

Op-Ed | VENTURE CAPITAL REIMAGINED: THE CASE FOR IMPACT INVESTING

→ Venture capital has long been seen as a realm of high-stakes risk and high-reward potential, traditionally focused on maximizing financial gains. However, this focus is increasingly viewed as outdated and insufficient in addressing the complex challenges of our time, such as climate change and social inequality. A new paradigm is emerging: impact investing. This approach integrates financial returns with social and environmental benefits, representing a transformative shift in how we view the purpose and potential of capital.

VENTURE CAPITALISM AND TECH-DRIVEN IMPACT INVESTING

Historically, venture capitalists have driven technological innovation and market transformation, yet often at the expense of broader societal and environmental considerations. The relentless pursuit of shareholder wealth has, in many instances, created a false dichotomy that pits profit against purpose. This narrow focus is not only ethically questionable but also economically unsustainable in the face of **escalating global crises**.

The new vision for venture capital emphasizes the infusion of a moral compass into investment decisions, arguing that aligning financial success with societal well-being and environmental sustainability can yield substantial returns. This shift calls for redefining what constitutes 'value' in investments, moving beyond purely financial metrics **to include the health of our planet and the welfare of its inhabitants**.

Impact investing embodies this ethos, prioritizing ventures that address pressing social and environmental issues through innovative, technology-driven solutions. Companies like Pachama, Eureciclo, and Letrus exemplify the **boundless potential of tech-driven impact investing**. These firms demonstrate how entrepreneurial and technology-first approaches can tackle social inequality and environmental degradation while generating impressive financial returns.

VENTURE CAPITALISM, SOCIAL IMPACT AND SUSTAINABILITY

Positive Ventures is a venture capital firm spearheading impact investments across Latam, home to 660 million people and hotspot for biodiversity. The firm backed Pachama, Eureciclo, and Letrus, and played a pivotal role in the early days of Re.Green, an ecological restoration company on a mission to restore 1 million hectares of degraded land in the Amazon and Atlantic forest - restoring 15% of degraded lands in hotspots for biodiversity can avoid 60% of extinctions and sequester 30% of the CO2 increase since the Industrial Revolution.

Venture capitalists must overhaul traditional investment criteria, integrating considerations of societal impact and sustainability into their financial calculus. This requires a commitment to stakeholder engagement, transparency, and continuous learning. It also involves adopting a collaborative approach, where **entrepreneurs and investors work together to drive scalable solutions that benefit society at large**.

The future of venture capital lies in its ability to merge profit with principle, positioning itself as a central force for global innovation, responsible leadership, and the betterment of humanity. This **reimagined venture capital** can catalyze a more inclusive, sustainable, and prosperous future, proving that **financial success and social impact are not mutually exclusive but mutually reinforcing**.



Fabio Kestenbaum is a Founding Partner at Positive Ventures, a leading impact investing venture capital firm with investments across North and South America. Fabio serves as a board member at Eureciclo, Latam's largest exchange for recycling credits, Labi Exames, healthcare company providing access to health exams in Brazil, and Windfall Bio (observer), biotech transforming methane into organic fertilizer.

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We harness that energy into three pillars: THINK, XCHANGE, ACT. Our THINK pillar empowers the world's brightest minds to identify technological solutions to the most pressing issues facing humanity. Our XCHANGE pillar builds inclusive platforms for international dialogue, knowledge-sharing and partnership. Our ACT pillar curates and invests directly in the technologies of the future to secure sustainable real-world solutions. Join us to own, cocreate and actualize a brighter, more sustainable future for humanity. ←



Contact

Fii Institute:
THINK
think@fii-institute.org

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