

Name GoParity
Website www.goparity.com
Year Launched 2018
Area Impact investment



Description

GoParity is a peer-to-business (p2b) lending platform that democratizes access of individuals to impact investing.

The platform is authorised and supervised by CMVM (Portuguese Securities Commission) and mobilises individual and institutional investors with the aim of them providing funding to sustainable projects and making a return from impact investing.

Its impact is lockstep in nature because GoParity's revenues are intrinsically linked, and only happen, if a sustainable project is funded.

SDG Analysis

The company creates direct impact by mobilising funding to sustainable projects whose metrics and implementation are linked to the UN SDGs.

GoParity's impact metrics are translated into savings of CO₂ emissions. For every project that the company features on its platform, it provides information about the environmental impact in a fully transparent way. In addition, a simulator calculates of how much impact each € invested is creating.



Impact Management Project assessment

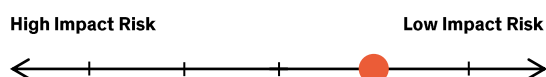
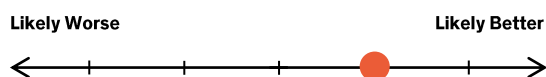
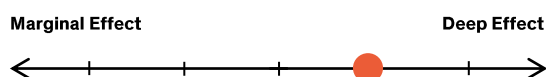
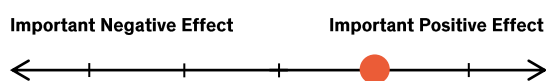
What: By offering individuals the opportunity to invest in sustainable projects whose impact and performance can be tracked on an ongoing basis, GoParity is enabling sustainable projects to tap into additional sources of funding.

Who: GoParity targets individuals who want to use a portion of their income and savings and allocate them into sustainable projects through which they can create impact and generate financial returns. Though there are some alternatives in the market, such solutions are not yet mainstream.

How much: Given the early stage and innovative profile of projects that are funded through GoParity, the company tends to have a deep effect on them, since it gives these projects access to funding to implement and grow their initiatives.

Contribution: GoParity contributes to better outcomes for early stage sustainable projects because such funding is always tied to environmental and social metrics, upon which the business performance depends.

Impact Risk: There is low impact risk on GoParity. However, some evidence risk might occur in very early stage projects where data is lacking to prove a counterfactual in terms of carbon footprint reduction.



Conclusion

According to the IMP framework, the impact classification of GoParity is a C (Contributing to solutions) given the potential for depth of the solution, and given its potential to improve the access to funding for sustainable projects.