

Tech-Enabled Impact Services: An Impact Envisioning Tool for Early-Stage Social Enterprises

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With the increasing prevalence and complexity of systemic challenges like climate change, social entrepreneurs focused on tackling them need to have clarity on how the existence of their venture is creating positive change. This master's thesis, PurposePathways, combines a web-based tool and workshop to help first-time early-stage entrepreneurs clarify the impact of their business operations and communicate it effectively to relevant stakeholders in the impact ecosystem. The intervention guides them visually in building a theory of change that incorporates industry standards, their relevant metrics, evidence, and common assumptions by providing prompts and recommendations.


Currently, impact-focused accelerators take on the responsibility of equipping their incubated social entrepreneurs with the resources needed to incorporate the foundations of impact strategy and management practices into their businesses. Despite many resources from global organizations catering to most sectors, first-time social entrepreneurs navigating these practices need additional support from impact management consultants to build their impact thesis. This traditionally service-based approach needs scalable systems to cater to the exponential growth of social entrepreneurship for the climate space in India.

PurposePathways has been co-designed with Impact Dash, an India-based product-led impact consulting start-up, and numerous social entrepreneurs, impact investors, and portfolio managers in the Indian impact ecosystem. While initial testing with stakeholders shows a clear need for the tool and additional applications across communicating with stakeholders, potential future work includes the development of the functional prototype and piloting with interested impact accelerators. The project is linked to the sub-theme of services, technologies, and futures that would integrate

tech-enabled intelligent tools to leverage impact consultants' expertise to highly technical work at scale.

Keywords: Theory of change, Tools for Impact strategy, Digital product design,

Social entrepreneurship, Co-Design, Systemic design framework

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