

## **Project Proposal: Deep Dives into Social Impact Levers**

### **About Aurum Impact:**

Aurum Impact is an impact investing firm and part of the Goldbeck Family Office. We invest in impact VC funds and impact startups with a focus on circularity & materials, climate & energy, natural ecosystems, and business models that advance a stable and equitable society. As part of our investment strategy, we conduct rigorous deep dives into key impact areas to identify the most promising solutions and investment opportunities.

### **Objective:**

This project study offers TUM students the opportunity to engage in deep dives within our stable and equitable societies focus area. Students will analyze key levers for positive change and explore investment opportunities in critical social impact areas. Their research will ultimately contribute to the development of Aurum Impact's strategy for addressing societal challenges.

### **Project Scope & Tasks:**

#### **1. Deep dives into key social impact areas:**

Students will conduct research and analysis across the following topics:

- Equal access to education, healthcare, housing, and other critical services
- Care for vulnerable and aging populations
- Strengthening democracy
- Anti-discrimination and gender equality

#### **2. Research & analysis of levers for change:**

For each social impact area, students will:

- Define the impact challenge(s): Identify the key issues within the area, supported by data, facts, and relevant statistics.
- Assess the ideal state and levers for change: Define the largest levers toward achieving positive outcomes and explore the scale, depth, and risks associated with these levers.
- Map the startup ecosystem: Identify relevant startups in each area, evaluating their maturity, impact potential, and fit for early-stage investment.
- Identify broader ecosystem support: Identify organizations, policies, and collaborations that are critical to addressing gaps in the solution space, strengthening the social impact ecosystem, and creating more highly-scalable startups addressing societal challenges.
- Explore innovative ideas: Consider novel initiatives that could further support the social impact ecosystem, beyond traditional investment approaches.

### **Final Deliverables:**

- Deep dives for each social impact area (four in total, Word and PowerPoint formats).
- A market map with relevant startups and investment opportunities in each area.
- A refined series of articles for publication on Substack, summarizing the research and insights.
- An action plan outlining the next steps for Aurum Impact in each of the social impact areas, including recommendations for future investments, collaborations, and initiatives to support.

### **Requirements for Students:**

- Proficiency in English (written and spoken).
- Strong research, analytical, and communication skills.
- Motivation for impact investing and venture capital.

### **Duration:**

- Start date: October/November 2025.
- End date: 3 months after the start date.

### **Contact Email for Applications:**

kelley.luyken@aurum-impact.de