

Case Study: Johnson & Johnson Impact Ventures

Launched in 2019, [Johnson & Johnson Impact Ventures](#) (JJIV) is an impact investment fund within the Johnson & Johnson Foundation. JJIV supports a global portfolio of early-stage companies and partners working to accelerate access to affordable and quality healthcare for all and address existing healthcare challenges and inequities in low-income and diverse communities.



\$50 million
commitment



2.8 million
Patients reached



61,000
Healthcare Professionals
supported



65%
Investment in LMICs

JJIV's Need

The Good Economy was engaged in 2021 to set up an Impact Framework for JJIV who wanted to formalise its processes and tools for measuring, managing and communicating impact in order to:

- Consistently assess the impact potential of new investment opportunities
- Rigorously collect and analyse impact data for programme development
- Coherently convey its impact story to internal and external stakeholders

The Good Economy Solution

The Good Economy worked with JJIV to develop a robust impact framework and methodology and has over time continued to revise and refine the original framework. In addition, new tools have been developed and adapted to enable the framework, JJIV portfolio companies have been engaged and supported, and impact diligences and screenings have been conducted for new investments.

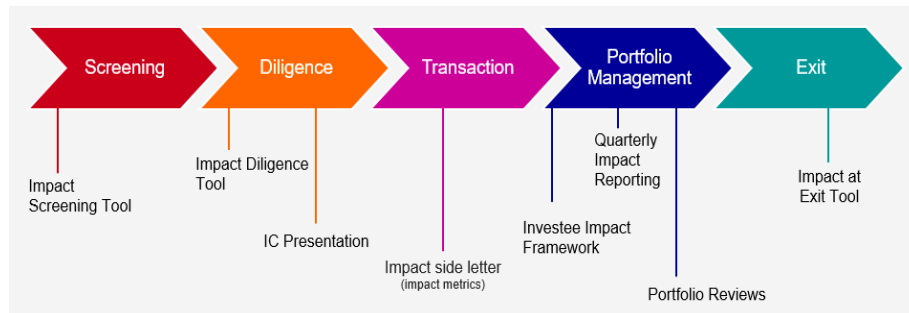
"The Good Economy has been a valuable partner for us, helping to shape and strengthen our impact strategy and methodology to focus on achieving our overall mission as an impact investment fund."

- Dana Deardorff, Global Director of J&J Impact Ventures

Impact Framework

TGE developed an impact framework which encompassed tools to integrate impact into all stages of the investment lifecycle and decision-making process, including screening, diligence, transaction, portfolio management, and exit. The framework was developed and revised collaboratively with the

JJIV team and shared with JJIV's Investment Committee. JJIV has now taken ownership to operationalise the framework, and TGE continues to provide insights and learnings to further refine it.



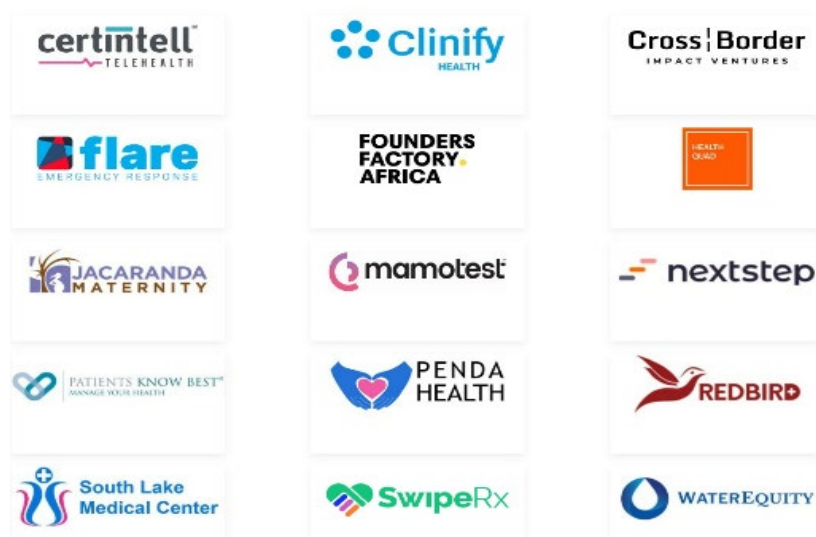
Screening and Diligence

From 2021 - 2022, TGE conducted impact screenings and diligence for JJIV's new investment opportunities. TGE continues to support the JJIV investment team with new companies in the investment pipeline, by providing an external perspective and breadth of expertise in the impact space. In addition, using the impact screening tool developed, TGE worked with one of JJIV's partners, Village Capital, to provide impact assessments for their [US Health Equity Alumni programme](#) participants.

Portfolio Monitoring

JJIV also wanted a solution to increase the efficiency for both internal portfolio monitoring and external reporting. TGE conducted a landscape review of platforms that met JJIV needs, developed a sample dashboard, and worked with JJIV and the platform selected to ensure that the dashboard enabled the required impact reporting. On a quarterly basis, TGE reviews portfolio reporting and ensures that methodologies, assumptions and proxies are used appropriately and consistently.

Portfolio Support



TGE developed impact frameworks for JJIV's portfolio companies. This involved working with each company to define and refine their impact metrics, and document the calculation methodologies, assumptions and limitations.

TGE continues to work with the portfolio companies to further support their longer-term impact goals and reporting.

Impact Targets

TGE and JJIV worked closely together to develop an approach to setting an impact target for the number of patients reached by 2030 with JJIV's \$50 million fund. The methodology has been published on Impact Alpha - '[How to set social impact targets in an uncertain world](#)'.

Outcome

As a result of TGE's services and support, JJIV has a robust impact framework in place. TGE continues to be engaged with JJIV, providing on-going support, consulting and accountability for its impact investment work. JJIV is now able to better articulate its impact story, demonstrating its potential for both impact and financial returns. This in turn will enable JJIV to achieve its longer-term aspiration of inspiring more entrepreneurs and impact investment in the healthcare space.