



**IMPACT
HUB**

————— Guide for applicants

Found an Impact Hub



#BEPARTOFTHECHANGE!

“Impact Hub is more than an office space where you rent a desk. It’s a place where entrepreneurs, creatives, artists, and all kinds of people come together to change the world.

Impact Hub exists to connect changemakers and enterprises.

It’s a community built for the 21st century, by the people who will change it.”

Jesper Kjelleras, Co-founder, Impact Hub Stockholm – [See the video here](#)

What is Impact Hub?

Impact Hub is one of the world's largest networks focused on building entrepreneurial communities for impact at scale – home to innovators, changemakers and entrepreneurs who are creating tangible solutions to the world's most pressing issues. More than just a space, Impact Hub is:

A place to collaborate

A place to connect

A place to challenge the status quo

A place to create

A place to work

We believe we can create positive change together as a network. Diverse and inclusive, we foster collaboration by bringing together multiple actors who otherwise would not interact. Our network is locally rooted to adapt to the regional context, and linked globally to replicate and learn from each other, thus building a robust entrepreneurial network.

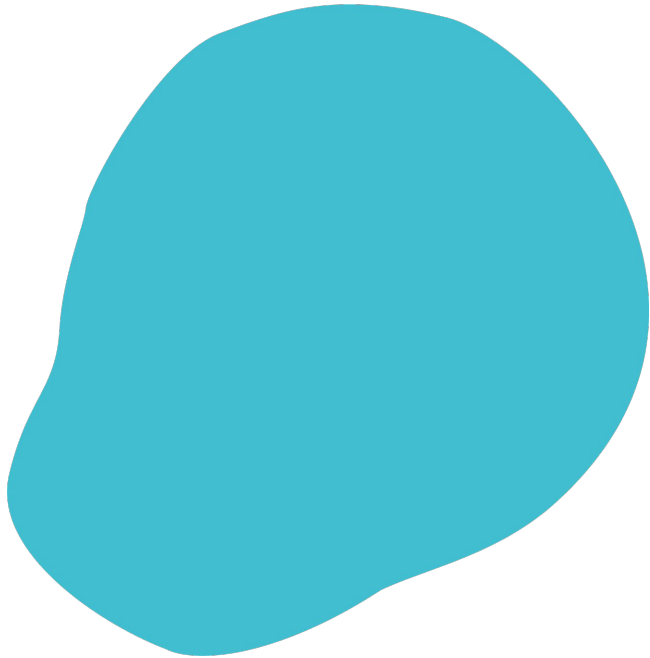
Our mission

**People Taking Collaborative Action
for a world that works for all.**

Our mission is to pioneer a just and sustainable world in which business and profit are used to benefit people and the earth. This world can be possible only through the combined achievements of compassionate, creative, and committed individuals focused on a common purpose.

The time to act is Now.
The way to act powerfully is Together.

— **We invite you to join us**



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24000+
entrepreneurs

107+
locations

63+
countries



Our Business Model

Key services of Impact Hubs



Build a
collaborative
community



Provide
entrepreneurial
support



Offer physical and
virtual working
infrastructure



Connect & support
the entrepreneurial
impact ecosystem

Our Programs

Entrepreneurial Action

1,460
new ventures where
created in 2020 alone

12,000+
businesses have been
founded since 2012



90%
of the entrepreneurs in our network address
one or more of the 17 Sustainable
Development Goals (SDGs)

Our Programs

Partner collaborations.



Impact entrepreneurs

Business growth & funding
Network & connections
Events & inspiration
Workspace



Innovative corporates

Scaling innovation
Delivering startup programs
Driving employee engagement



Forward-thinking institutions

Research partnerships
Policy development
Capacity building

Tailored support at just the right time

Entrepreneurial Support Programs

Our flexible approach means we can give entrepreneurs the type and amount of support they need to thrive. We combine a deep understanding of each stage of the entrepreneurial journey with a range of tools and partners, so we can deliver tailored programs.

200+

entrepreneur support programs

78%

Gaining visibility and credibility for their venture

81%

Connecting with experts and advisors that support their growth

78%

Developing new skills and capabilities

82%

Partnering and collaborating with peers

The Network's Core Benefits

A globally recognized brand

Impact Hub (Co-)Founders recognize the Impact Hub brand as a key benefit of founding an Impact Hub. Not only is the brand recognized by numerous partners, but also the global positioning efforts, thought leadership initiatives are of high value for all our locations. The global network further supports all locations with:

- Brand & Logo Packages
- Global Brand Assets & Templates
- Trademark Registration & Maintenance
- Joint collaborative global campaigns (e.g. Global Goals Week Campaign)
- Global Visibility Opportunities



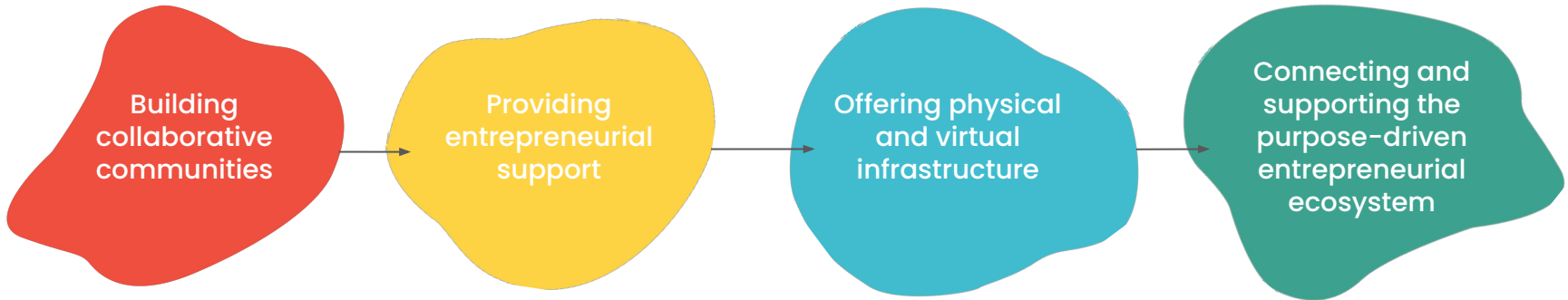
The United Nations Office in Geneva acknowledges Impact Hub as a driver of community engagement, helping not only to foster but also to extend the efforts directed to tackle the SDGs via entrepreneurial and innovative solutions.

The Network's Core Benefits

Proven & resilient business model

The Impact Hub approach is extremely versatile, locally adaptable and tried and tested in the most complicated emerging markets like Bujumbura, Burundi and Caracas, to the most competitive urban settings like Manila or Sao Paulo. On average, Impact Hubs hit breakeven 18 to 24 months after they open by adapting the Impact Hub business model locally.

Key Services offered by Impact Hubs:



100+ locations

By starting Impact Hub in your local context, you can tap into the learnings of 100+ locations across the globe, accelerating your chances of success.

A collaborative network

Access to Know-How

Tap into 15+ years of experience on community building, virtual hosting and effective programs delivery. As an Impact Hub you will gain access to How-to Guides, webinars, toolkits, in-person capacity building, regional and global gatherings and ongoing knowledge sharing.

Joint Business Making

Tap into global products, such as the Community App and global Membership Offers to enhance your community.

Benefit from regional and global partnership & fundraising efforts. In 2019, more than 30 Impact Hubs have created cross-local opportunities, working together on joint programs. The global headquarters contributed in the same period, approx. € 1.7 million to local Impact Hubs through establishing partnerships.

Ongoing Support & Guidance

Many challenges unfold when opening an Impact Hub. By joining the network, you will benefit from a guided journey of how to profile and leverage one of the world's largest social entrepreneurship communities. We will support you from initiating to scaling your Impact Hub with guidance & expertise.

Connect and empower your local community

Community App

The Community App is our global online platform for impact-driven entrepreneurs, ventures and start-ups to connect, learn and exchange.

- Share your events, job opportunities and support initiatives with global entrepreneurs.
- Host your personal community group on the App, engaging in virtual hosting and community building.
- Gain data insights on your members and access data on your user engagement.
- Access the Impact Hub Passport - enabling members to visit any other Impact Hub in the world! Free of charge and for up to three days per year in our 100+ locations.
- Ensure more efficient programs delivery and a high quality experience for participants through the Programs & Impact Measurement features (opt-in)



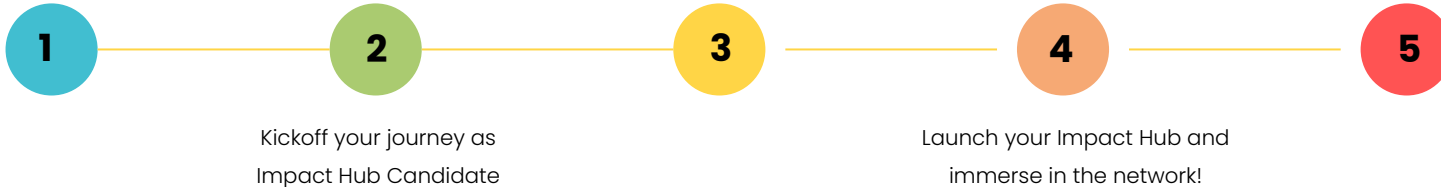
The process

The Onboarding Process is divided into different phases: from starting to build your team and core community, to becoming an Impact Hub Candidate then to launching your Impact Hub. Each phase has its own timeline and will guide you in opening Impact Hub and building up your community of change.

Build your team & community base!

Final Due Diligence & Membership Committee Assessment

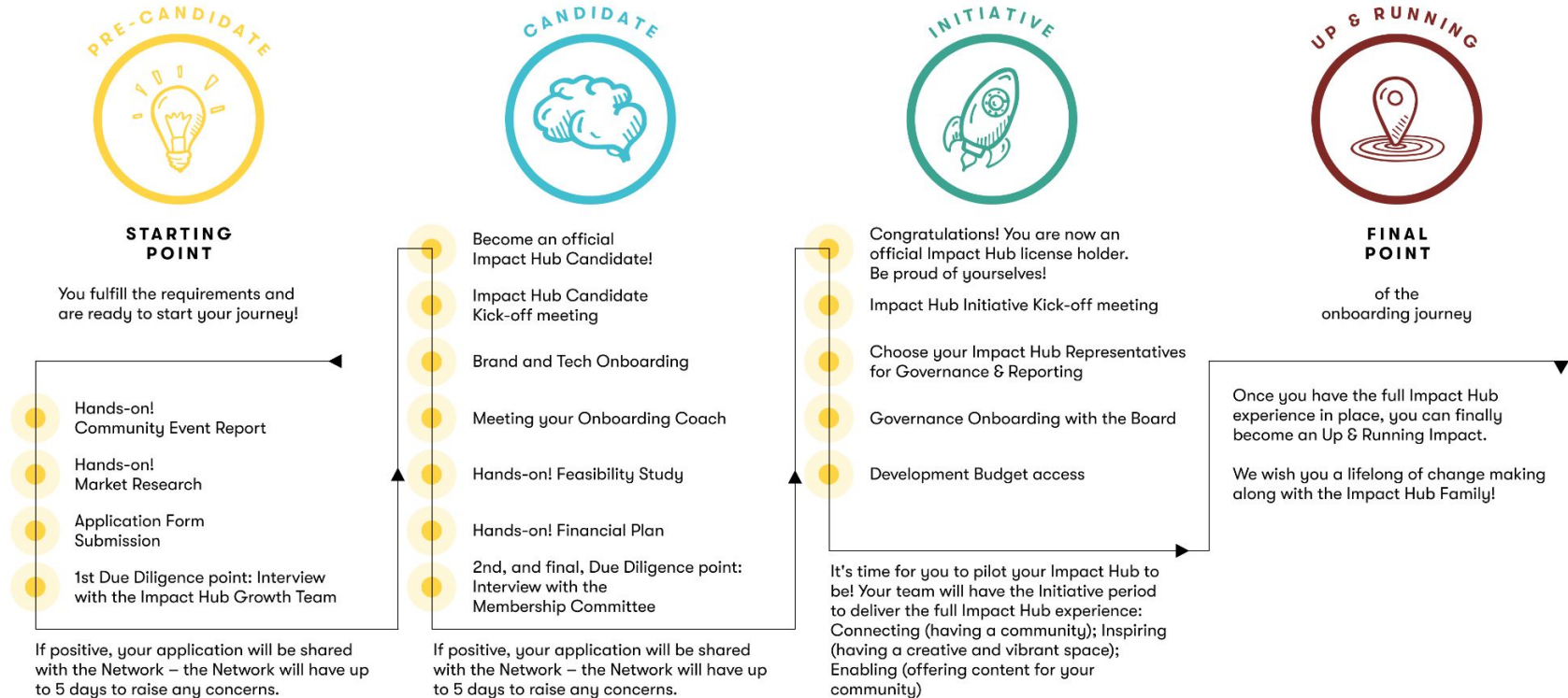
Become Up & Running and offer the full Impact Hub experience.



Ready to start the process? Is your team a match?

- You have a co-founding team with at least 3 people from diverse backgrounds and with varying expertise.
- Your team values align with the values of the Impact Hub Network
- You have the motivation to strongly collaborate with the Impact Hub Network and contribute to the development of joint initiatives.

The process



Build your team and core community!

Before starting the process, as a team take some time to get to know the Impact Hub Network better. Connect with existing Impact Hubs in your region and learn more about how other Impact Hub teams started to build communities of change.

What to do next?

Engage the core community

The principles of solid collaborative communities build our network. An Impact Hub cannot exist without a community, so it is of utmost priority to give some thought to your community strategy as early as possible.

Conduct a short Market Research

Just as you would in establishing any business, it's really important to get a sense of your local ecosystem and how Impact Hub might fit in.

Submit your application to become an Impact Hub Candidate

To officially start the licensing process your team is asked to submit the candidate application - consisting of a community report, market research and application form. After your submission, you will have an interview with the Impact Hub team. If you are endorsed, you become an official Impact Hub Candidate, pay the Candidate Fee and start the coaching process.

Kick off your journey as Impact Hub Candidate

As you start your journey within the network, you can learn from the experience of building 100+ Impact Hubs across the world from other co-founders. You will be matched with a so-called 'Onboarding Coach' - a business coach, friend, and experienced co-founder of the network. Together you will work on your Impact Hub application, exchanging ideas and learning from each other. Sessions with experienced experts complement your learning experience and equip you for launching Impact Hub in your city. To start the coaching process and to get the most out of it, you will have a 3-day training at an existing Impact Hub.

Build your local Impact Hub model

Your Onboarding Coach will guide you in structuring your business model and test whether it will be able to sustain itself. Your focus will be on creating an in-depth feasibility study for your Impact Hub-to-be, which will help you develop a strong value proposition for your local community

Connect with your peers & future business partners

The more you connect and collaborate with your peers, the more beneficial the network will be for you. As good hosts, we will introduce you to other Impact Hubs to connect, share ideas and build partnerships. By doing so, you will be able to transfer the power of the network to your local community and members.

Prototype and test your local Impact Hub-to-be.

As an Impact Hub Candidate we encourage you to start prototyping - launch events, share the story of the network and engage unlikely allies to test your assumptions and build your community. To do so, you will have access to the Impact Hub brand, various capacity building formats and numerous opportunities to experience the collective power of the network.

Costs of joining the network

Candidate Fee

The total candidate payment is € 1,200 which is not part of the overall joining payment.

The Candidate Payment is aimed to unlock development opportunities for the team aiming to join the network such as:

- In-Person training at a local Impact Hub,
- 20h 1:1 expert training in the areas of Team & Governance, Business Modelling, Community Building, Space Design, Programming, Operations,
- Access to online learning, such as webinars and how-to guides.

Joining Fee

The Joining Payment is the fee each new Impact Hub pays to join our network and contribute to cover for costs of the onboarding process (approx. € 19,000 per team) and for key services and assets of the network, like information systems, the work of our global team, among others.

The payment itself is calculated based on the City GDP per capita & your projected earnings in Year 3. The total varies between € 9.000 - € 26.000.

- 70% are due when applying for the license and
- 30% after 6 months of being part of the Impact Hub network.

Ongoing Fees

Revenue Share

Every Impact Hub pays a monthly fee, which is 2.5% of the revenues generated through the Impact Hub brand. The fee covers basic support mechanisms provided by the Association as well as the relevant governing bodies.

Technology

Optional provision of technology services such as Website Template, GSuite, Community App & Impact Measurement and Programs System

Maker Events

1 larger global event and regional events a year

Frequently Asked Questions

Is Impact Hub a franchise?

We are not a franchise but have developed a co-owned network structure. The Impact Hub Intellectual Property (IP) and Brand are owned by the “Impact Hub Association”, a collective of all Impact Hubs. The Association is the sole owner of Impact Hub Company, a charitable company with the mandate to manage global operations and facilitate the development of the network as a whole. Having said that, when joining our network, you will become a co-owner of the network and are entitled to be part of the decision-making as well as all strategic conversations. You will shape the future of the network together with the rest of the local Impact Hubs.

How long does it take to go through the entire process?

The Onboarding Process is divided into 3 core phases once the team is in place: Candidate, Coming soon and Up & Running. Each has its own timeline:

Candidate: This phase takes 6 months at most. You will deep dive into the network structure and create your own business model, governance structure, impact logic, and much more. Usually, teams take between 3 to 6 months for these steps.

Coming Soon: You are now officially part of the network. Well done! Now the main focus is on becoming up and running – launching your physical space and starting to generate an income. You have a maximum of 18 months for doing so. Most teams take between 8 to 12 months to complete this phase.

Up & Running: Hopefully, lifelong!

Frequently Asked Questions

What are the costs related to opening and running an Impact Hub?

Our network's Onboarding Process consists of four steps and two respective payments.

Candidate Payment: The first payment is due after your team applies to become a Candidate and after it receives the endorsement from our Global Growth Lead. The Candidate Payment amounts to EUR 1,200.

Joining Payment: The Joining Payment is the fee each new Impact Hub pays to join our network and contribute to cover costs of the onboarding and the key services and assets of the network. The Joining Payment reflects the local economy and local purchasing power parity (PPP) and varies from EUR 9,000 to EUR 26,000.

Every Impact Hub pays a monthly fee which is 2.5% of the revenues generated through the Impact Hub brand. The fee covers basic support mechanisms provided by the Association as well as the relevant governing bodies. Additional services, such as technology and events, are charged separately.

Does the network help in raising funds or searching for partners?

Your local team is responsible to fundraise the needed investment in order to make sure that the business will become a sustainable one. However, the network will always make the necessary connections to partners and investors that have been identified as relevant for the specific market. See it as a big family you are about to enter - we are here to help, but you will need to be able to walk by yourself.

I'm interested - what are the next steps?

Take some time to review our website and the brochure. We also recommend checking out our latest Global Impact Report. If you are keen to learn more about Impact Hub, join our next onboarding call or schedule an individual appointment [here](#).

—— #BEPARTOFTHECHANGE!

We are joining forces in connecting local communities globally to drive the largest entrepreneur-centered effort to promote and improve Sustainable & Inclusive Entrepreneurship practices, leading to the creation of millions of jobs worldwide. Connecting our communities and working together across the globe, we can create a more just and sustainable world.

Join us!

Start the process today

and schedule a call with our Growth Team.

onboarding@impacthub.net



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