

How Purpose-Driven Investors and Impact Founders Accelerate Systemic Change with Tina Dreimann from Better Ventures



Key Learnings

Integral Investing: Impact and Business Model Must Be Intertwined

Purpose-driven investors are aligning around the **principle of integral investing**, where **every unit sold** of a product or service **creates a measurable positive impact**, whether environmental or social. Impact add-ons, such as donating a percentage of profits, are seen as fragile and likely to be dropped under financial pressure. **If impact and revenue are not intertwined, the model is at risk.** Founders should **ensure that the impact is embedded in the business model itself.**

Symbiosis Between Startups and Enterprises

In our current multi-crisis, **established firms are under pressure** and need to become more resilient. **Cooperating with startups can be a win-win.** Companies have major footprints, but also the scale and infrastructure to integrate new solutions into real-world value chains. Startups are fast, independent, and often solve key problems. **The symbiosis between the two is a strategic lever: startups need first customers and market access; enterprises need innovation and transformation capacity.** Businesses that know how to benefit from this dynamic are already ahead.

Build Complementary Teams and Use Community Insight Early

Early-stage founders need more than capital. They also need **complementary teams and external perspectives** to challenge and validate ideas. **Strong founding teams combine diverse skills** and decision-making styles, **enhancing each other** rather than overlapping. At the same time, using expert networks early helps pressure-test impact assumptions, business models, and growth forecasts. **Founders who build this kind of internal and external intelligence** into their process **are better positioned to adapt, convince investors, and scale solutions** with real-world traction.

Listen to the full episode here:

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