

NET IMPACT

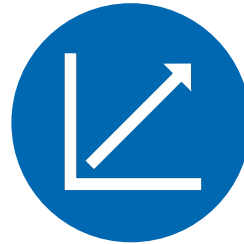


ESMT Berlin

**Net Impact ESMT Berlin – MIM23 Q&A
September 2021**

"How is the club structured?"

Our Teams



MARKETING

Develop the overall marketing strategy and plan and oversee the implementation of the strategy by controlling and evaluating the entire marketing process

- **Social media platforms**
 - **Official website**
 - **Newsletter**
 - **Content creation**
 - **Brand awareness**



PARTNERSHIPS

Acquiring and managing partners to gain support and funds in order to realize projects and build long-term partner relationships

- **Partner acquisition**
- **Partner relationship management**
 - **Fundraising**
 - **Close coordination with marketing and operations**

Our Teams



SUSTAINABILITY

Working together with ESMT staff to make our campus and community more informed on environmental sustainability

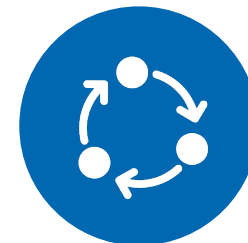
- Greenhouse & plants on campus
 - Carbon accounting
- Meetings with ESMT execs to plan for future
 - Park clean ups
 - Waste management
- Sustainability Speaker series



CONSULTING

Consulting start-ups and NGOs to support their sustainable mission and scale their impact

- Demand and project generation
- Branding & PR of Net Impact ESMT Consulting
- Ensuring customer and partner satisfaction through consulting



OPERATIONS

Planning and guaranteeing a smooth operation and functioning of Net Impact's events and initiatives

- Budget planning
- Coordination with ESMT
- Designing the events' format
- Coordination with other teams
- Providing operational support

"What are your current initiatives?"

TEDxESMTBerlin 2021:

First ever TEDx event at ESMT Berlin: *Embracing Uncertainty*



Featured Speakers

Lubomila Jordanova

CEO of PlanA

Benedikt Bösel

CEO of Gut & Bösel

Birgit Baier

Consulting Partner/Founder

Rike Pätzold

Author/Founder/Consultant

Key Facts & Figures

2,700+ logins

11 speakers

20+ organizing team



Consulting Projects

...enabling GreenTech startups & NGOs to scale their business and have a meaningful impact

Some of our past projects:



TRACELESS

...is an innovative circular bioeconomy start-up, offering a sustainable alternative material to conventional (bio)plastics.

The Project:

Analyze, structure, and automate their competitor analysis

ZUMO

..first-stage startup with the idea of providing convenient charging solutions for electric vehicles.

The Project:

Developing a Customer Development Strategy

CARBON CANCEL

...is an online platform empowering individuals to calculate and monitor their carbon emissions by offering intuitive personalized dashboards.

The Project:

Develop an analysis of the competitive environment.



Clean the Spree 2021



... cleaning the Treptower Park while having a great community event

Key Facts & Figures

140+ attendees
3 partners & sponsors
(WirBerlin, PlanA, Relevo)

Impact

50+ garbage bags
100s of bottle caps & cigarette
butts collected

Upcoming Clean Up:
World Cleanup Day
September 18th, 2021



Past Panel Discussions & Events:



1. Bayer Crop Science Division Talk w/ *AgTech Club*
2. Python Data Analytics Workshop w/ *Le Wagon*
3. Sebastian Copeland w/ *Tech Club*
4. Partnering for Sustainability Panel Discussion w/ *Endeva* (Sustainability Consulting)
5. Mental & Physical Health Workshop w/ *BluZone*
6. *DIVE* Platform Sustainability Week with *Alina Bassi* (Kleiderly Founder) on waste in the textile industry

Action Education Haiti

...providing ongoing educational opportunities for three Haitian students since 2014



Key Facts & Figures

50+ active participants
(ESMT students & staff)
In collaboration with prof.
Francis Bidault



Mode of Delivery

Fundraiser football match
Fundraising & networking event
Selling of Haitian coffee and
chocolate
GoFundMe Campaign

Djélyson Fénélus

17 years old, starting
the last high school
class, School Adrien
Massa



Nathalie Saint- Fleur

9 years old, starting
the third class in the
primary school,
School of Cazeau

Lovena Didier

9 years old, starting
the third class in the
primary school,
School Adrien
Massa



Action Education Fundraising Video



Apart from organizing several events, we have successfully started a **scholarship**, introduced the Carbon Accounting, and achieved **Gold Status**



Other Initiatives & Accomplishments



Net Impact Sustainability Scholarship

Providing future MBA & MiM students **with a proven track record** in driving initiatives in climate change, healthcare and non-profits with up to 10,000 EUR funding



Carbon Accounting

Together with the Sustainability Ambassadors, we have introduced the carbon accounting project for ESMT to help lead our campus to being **more sustainable** and setting a good role model for other universities!



Net Impact Gold Chapter Status

Achieving the status of a **Gold Chapter** within the Net Impact global network, awarded to the **best-performing chapters**



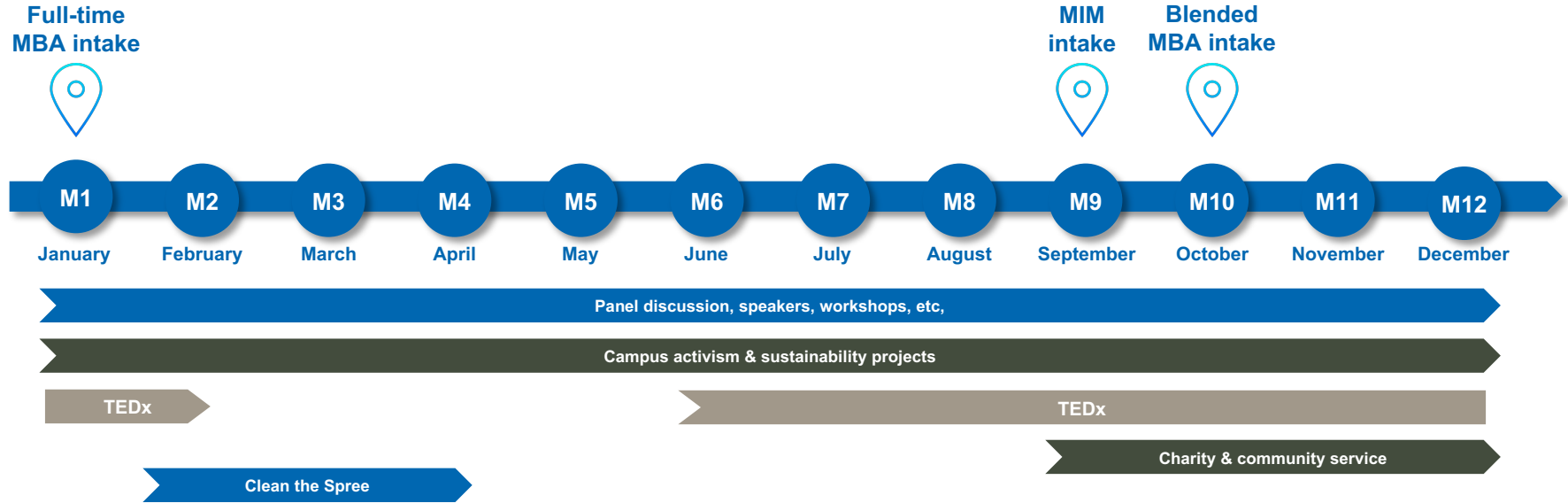
Strengthening the Net Impact Network

Starting collaborations with **several other Net Impact chapters** by recruiting them as a node for the Collabathon & connecting the ESMT Consulting Club for pro-bono projects

"What is happening next?"

Most of our initiatives will be recurring annually and require full-year involvement, with varying degrees of intensity

- = focus on project growth y-o-y
- = implement first projects rapidly
- = scheduled upcoming first event in a series



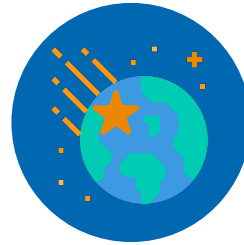
"Why should I join Net Impact?"

Net Impact ESMT Berlin is a perfect platform to develop yourself, deliver real impact and rapidly create your own global network



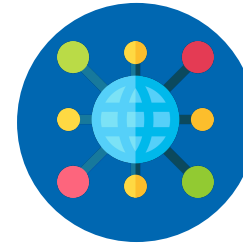
Leadership Development

Providing you with an opportunity to **take responsibility** and leadership positions early on & to **develop your skillsets** with hands-on projects



Impact Delivery

Creating **real-world impact** through a variety of projects – from local events and community service, to global, highly scalable initiatives



Networking

Connecting with individuals from different sectors through initiatives & proactively leveraging the broad **Net Impact global network**

"How can I apply?"
"What about Onboarding"?

Application & Onboarding

... we want to know about your aspirations and interests!



Application Survey

If you are interested in getting engaged (now or when school starts), please fill out our Application Survey, link will be shared in the chat section. We just want to know a bit more about you past experiences, how you might want to be involved in our club, and how much time you would like to commit



Short Call

We would love to get to know you better – to learn more about your expectations and motivations for joining the club.
 We would contact you shortly after receiving your application to schedule a one-to-one call.



Onboarding

Depending on your preferences, either start contributing to our initiatives straight away (remotely) or when you arrive on campus in September