PARTNERS	New York	€390M
 OBVIOUS VENTURES	San Francisco	\$355M
 USV Union Square Ventures	New York	\$275M

Explore the ecosystem impact.dealroom.co

Access over 8,000 impact startups, 12,000 funding rounds, and our latest insights on the world of impact tech.

» Visit the platform

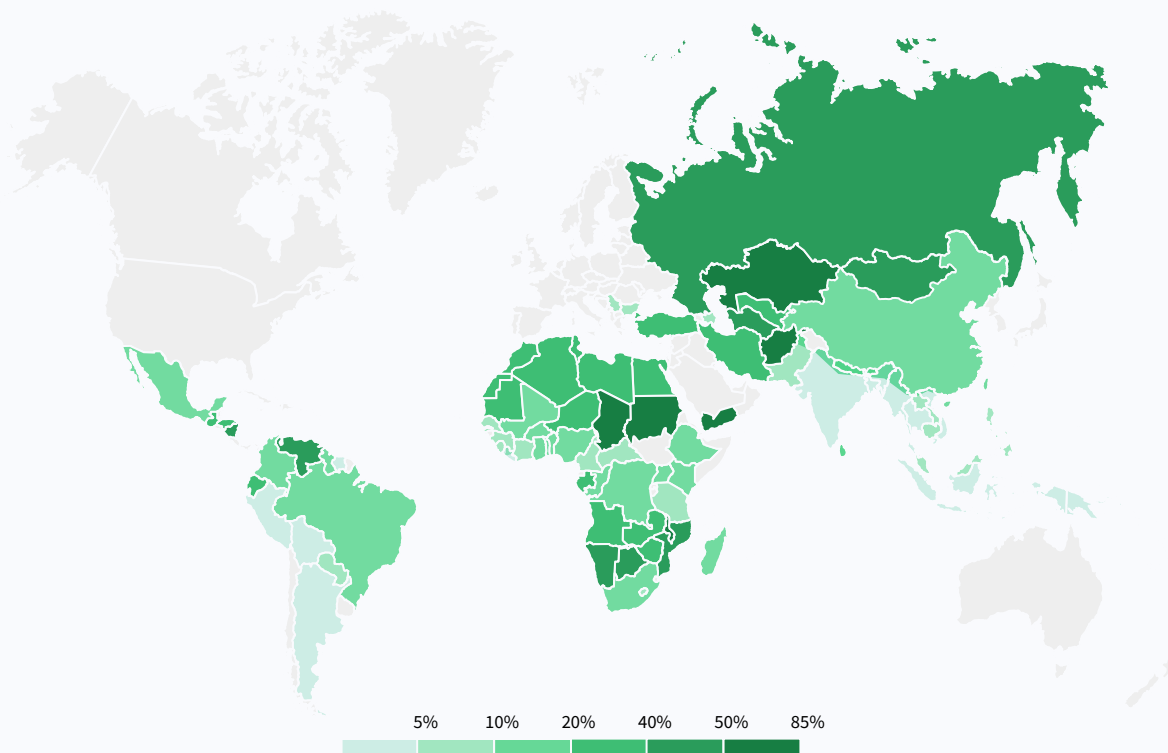
The screenshot shows the homepage of the Impact & Innovation ecosystem. At the top, there is a navigation bar with the logo 'iD Impact & Innovation Database by dealroom.co' and a search bar. The main header features a large banner with the text 'Explore the Impact & Innovation ecosystem' and 'Accelerating purpose-driven entrepreneurship and innovation through better data.' Below this, two large statistics are displayed: '7,883 STARTUPS' and '14,487 ROUNDS'. The main content area is divided into several sections: 'OVERVIEW', 'EVENTS', 'NEW STARTUPS', and 'METHODOLOGY & DEFINITIONS'. There are three primary action cards: 'Add your organization', 'Becoming a partner', and 'Where the data comes from'. Below these, there are sections for 'Lead initiators' and 'Co-initiators', each featuring logos and descriptions for ImpactCity, dealroom.co, Danske Bank, and Tech Nation. At the bottom, there is a 'Knowledge partners' section with logos for PROGRESS, +impact, IMPACT TECH, and GITA.

Regional analysis



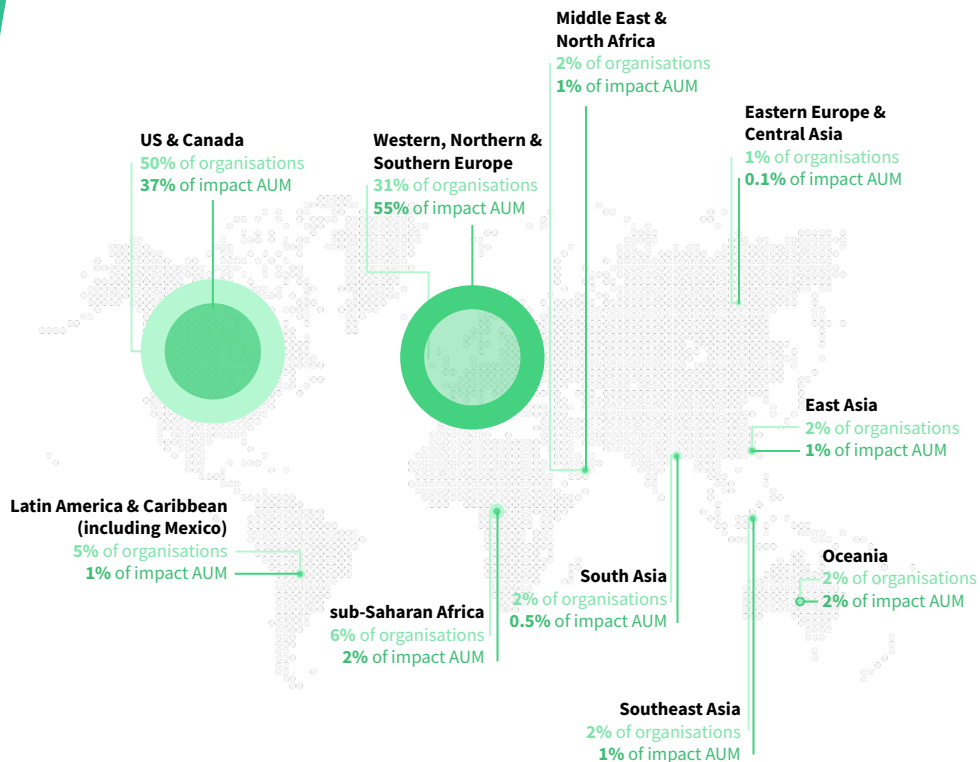
Developing countries bear a disproportionate cost of climate change.

Real GDP per Capita Loss due to Global Warming (1960-2017)



The size of the impact investing market currently stands at \$1.2T in assets under management (AUM) – a significant milestone for an industry still maturing and growing.*

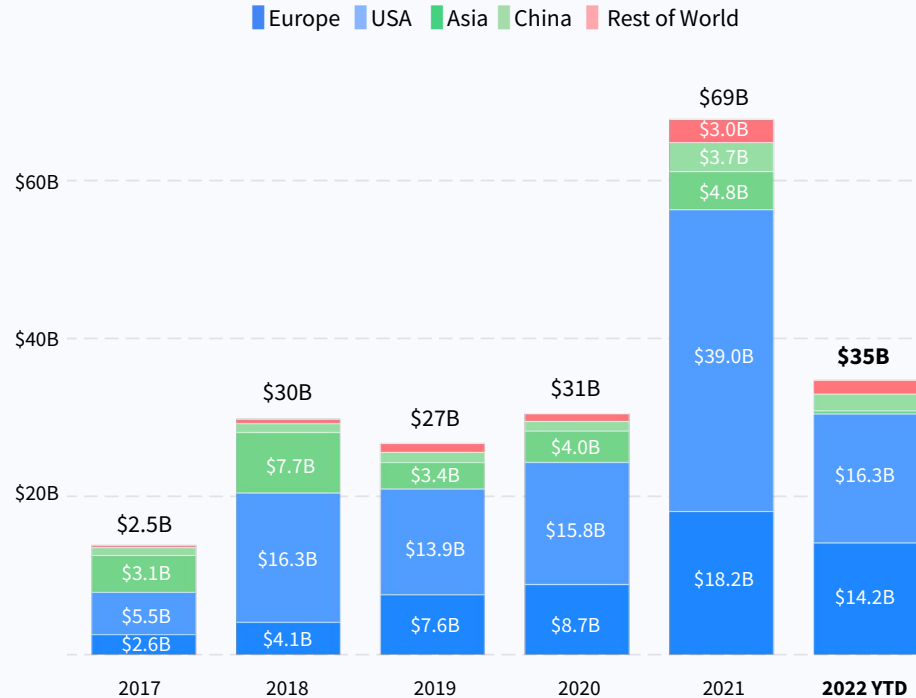
Organizational representation and impact AUM by HQ region



*Sizing the Impact Investing Market Report 2022 - GIIN.

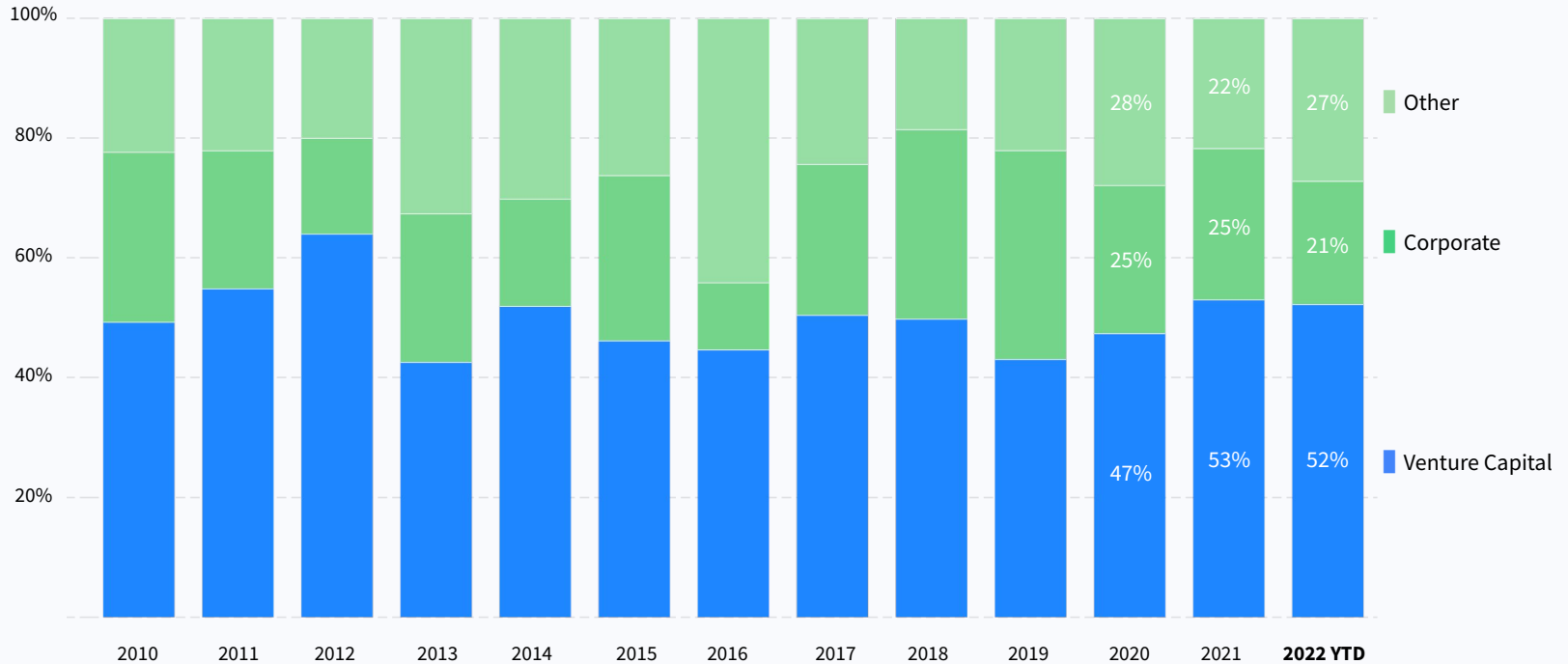
European impact startups are catching up with the US on VC investment.

VC investment into impact startups per HQ region



VC funds provide the most venture capital for impact startups, followed by corporates and others, such as private equity, family office and accelerators.

Venture capital investment into global impact startups by investor type



Policy interventions and regulations can enable the impact economy to thrive. Interventions a government can make are:



Coos Santing
Program Manager
ImpactCity

“

Procurement for impact entrepreneurs: make sure sustainability and innovation are selection criteria. Set up a [Startup in Residence program](#).

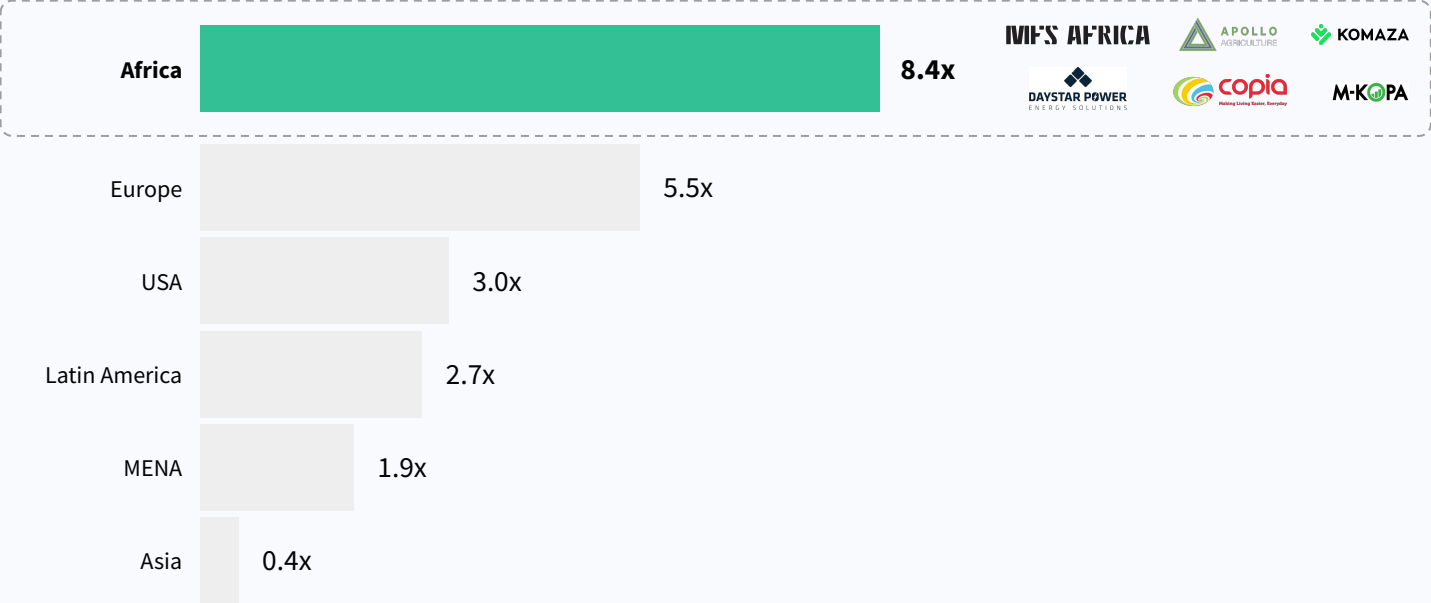
Stimulating access to finance: mapping all the public and private investors, setting up new schemes with the market.

Talent: create matchmaking between impact companies and education organizations.

Measurement of your **impact ecosystem** and your **policy interventions.**”

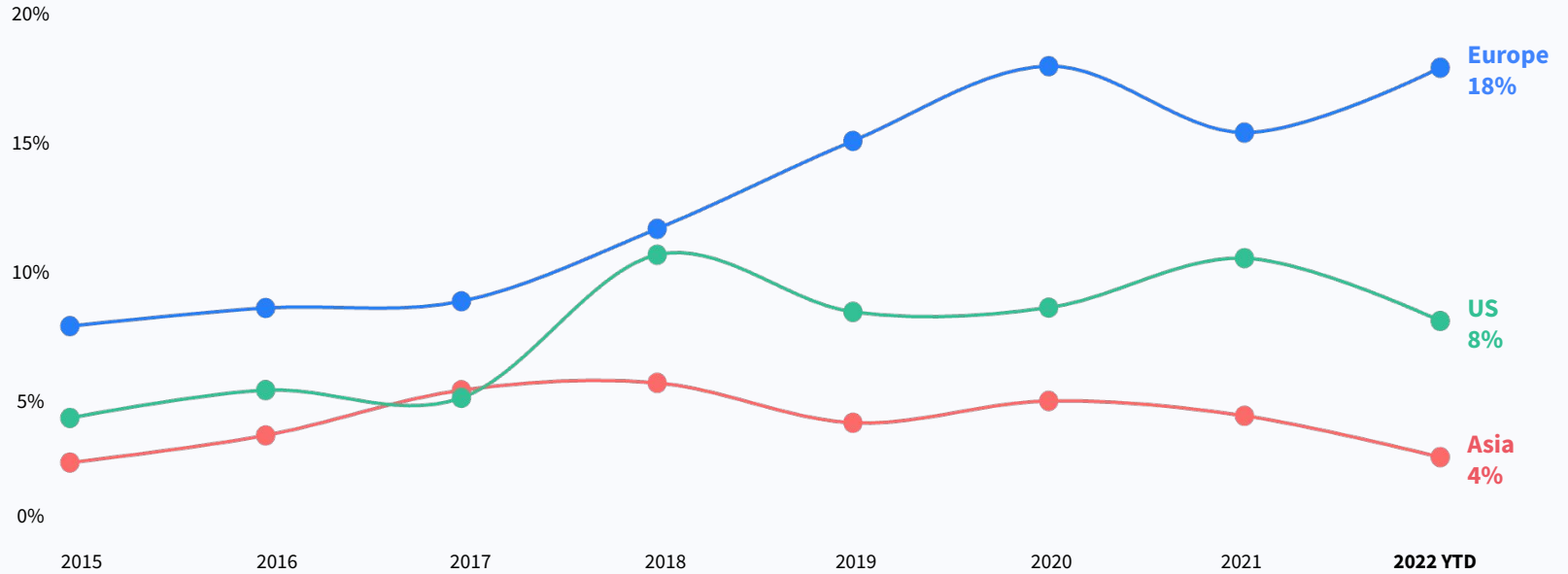
Africa is the fastest growing region, followed by Europe.

2017 to 2022 YTD growth of impact VC investment per region



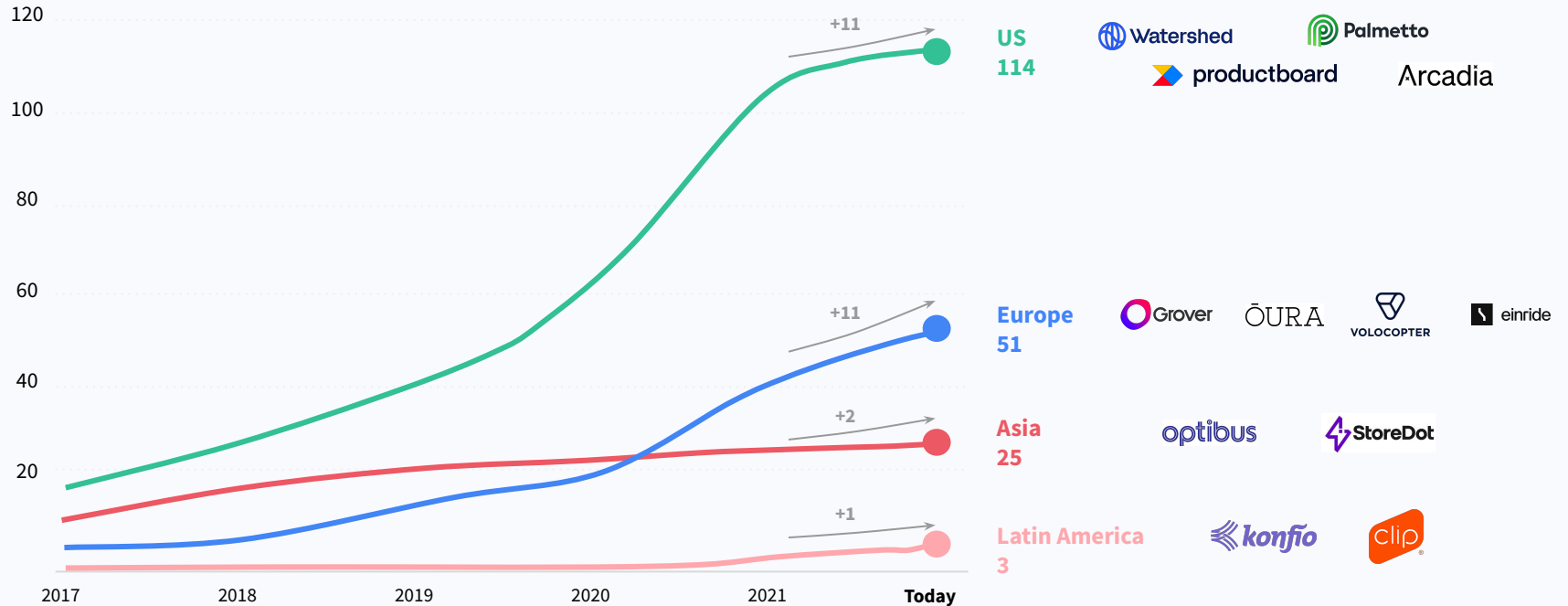
Venture Capital investment in Europe is the most impact-focused of any region.

Impact investing as a percentage of the total VC investment



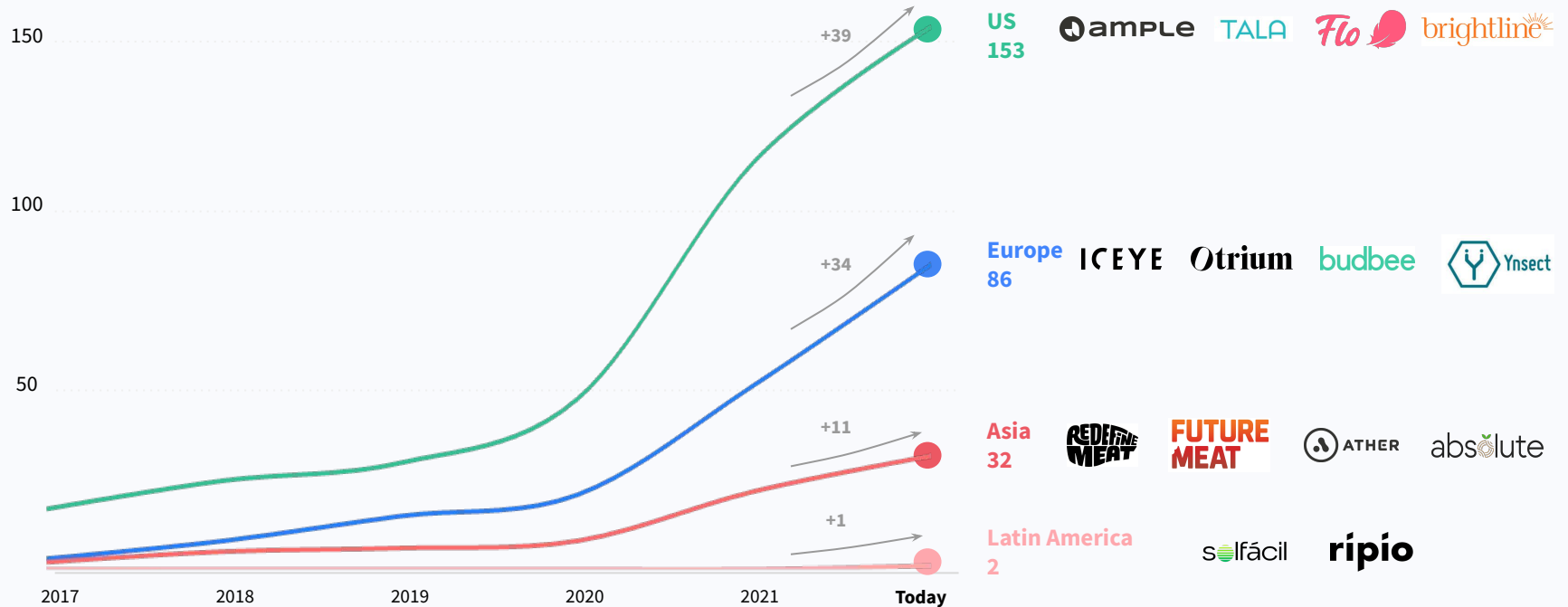
Europe has created 51 impact unicorns, out of which 11 new unicorns in 2022 so far.

Cumulative number of impact tech unicorns per HQ region



Europe has created 34 new future unicorns in 2022, 4 less than the US.

Cumulative number of impact tech future unicorns per HQ region





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Impact venture investing needs fresh data!

Welcome to the first [dealroom.co](#) weekly impact newsletter! [Subscribe here](#) for updates. [Tell a friend!](#)

I'm [Matteo](#), impact specialist at dealroom.co and I'll be writing weekly about key news and events from the world of startups creating a positive social or environmental impact, taking a deep dive each week into dealroom.co's rich data on the sector to identify important and sometimes counterintuitive trends.

Mushrooms could be the ultimate sustainable material



Get the latest weekly insights, with the impact newsletter.

» Sign up

Impact jobs



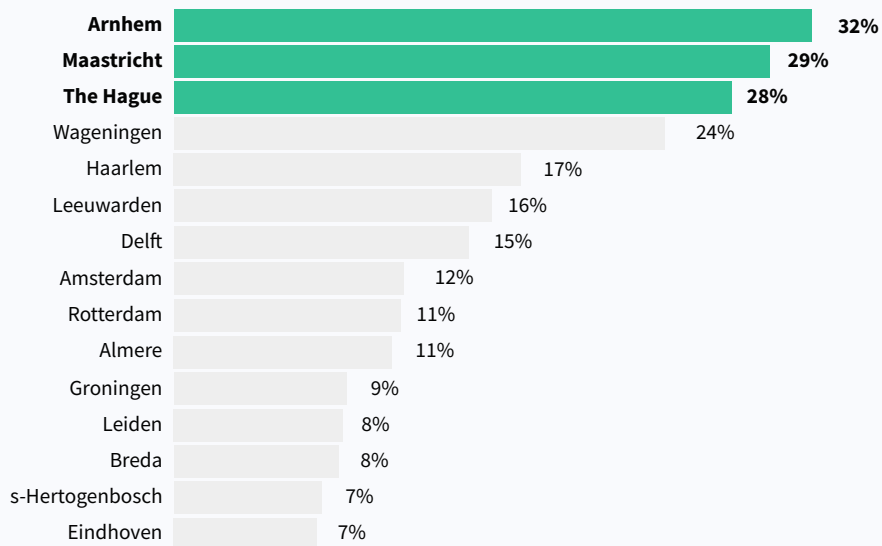
Impact startups provide 10% of the startup workforce in the Netherlands. South Holland and Brabant are the most impact intense regions.

Percentage of startup jobs at Impact startups by Province.



On a city-level Arnhem, Maastricht and The Hague are the most impact intense cities.

Percentage of startup jobs at Impact startups by city*.

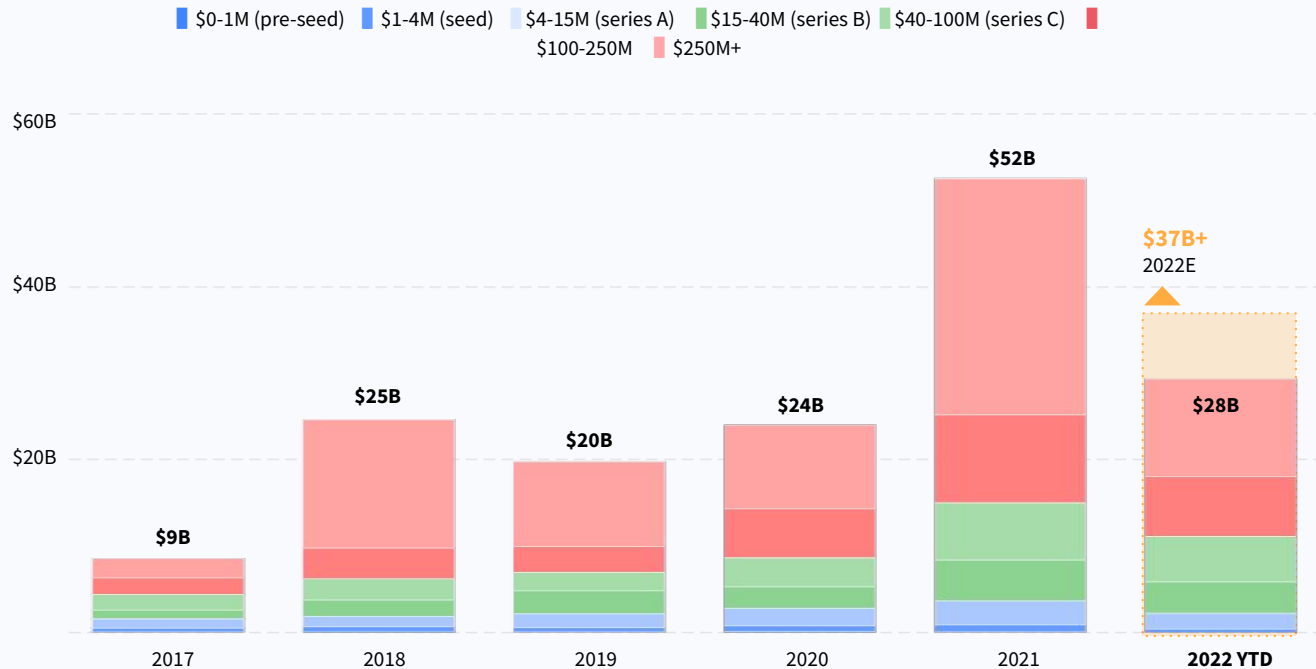


Spotlight themes



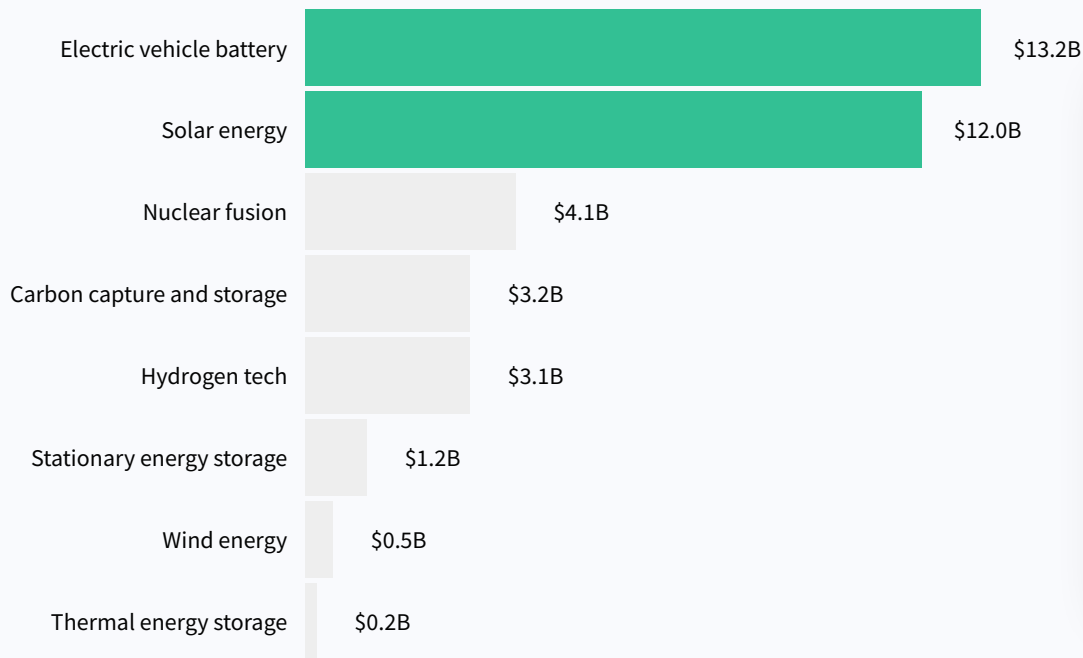
Climate tech companies are transforming the world's largest markets with sustainable innovation.

VC investment in climate tech startups

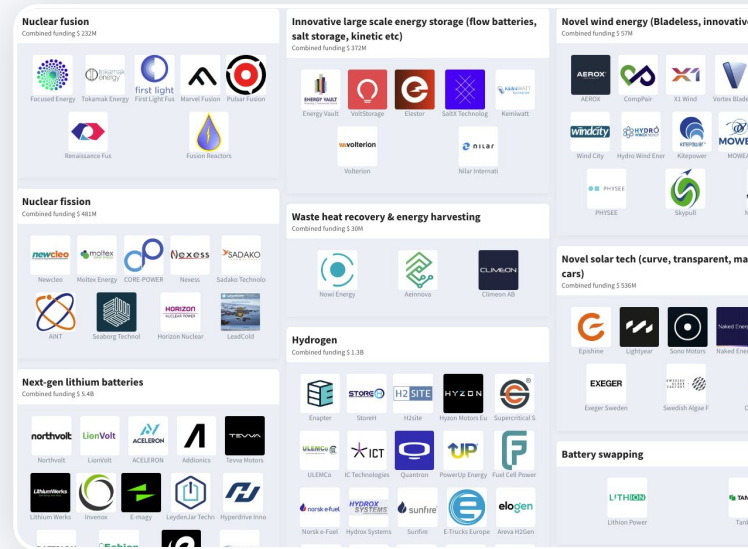


Electric vehicle battery and solar energy are the most funded segments in the energy transition scene.

VC investment per impact energy transition segment (2017-2022 YTD)

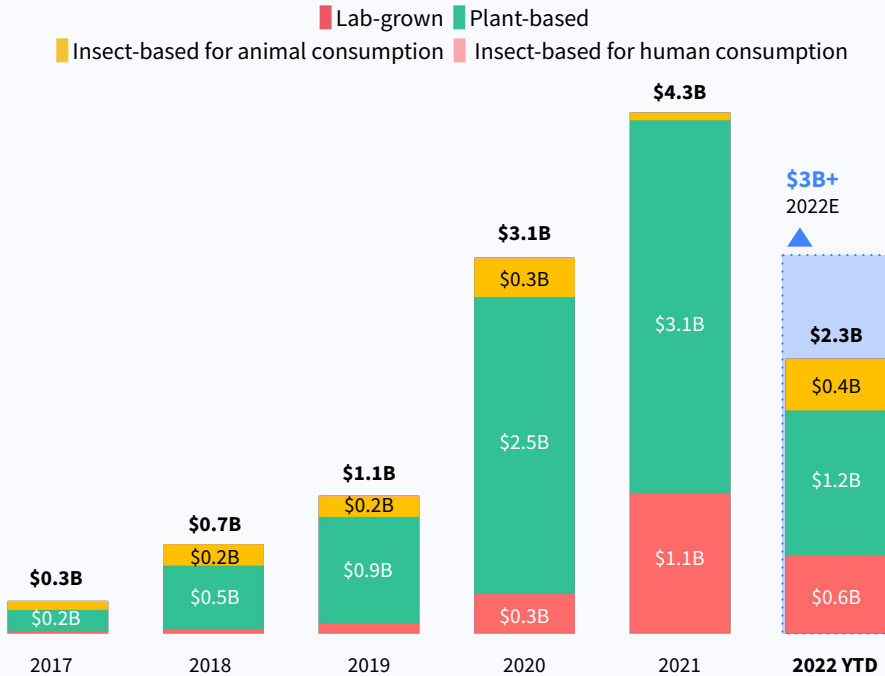


» Explore 200+ European novel and frontier energy tech startups

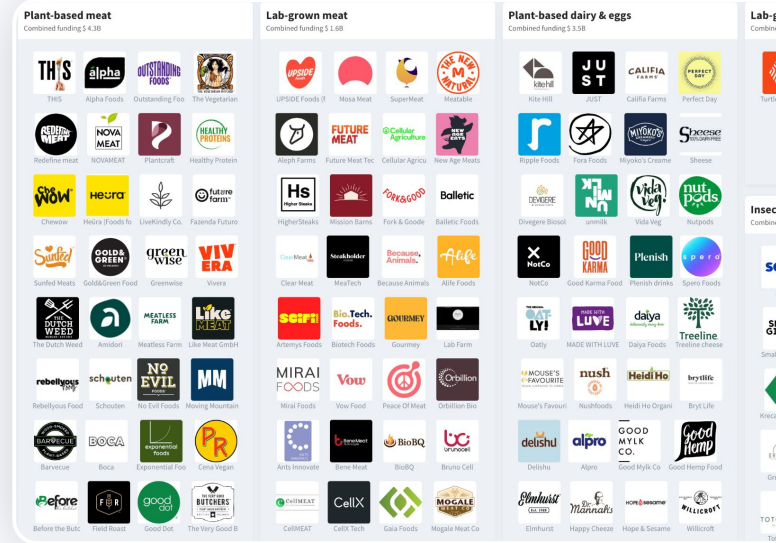


Plant-based companies dominate the alternative protein scene.

VC investment per alternative protein segment



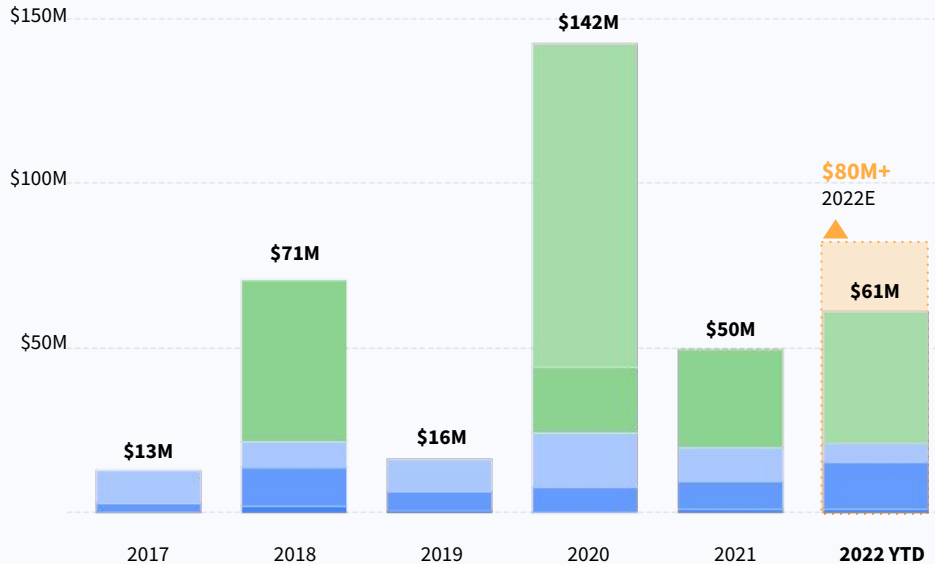
» Explore 600+ Alternative Protein startups



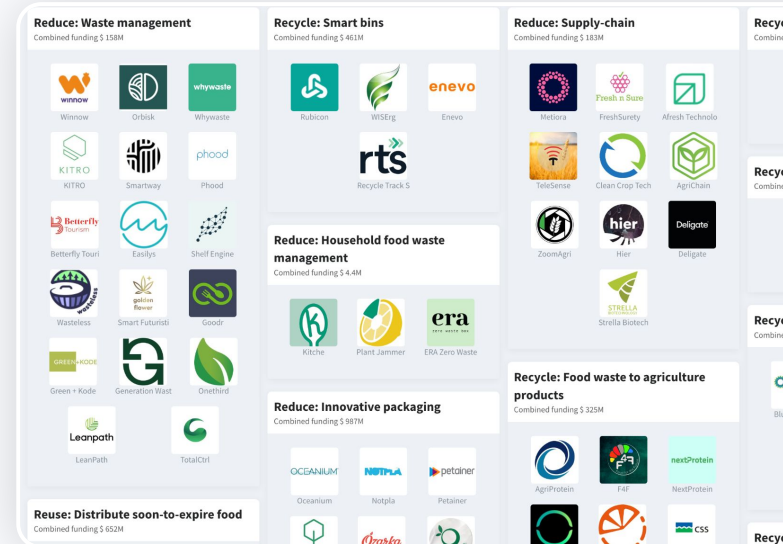
Air quality monitoring & treatment is a promising yet nascent segment.

VC investment in air quality monitoring & treatment startups

■ \$0-1M (pre-seed)
 ■ \$1-4M (seed)
 ■ \$4-15M (series A)
 ■ \$15-40M (series B)
 ■ \$40-100M (series C)
 ■ \$100-250M
 ■ \$250M+



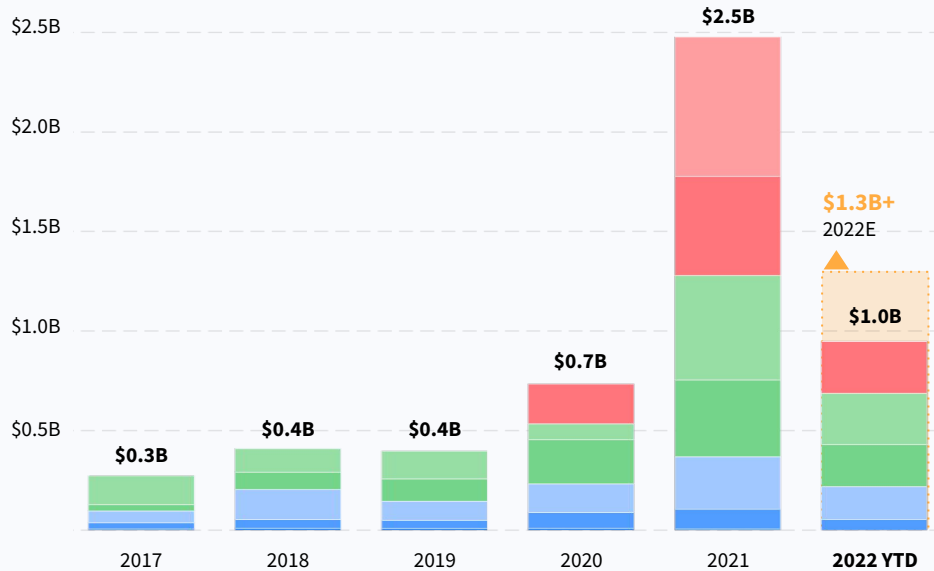
» Explore 70+ Air quality monitoring & treatment startups



Waste management startups attract just a fraction of total impact investment, with significant room for growth.

VC investment in waste solution startups

■ \$0-1M (pre-seed)
 ■ \$1-4M (seed)
 ■ \$4-15M (series A)
 ■ \$15-40M (series B)
 ■ \$40-100M (series C)
 ■ \$100-250M
 ■ \$250M+



» Explore 120+ Food waste startups

Reduce: Waste management
Combined funding \$ 1.58M

Recycle: Smart bins
Combined funding \$ 461M

Reduce: Household food waste management
Combined funding \$ 4.4M

Reduce: Supply-chain
Combined funding \$ 183M

Recycle: Food waste to agriculture products
Combined funding \$ 325M

The job board for the global impact ecosystem.

Search impact job openings by startup sub-sector, funding round or growth stage.

» Visit the platform

The screenshot displays the 'Impact & Innovation' job board interface, a database by Dealroom.co. The page shows a grid of job listings. The top navigation bar includes a search bar with the text 'Search for companies, investors, people, lists & innovations' and a menu icon. Below the navigation, the page indicates 'Showing 31,250 Jobs'. The grid contains several job listings, each with a company logo, a title, location, and employee count. The listings are organized into rows and columns, with each cell containing a job card. The job cards for 'GoodJobs' and 'RideCell' are visible, showing details such as 'Assistant in Web / Digital Comms', 'Regionalleiterin für den Vertrieb Süddeutschland im Bereich Solar', and 'Mitarbeiter*in Vertriebsinnendienst / Backoffice' for GoodJobs, and 'Android Engineer', 'Backend Engineer', and 'Senior Backend Engineer' for RideCell. Each listing also includes a 'View on website (via PredictLeads)' link and a funding/valuation summary at the bottom of the card.

Impact & Innovation
Database by Dealroom.co

Showing 31,250 Jobs

Search for companies, investors, people, lists & innovations

GoodJobs
Is hiring
Assistant in Web / Digital Comms
Based in Berlin
posted on 3 Nov 2021
30 employees
View on website (via PredictLeads)

GoodJobs
Is hiring
Regionalleiterin für den Vertrieb Süddeutschland im Bereich Solar
Based in Hamburg
posted on 3 Nov 2021
30 employees
View on website (via PredictLeads)

GoodJobs
Is hiring
Mitarbeiter*in Vertriebsinnendienst / Backoffice
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30 employees
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RideCell
Is hiring
Android Engineer
Based in Pune
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193 employees
€108M Funding from Woven Planet Holdings, Initialized Capital& 29 more
€164-245M valuation (estimate)
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RideCell
Is hiring
SDET Engineer
View on website (via PredictLeads)

RideCell
Is hiring
Android Engineer
View on website (via PredictLeads)

RideCell
Is hiring
Growth Director
View on website (via PredictLeads)

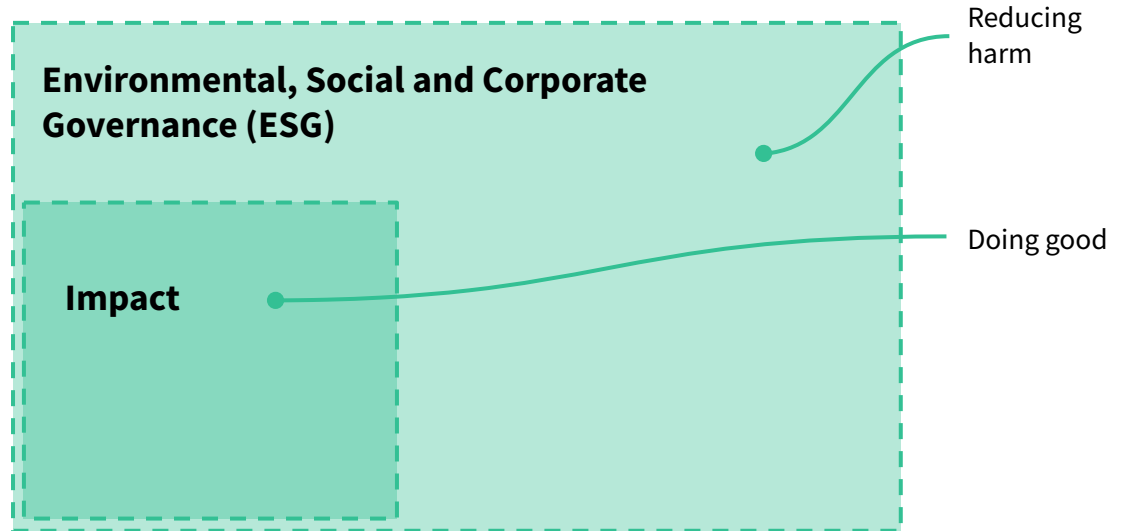
Impact is to have sustainability at the core

In this report, an impact startup is a company that addresses one or more UN Sustainable Development Goal (SDGs) at the core of its business and the potential to scale. Our litmus test: if you remove the impact you also remove the business.

Impact sit within a broader framework of Environmental, Social and Corporate Governance (ESG) which seeks to reduce the harmful impact of business.

Our full taxonomy is available at [this link](#).

In this report we examined over 9,800 global impact tech startups.



Venture capital methodology and definitions.

Startups, scaleups, grownups and tech

Companies designed to grow fast. Generally, such companies are VC-investable businesses. Sometimes they can become very big (e.g. \$1B+ valuation).

When startups are successful, they develop into scaleups (>50 people), grownups (>500 people) and result in big companies, like Arrival or Northvolt.

Only companies founded since 1990 are included in this report.

Venture capital investment

Investment numbers refer to rounds such as Seed, Series A, B, C, ... late stage, and growth equity rounds.

Venture capital investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs.

Buyouts, M&A, secondary rounds, and IPOs are treated as exits: excluded from funding data.

Investment rounds are sourced from public disclosures including press releases, news, filings and verified user-submitted information.

Accelerators and workplaces

Fixed-term, cohort-based programs that include seed investment, connections, sales, mentorship, educational components and culminate in a public pitch event or demo day to accelerate growth.

We consider an accelerator as an 'investor' since it takes equity from its startups whereas a 'workplace' does not take equity from its tenants.

In this report, co-working spaces, shared office space that also offer community support, are considered as part of workplaces.

Valuation

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value.

Transaction value is realized from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on benchmarks.



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