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ONergy: Impact Investing Landscape Map (Executive Summary)

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Impact Investing Landscape Map

ONergy requested a list of potential investors who the company can approach as it seeks more funding. Such funding will enable the company to continue to deepen its impact by improving its product offerings and widening its geographic reach. ONergy's position as a hybrid company puts it in unique position to capitalize on various forms of funds. SwitchOn, ONergy's non-profit arm, focuses on research and development, and training, and could apply for grants to cover these costs. By incubating new technologies in SwitchON, ONergy reduces the risk of expanding its product portfolio and geographic coverage. With its for-profit status, ONergy could attract social impact investment because it can offer investors both large social and positive financial returns.

We delivered to ONergy an excel spreadsheet of potential investors along with a document of notes detailing the approaches of the investors and potential ways to contact them. This list was drawn from numerous Miller Center resources and appropriately screened. We scrubbed various internal and external investor databases in search of impact investors that provide appropriate amounts of capital and also invest in clean-tech and agricultural-technology enterprises based in India. This initial list was reviewed with several Miller Center staff members with extensive knowledge of the impact investing sector. These staff members recommended additional impact investing funds, and critically reviewed the list. Following these meetings, we carefully evaluated investors' websites to verify information we found in the databases. It is our hope that this list of mission-driven investors will be of use to ONergy as it aims to further scale its impact.

