



**COMMON GOOD**  
MARKETPLACE

**1** NO  
POVERTY



Impacted the lives of **1,121,331** people who saved **\$22,511,001** by using our products.

**3** GOOD HEALTH  
AND WELL-BEING



Improved indoor air quality in **180,448** homes.

**5** GENDER  
EQUALITY



Empowered women by giving back **31,805,044** hours of time.

**7** AFFORDABLE AND  
CLEAN ENERGY



Financed access to **180,448** clean cookstoves and solar products.

**8** DECENT WORK AND  
ECONOMIC GROWTH



Created 96 local jobs and paid **\$1,017,691** in wages, 54% were women.

**15** LIFE  
ON LAND



Saved **3,156,406** trees from deforestation.

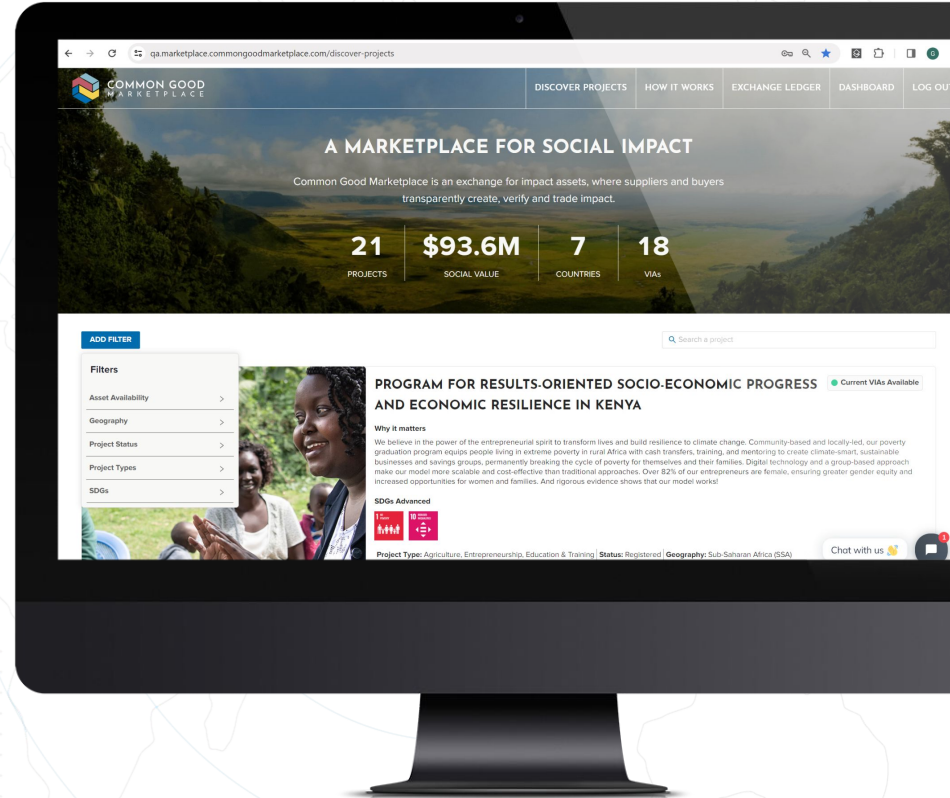
**13** CLIMATE  
ACTION



Reduced **1,294,561** metric tons of CO2e and sold into voluntary carbon markets.

# Meet Common Good Marketplace

- Connecting Impact Funders with Impact Suppliers.
- Efficiently quantify and trade verified impact.
- Delivering visibility with accountable, reportable outcomes.
- Demonstrate verified human and social capital contributions aligned to the Sustainable Development Goals.



# Delivering impact through Verified Impact Assets™

**1 Verified  
Impact Asset**

=

**1 Additional  
Year of Income  
Equivalent**



**\$2,317.24**  
of social value

**Supplier:** Healthy Limbs  
**Project:** Clubfoot Treatment  
**Project ID:** 1329  
**Project Location:** Malawi

**IS01-MF001-3.8.1-NG**  
No. 1/472 from  
2022 impact year  
minted and issued

**VIA 3.8.1**

Increased access to  
essential health  
services

**Verified**

Bluestar Impact  
Verification Ltd



**COMMON GOOD**  
MARKETPLACE

# How does it work?

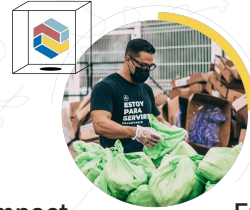
Suppliers deliver quantified impact aligned with the SDGs through CGM's Impact Framework

Impact is verified by accredited, 3rd party auditors.

Verified Impact Assets (VIAs) are issued in the marketplace.

Buyers purchase VIAs to advance specific impact objectives.

Suppliers



Impact



Funding



Buyers



VIAs



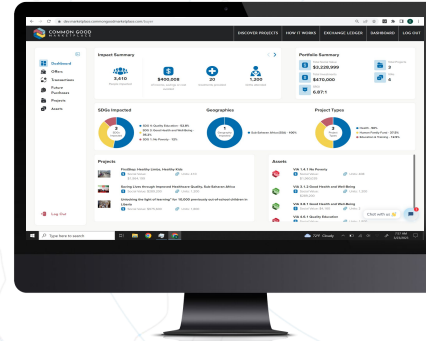
Impact Purchases



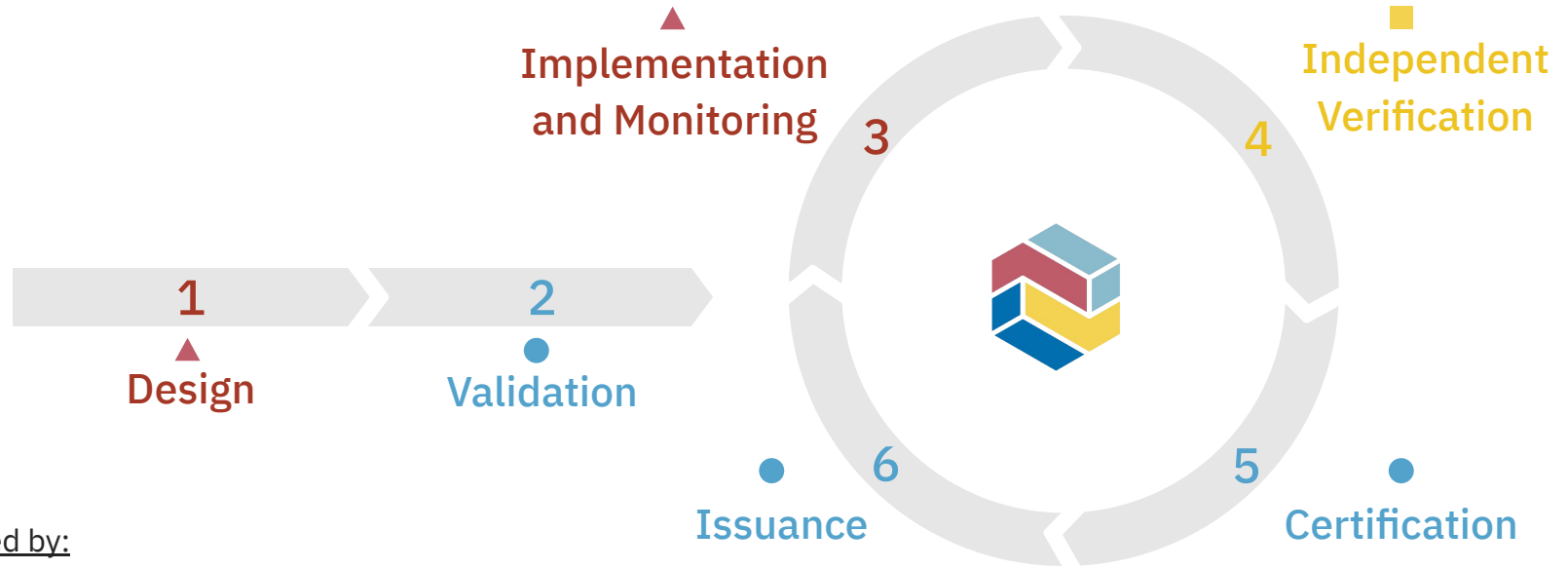
Auditors



Verified Impact



# VIA Creation Process



Process led by:

- ▲ Supplier
- CGM
- Auditor



**COMMON GOOD**  
MARKETPLACE

# Social Value Parameters

CGM's Impact Framework requires a combination of monitored program data, credible research/anchor studies and socioeconomic conditions to value outcomes.

GNI per capita

Labor Force Participation

Working Lifetime

**SOCIO-ECONOMIC CONDITIONS**

Financial Proxy

Impact Discounts

Social Discount Rate

**MODEL PARAMETERS**

Beneficiaries and Demographics

Depth of Impact

Success rate

**PROGRAM OUTCOMES**

# Thank you



## Contact

[greg@commongoodmarketplace.com](mailto:greg@commongoodmarketplace.com)



**COMMON GOOD**  
MARKETPLACE

What markets need  
to succeed and  
scale

Standardization  
Speed  
Price Discovery

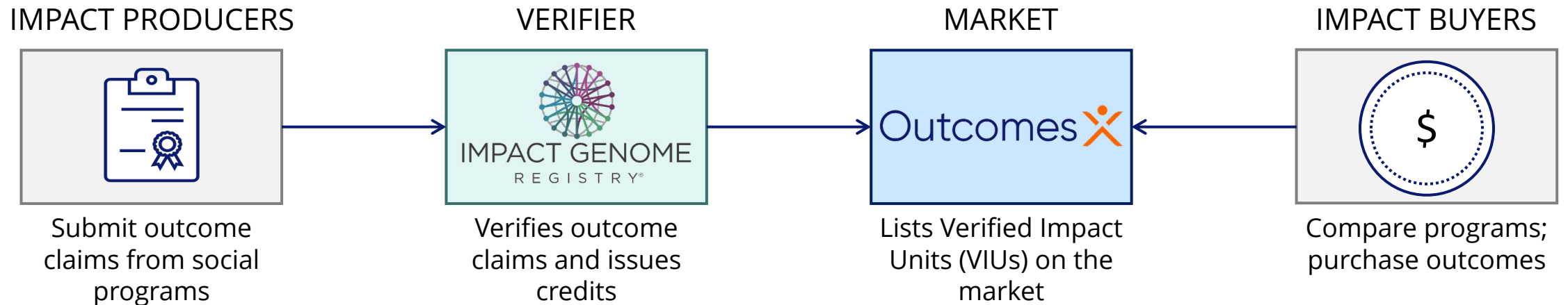
Outcomes 

*Ambiguity is the enemy of markets*



# OutcomesX enables social innovators to efficiently and transparently match capital with verified outcomes, driving progress and equity

---



# We're building the future of impact.

And we're inviting you to join us; to scale our tech-enabled impact marketplace to drive value for impact suppliers and buyers and to advance the common good.

OFA Summit - March 18-19, 2024



**COMMON GOOD**  
MARKETPLACE



**Outcomes  
Accelerator**



# How did we get here?

- Pioneered Carbon Markets in NA through Bluesource est. 2000
- Fortune 500 clients
- TPG acquisition in 2022

