



# SCHALEN MET IMPACT

Social Impact Event

Den Bosch - 27 september 2022  
Edith Groenewolt - Pepijn Herman

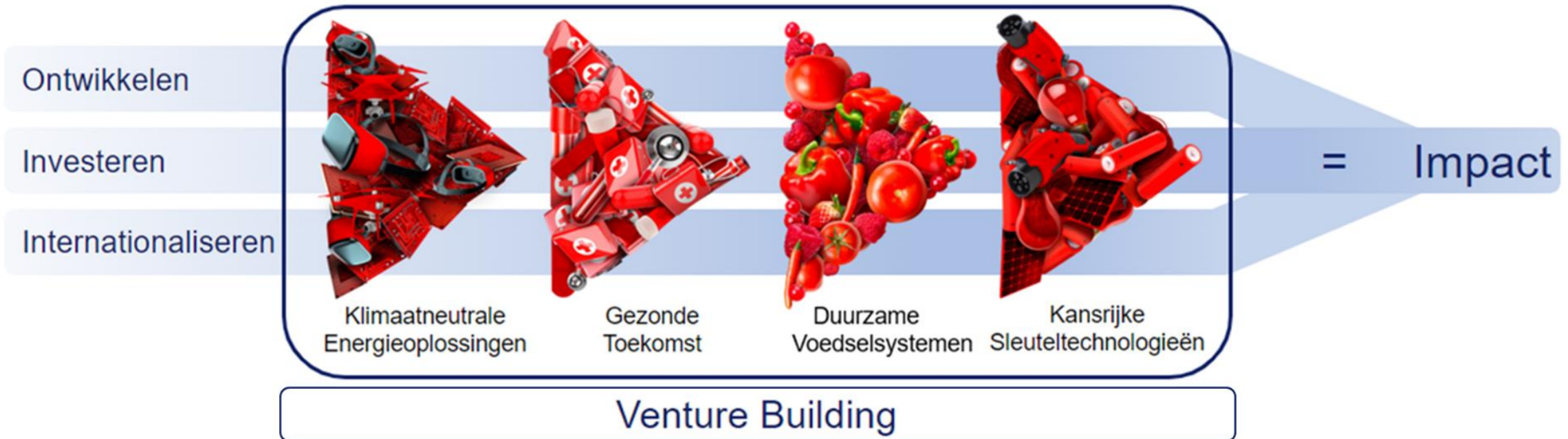
**ohmygood**<sup>®</sup>



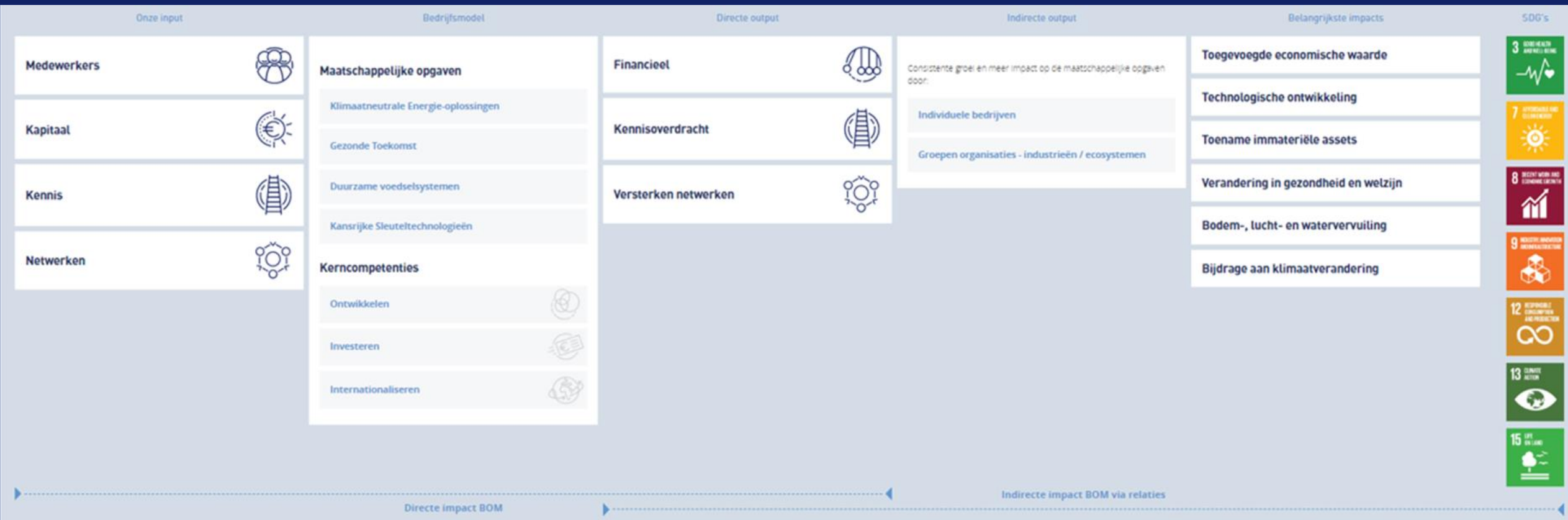
# ▶ IMPACT BIJ DE BOM

Missie BOM

# Brabantse economie duurzaam versterken



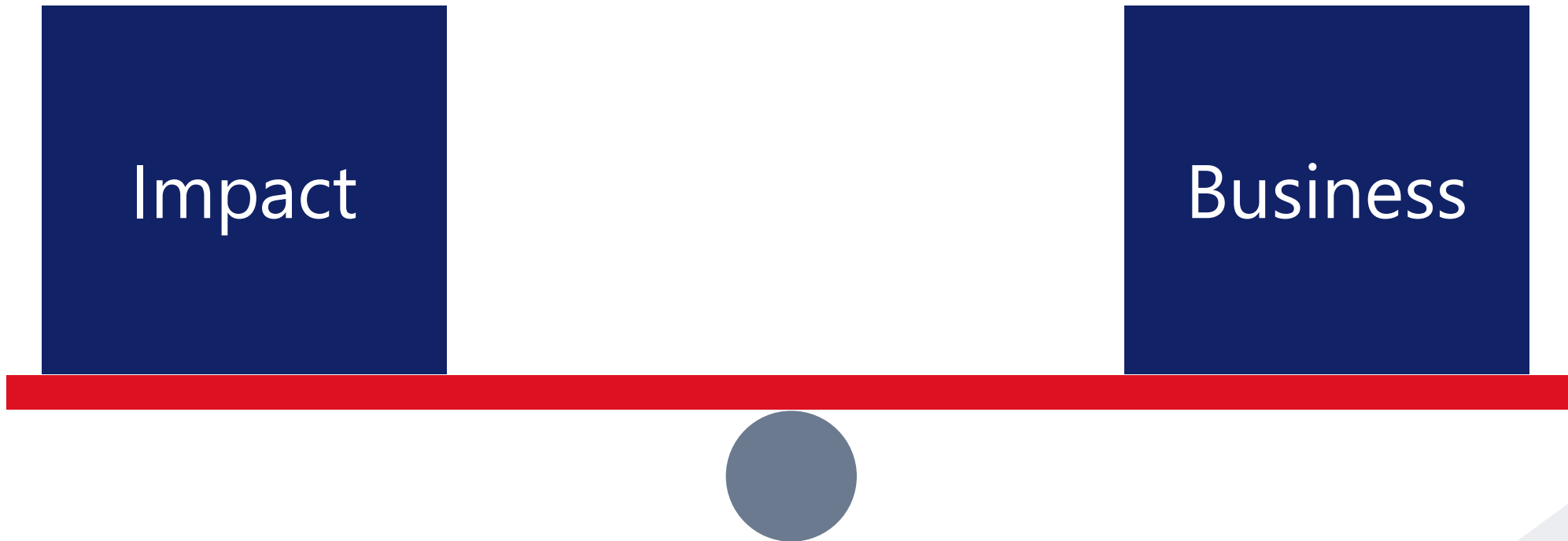
# Waardecreatie bij de BOM



# ▶ SCHALEN MET IMPACT

# Business = Impact

**Belangrijk dat impact integraal onderdeel van businessmodel is  
Zonder gezonde businesscase geen impact!**





**Om impact te kunnen maken  
moet je opschalen**

# ▶ CONSISTENT SCHALEN MET HET LEVENSFASEMODEL



# Meer impact door schalen

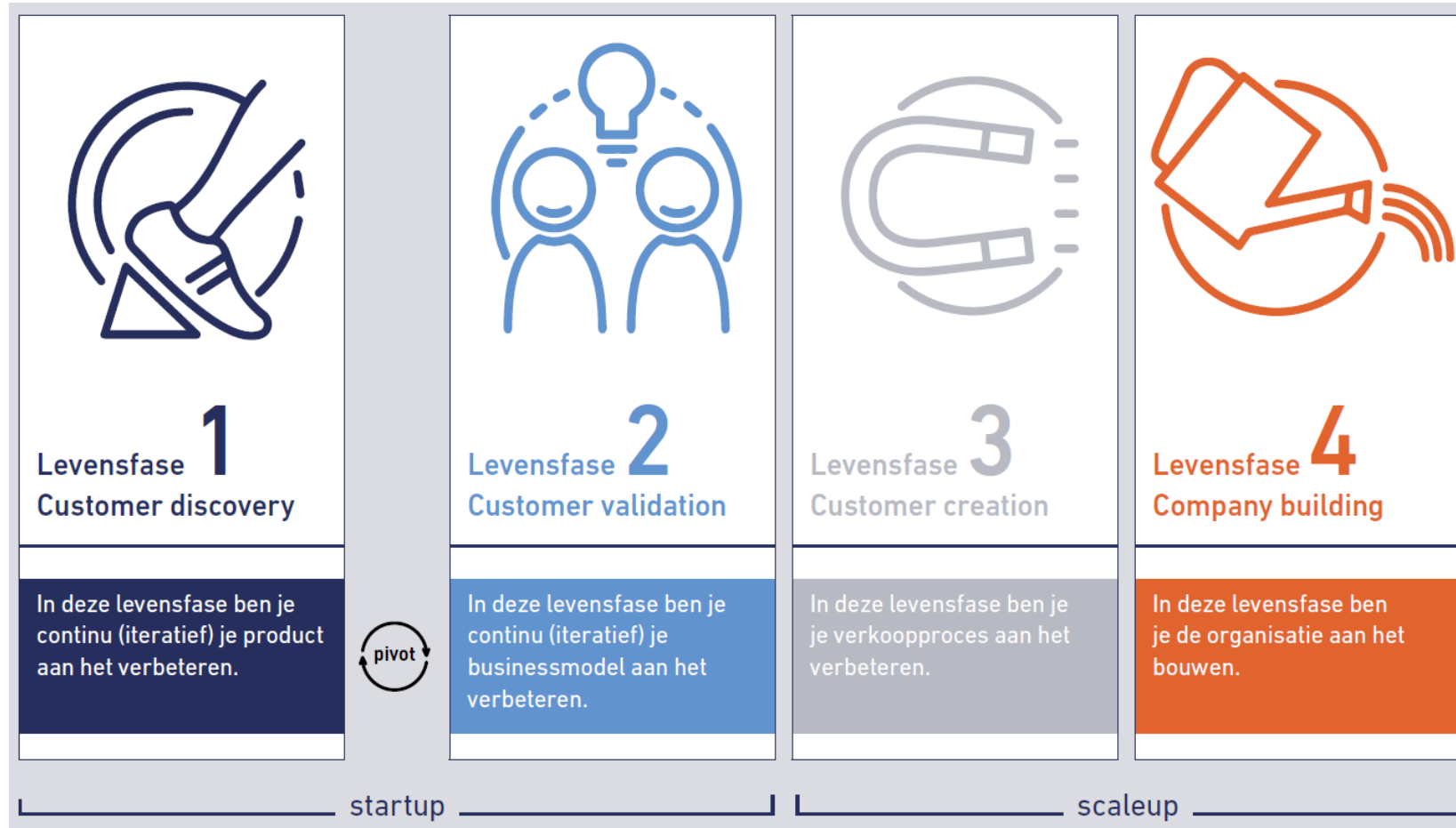


# ▶ Consistent vs inconsistent schalen

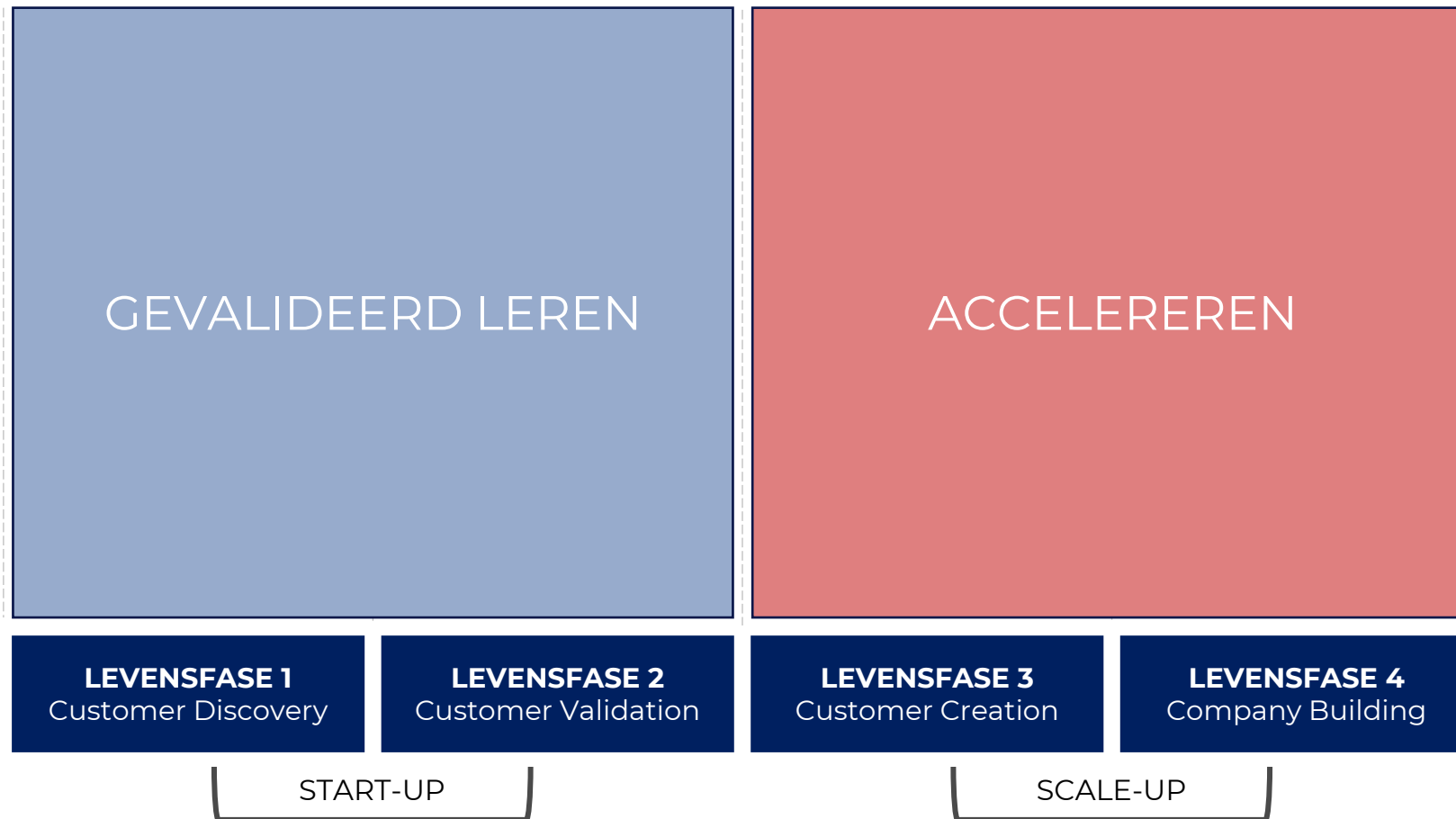
Enkele cijfers over internet startups (Startup genome report 2011):

- ▶ 90% faalt sowieso
- ▶ 70% van the startups in de dataset schaal inconsistent
- ▶ Geen enkele startup die inconsistent schaalde passeerde de 100,000 gebruikers grens.
- ▶ Startups die consistent schalen groeien 20x sneller dan startups die inconsistent schalen.
- ▶ 93% van de startups die inconsistent schalen breken niet door de \$100k omzet per maand grens

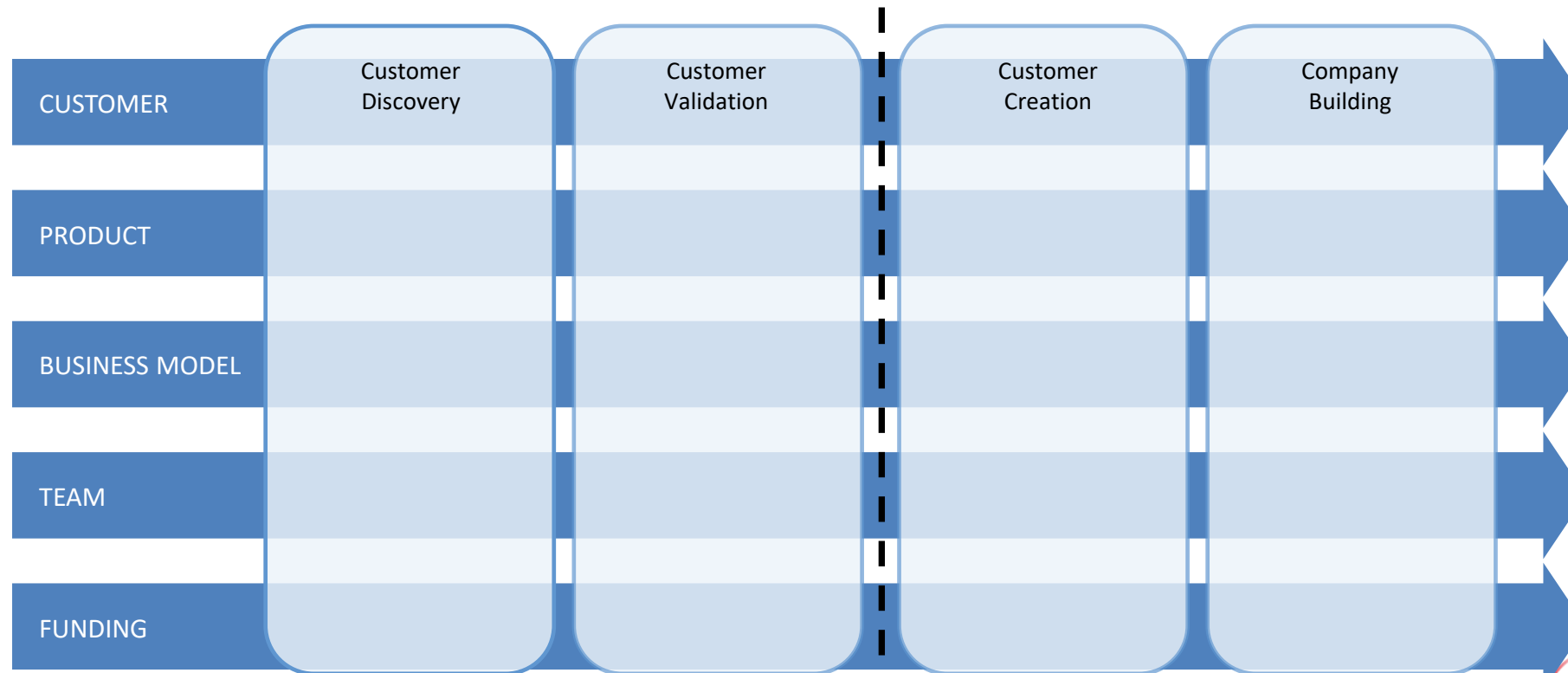
# Levensfasen model



# Focus op de juiste activiteit



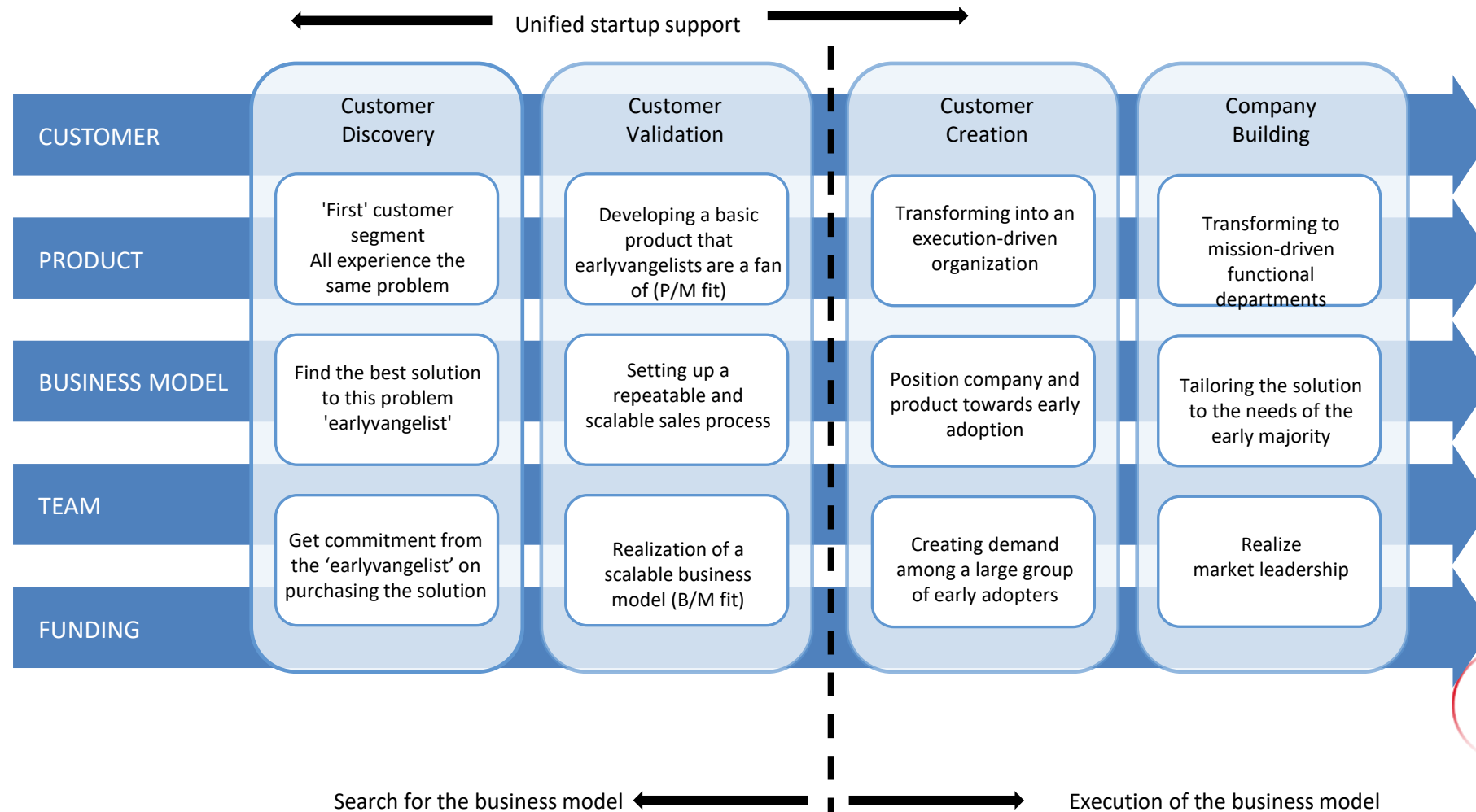
# ▶ Levensfasen model



Search for the business model

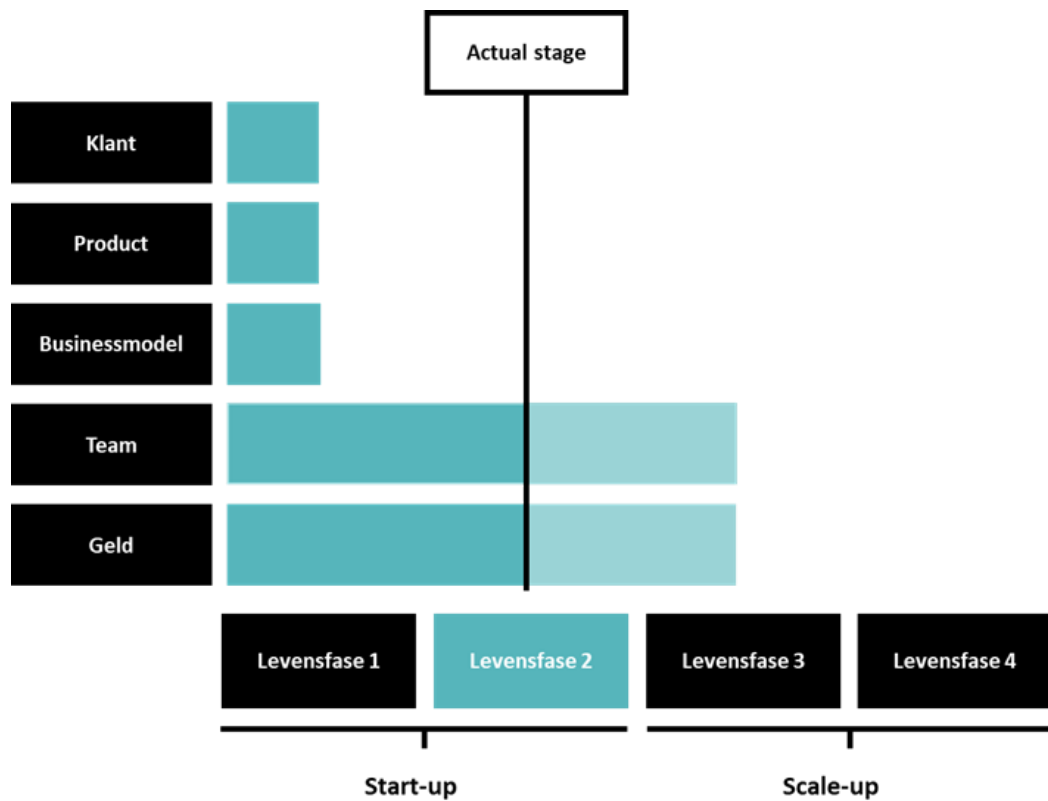
Execution of the business model

# ▶ Levensfasen model

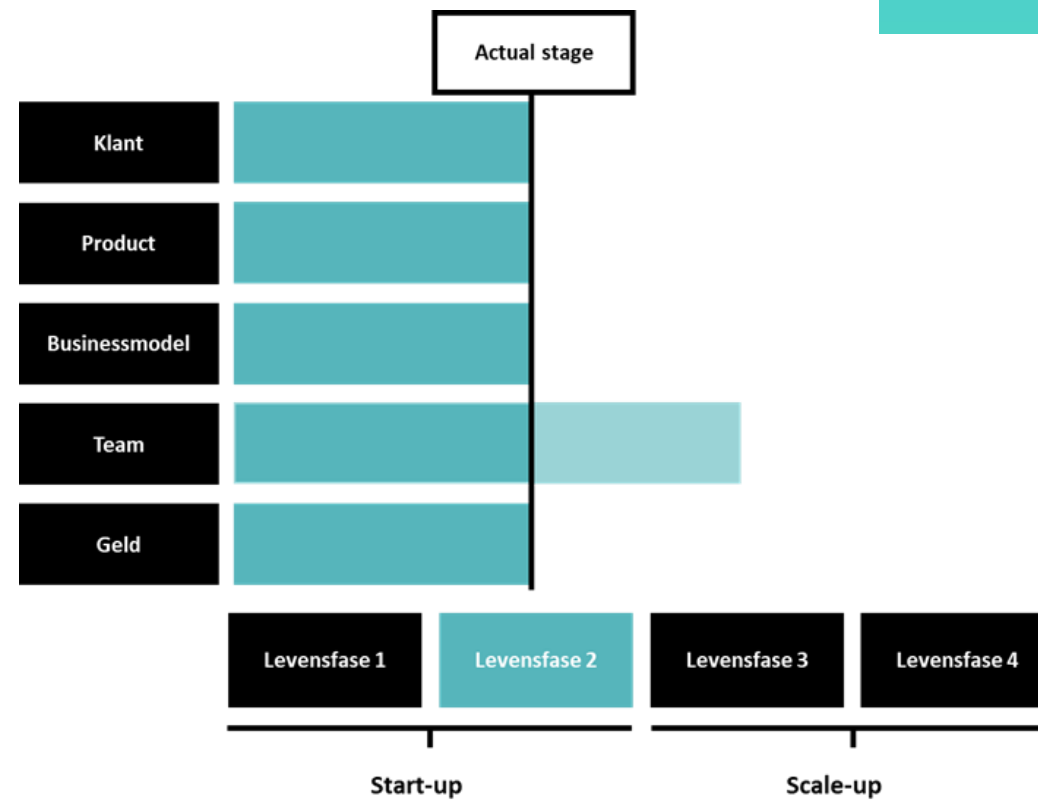


# Consistentie scan Plinkr 2019 - 2022

plinkr.



2019

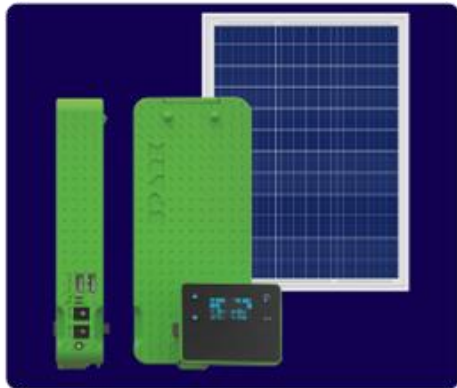
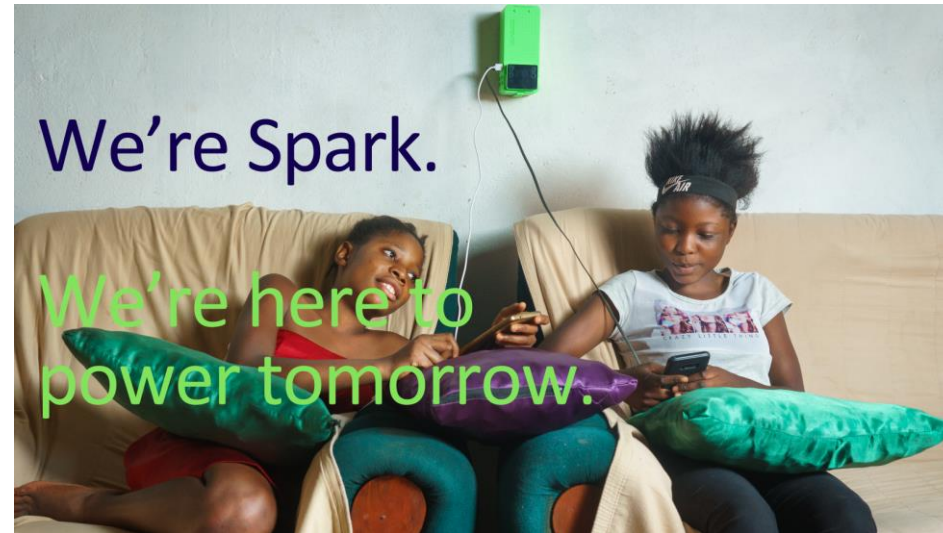


2022

<https://plinkr.nl/>

# Voorbeeld consistent schalen met impact

# SPARK



**Spark  
Kit**



**Spark  
Portal**



**Spark  
Invest**



**Spark  
Support**



# Impact Spark energy in 2022

Number of people with improved access to energy

**375,550**

kWh clean energy generated by our solar panels

**11,800,000**

Tons of CO2 saved by replacing kerosene lamps and diesel generator

**200,245**

Additional income generated (productive use and savings on energy expenditure)

**\$10,781,511**

Number of people supporting their businesses with Spark energy kits

**21,881**

Number of indirect jobs created at our partners

**2800**

[Bron: https://sparkenergy.io/](https://sparkenergy.io/)

# contact



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