IMPACT INVESTING
WE STARTED…
A Venture Capital Fund
Focused on Impact Investing

Support:
- Financial
- TA

Criteria to select a company:
- Social Impact
- Profitability
- Scalability
- Investment Thesis (Ed, HC, FinTec)

Types of Investments:
- Equity (9 companies)
- Convertible Notes (10 companies)
Impact Measurement:

WHERE ARE WE?
GIIRS
Monitor some Impact KPIs
Conflict:
Autopsy vs Diagnosis
Theory of Change and Action Plan
THEORY OF CHANGE

One Day Workshop (6 hours)

Content:
## VOX CAPITAL THEORY OF CHANGE

<table>
<thead>
<tr>
<th>Logial Map</th>
<th>Elements</th>
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</table>
| ![Logial Map Diagram](image) | **IMPACT**  
Company motivation, vision |
| ![Logial Map Diagram](image) | **OUTCOMES**  
Consequences that are expected from the business operations, changes observed on people's lives. |
| ![Logial Map Diagram](image) | **OUTPUTS**  
Immediate results of the business operations, metrics that demonstrate the access of the beneficiaries to the solutions of the company. |
| ![Logial Map Diagram](image) | **INPUTS**  
Business model elements that enable/facilitate the delivery of the solution. |
Melhorar a qualidade de vida das pessoas
Aumentar o acesso de pacientes a serviços diagnósticos de qualidade
Mais qualidade, segurança e rapidez nos exames
Acesso a exames rápidos de qualidade em localidades remotas
Menor custo de atendimento per capita
Redução da incidência de erros em exames (glosas, laudos, etc)

Aumentar a eficiência de serviços de exames diagnósticos
Acesso a exames mais baratos
Processos padronizados e atendimento uniforme
Redução de deslocamento para laudos
Simplificação dos procedimentos de atendimento
Redução de deslocamento para laudos

Acesso a exames de baixo custo realizados por meio da plataforma
# de pacientes atendidos em clínicas usuárias das soluções ProRadis
# de exames realizados por telerradiologia

Plataforma de agendamento de exames e rede de exames populares
Alianças com governos, operadoras de saúde e grandes redes
Tecnologia integrada de gestão de centros de diagnóstico (RIS/PACS/PEP/ERP)
Central de laudos web e "image storage" nas nuvens
Estrutura de suporte à clínicas, focada em transferência de conhecimento
Equipe enxuta, complementar e orientada ao propósito

# de pacientes atendidos em clínicas usuárias das soluções ProRadis
% de erros em exames realizados
% volume de exames realizados por telerradiologia

$ custo por laudo emitido
# de clínicas e # de usuários das soluções
% de erros e glosas em faturas

Melhoria na qualidade da tomada de decisão médica
Maior transparência nas informações clínicas/financeiras
Menor custo de atendimento per capita
THEORY OF CHANGE

One Day Workshop (6 hours)

Content: Purpose, inputs, outputs, outcomes

Result:
  Logical Map
  Company’s Narrative
ProRadis is a technology company that develops solutions for the medical diagnostics market.

With its products, ProRadis increases efficiency and productivity of diagnostic centers, reduces the cost of issuing medical examination reports and allows patients to remote locations to access high quality medical services.

ProRadis business model combines integrated technology solutions (RIS/LIS, PEP, PACS and ERP), teleradiology platforms, examination report from distance and online scheduling for medical tests, with a structure to support medical clinics focused on increasing the quality of healthcare in small facilities or large facilities. This structure of services is offered at low prices, allowing greater access to the technology.

With these offers, ProRadis aims to contribute to the improvement of the main health bottlenecks related to diagnostic tests, such as:

- **Inefficiency and idleness of health facilities** – the queues for scheduling medical tests through public or private services are constantly in the news. Most people believe that this problem is related to the lack of supply, when in fact is related to poor organization of the available health services;

- **Bad distribution of physicians** – medical tests of greater complexity are dependent on specialized doctors to the examination report emissions. Most Brazilian doctors are concentrated in big cities of the south and southeast regions. As consequence, people from inner cities or even from big cities in the North and Northeast of Brazil have problems to access those medical tests;

- **Lack of access to exams** – the queues for doing medical tests through public services can be very extensive and the price of these tests in private health clinics can be really prohibitive. The ProRadis medical tests scheduling platform aims to lower the prices of private exams and at the same time, increase the private clinics return allocating their idle capacity.
THEORY OF CHANGE

One Day Workshop (6 hours)

Content: Purpose, inputs, outputs, outcomes

Result:
- Logical Map
- Company’s Narrative
- KPIs
PRORADIS KPIs

35,000 patients treated/month
- 23% patients who use private services directly
- 50% patients who have private insurance
- 27% SUS patients (public healthcare)

43 medical clinics (facilities)
- 60% clinics with more than 1,000 patients treated/month

% idle time*
- 65% X-ray / mammography
- 53% Computed tomography
- 42% Magnetic Resonance
- 25% Ultrasound

13% people do not show up for the medical tests that they have scheduled**

114 radiologists
- 40% doctors who are external to the clinics

51,300 medical examinations/month
- 35% Teleradiology

72 hours average time to finalize the medical examination report

* timeslots with no medical tests scheduled
** medical tests were scheduled, but not performed
Thank You!

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