

Goizueta Business Library

Creating Bridges to Knowledge

Using Pitchbook for Social Impact Investing

You can use [Pitchbook](#) to filter investor and funds for social impact categories, including diversity & inclusion, minority-owned and women-owned businesses, climate, the environment, and more. You can also screen on companies that been tagged as having received investment from investors and/or funds with an investment preference for seeking impact investment.

This guide will help you navigate how to target these using Pitchbook.

Screening Investors & Funds

Under **Screeners**, click **Investors & Funds**

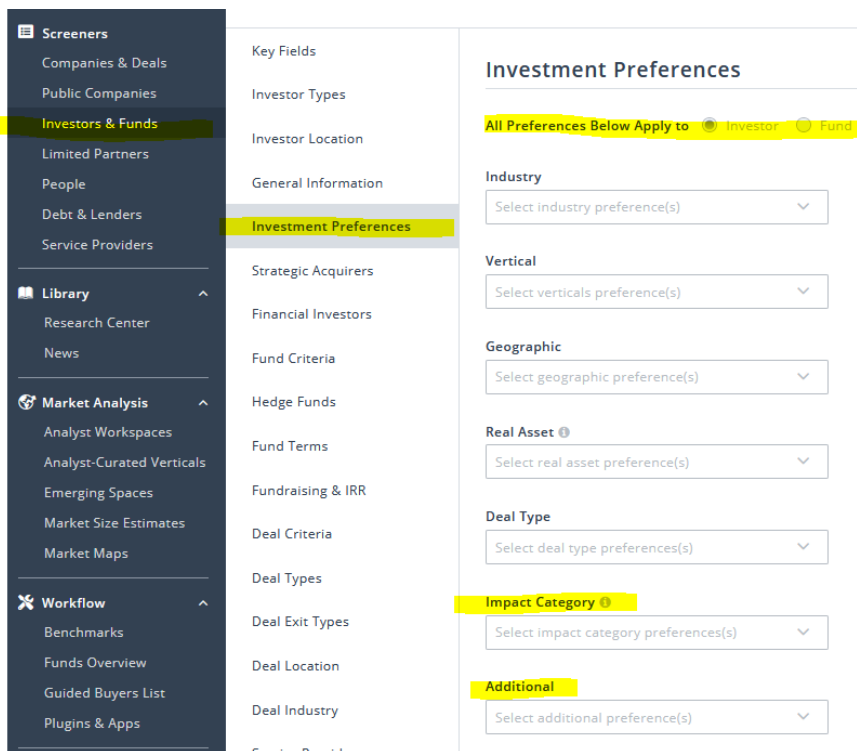
Click **Investment Preferences**

All Preferences Below Apply to:

All Preferences Below Apply to Investor Fund

Selecting **Investor** will return results on investors that have a stated preference for investing in companies that have demonstrated material positive impacts. Selecting **Fund** will yield a smaller set as it only targets specific funds.

Note: You can make the selection as soon as you begin building your screening filters.



Screening Options

Impact Category

The **Impact Category** is defined as:

“Impact” refers to the environmental or social effects of a company’s operations, products, or services on the external world. It is concerned with the positive outward-facing impacts of the company on society, with impact themes categorizing the broad channels through which these effects can occur. Impact investors and impact funds focus on purchasing companies with material positive impacts.

You can select one or multiple categories.

*Note that this is where the filter for **Diversity & Inclusion** lives*

- Agriculture
- Air
- Biodiversity & Ecosystems
- Climate
- Diversity & Inclusion
- Education
- Employment
- Energy
- Financial Services
- Health
- Land
- Oceans and Coastal Zones
- Pollution
- Real Estate
- Waste
- Water

Additional Category

*This is where the filter for **Minority and Woman Owned** lives. Selecting this will identify investors who have indicated a preference for investing in this category.*

*Note: this is screening for Minority-Owned companies **AND/OR** Woman-Owned companies, meaning the company could be owned by: 1) a minority; 2) a woman; or 3) a minority who is a woman.*

- All Other Investment Preferences
 - Prefers minority stake
 - Prefers majority stake
 - Seeks distressed investments
 - Will lead on a deal
 - Prefers to originate a deal
 - Will syndicate
 - Will not syndicate
 - Seeks ESG investments
 - Long-Term Investor
 - Seeks Impact investments
 - Invests in GP Stakes
 - Invests in MWBE (Minority and Women-owned)
 - Open to buying fund stakes (secondary market)
 - Open to selling fund stakes (secondary market)

Analyst Workspaces

Under **Market Analysis**, click **Analyst Workspaces**

Scroll down to **Asset Allocation & Fundraising**, then click **View More** to see all the options

Click **Sustainable Investing – ESG and Impact**

The results are a continuously curated list of select, hand-picked funds related to impact investing and managing ESG risk factors as part of the investment process.

Asset Allocation & Fundraising (7)

Understand the investment fund landscape with detailed analysis of institutional investors and fund managers.

Access Points	There are a whole host of ways for investors to access private markets. We have collected content to help d
Fund Performance Evaluation	The latest PitchBook Benchmarks and Fund Performance Report, as well as analyses and case studies in pri
Fundraising Landscape	Reporting and searches related to recently closed funds and funds still open.
Institutional Investors	About institutional investors and topics they would likely find of interest including PitchBook's latest report
Real Estate & Real Assets	The latest PitchBook data and analysis for the real estate and real assets space, including analyst research,
SPACs	PitchBook's coverage of SPAC activity including IPOs as well as de-SPAC acquisition activity.
Sustainable Investing - ESG and Impact	Resources related to impact investing and managing ESG risk factors as part of the investment process.

Funds by IRIS+ Impact Tag

- Agriculture IRIS+
- Air IRIS+
- Biodiversity & Ecosystems IRIS+
- Climate IRIS+
- Diversity & Inclusion IRIS+
- Education IRIS+
- Employment IRIS+
- Energy IRIS+
- Financial Services IRIS+
- Health IRIS+
- Land IRIS+
- Oceans and Coastal Zones IRIS+
- Pollution IRIS+
- Real Estate IRIS+
- Waste IRIS+
- Water IRIS+

What is IRIS+

IRIS+ makes it easier for investors to translate their impact intentions into real impact results. It is the generally accepted system for impact investors to measure, manage, and optimize their impact. IRIS+ increases data clarity and comparability, and it provides streamlined, practical, how-to guidance that impact investors need – all in one easy-to-navigate system.

IRIS+ is managed as a public good by The Global Impact Investing Network (GIIN) GIIN is the global champion of impact investing, dedicated to increasing its scale and effectiveness around the world. The GIIN builds critical market infrastructure and supports activities, education, and research that help accelerate the development of a coherent impact investing industry.

[Learn more about IRIS+](#)

Additional Value-Add Content

Once in the Sustainable Investing-ESG and IMPACT section, scroll down to see:

- Pitchbook Content - Reports, Notes, and Surveys
- Webinars & Podcasts
- Companies with Sustainalytics ESG Scores
- Finding Impact Funds & Investors
- External Content

Screening Companies & Deals

Under Screeners, click **Companies & Deals**

Click **Industry**

The screenshot displays the IRIS+ 'Screeners & Deals' interface. On the left, a dark sidebar menu is open to 'Companies & Deals', with 'Industry' highlighted. The main content area is titled 'Industries, Verticals & Keywords'. It features a search input field with the placeholder text 'Type industries, verticals, keywords or emerging spaces'. Below the search field are two checkboxes: 'Include related keywords' (unchecked) and 'Search primary industry only' (checked). To the right of the search field are three radio buttons for 'Search Logic': 'OR' (selected), 'AND', and 'Custom'. Below these are three columns of filters, each with a collapse icon and a title: 'Industries', 'Verticals', and 'Emerging Spaces'. Each column contains a list of categories with their respective counts. The 'Industries' list includes 'Business Products and Services (B2B)' (1,694,710), 'Consumer Products and Services (B2C)' (1,117,397), and 'Energy' (83,861). The 'Verticals' list includes '3D Printing' (2,099), 'AdTech' (8,817), and 'Advanced Manufacturing' (3,705). The 'Emerging Spaces' list includes 'Business Products and Services (B2B)' (2,338), 'Autonomous Shipping' (12), and 'Indoor Mapping' (58).

Industries are assigned to each company, based upon PitchBook's proprietary industry categorization. Every company is assigned a primary industry and may be assigned additional industries as deemed relevant.

Verticals represent a specific investment area of focus that cannot be accurately depicted by industry groups alone. Verticals commonly span across industries, such that companies tagged to a vertical may belong to a variety of different industries.

Within Verticals there is an investment area for Impact Investing.

This vertical only includes companies that have received investment from those funds and/or investors with an Investment Preference of “seeks impact investment”. For a fund to qualify as an impact fund, it must meet criteria 1-3 below: 1. Investing for financial returns; 2. Investing to intentionally create a positive social/environmental impact; 3. Actively measuring the impact that is created (with ESG criteria, UN SDGs, IRIS, GIIRS, etc.); OR 4. Self-identify as an impact fund (these are actively screened to filter out false positive “impact funds” that may be erroneously included). Additionally, this list includes companies that have received investment from “not-for-profit venture capital” investors.

Emerging Spaces represent new and disruptive markets, technologies, products, or services - or the new application of a technology, product, or service to a given market.

Keywords are assigned based on the content of a company’s business description as well as PitchBook researcher-curated keywords, which include words and phrases related to a company’s products, services, related technology, and target market.

Pitchbook Research Reports

Under **Library**, click **Research Center**

Search: *impact investing*

When results are returned, click **Pitchbook** at the top

On the far right of the returned results under **Tags**, click the **Filter icon** to further filter the results.

The screenshot shows the PitchBook Research Reports interface. At the top, there are tabs for 'Overview', 'All', 'PitchBook (711)', and 'Morningstar (172,183)'. Below this, there is a '1 Criterion' section with a search criteria bar containing 'Keyword: impact investing' and a 'Tags: Impact Ir' section. A table below shows 5 results with columns for '#', 'Date', and 'Title (10)'. The results are as follows:

#	Date	Title (10)
1 <input type="checkbox"/>	04-Oct-2022	2022 Sustainable Investment Survey
2 <input type="checkbox"/>	18-Jul-2022	Q3 2022 PitchBook Analyst Note: ESG and Impact Investing in Private Market Real ...
3 <input type="checkbox"/>	17-Sep-2021	2021 Sustainable Investment Survey
4 <input type="checkbox"/>	27-Jul-2021	Q3 2021 PitchBook Analyst Note: Impact Funds by Reason and Region
5 <input type="checkbox"/>	28-Apr-2021	Q2 2021 PitchBook Analyst Note: ESG and the Private Markets

Pitchbook News

Pitchbook Blog

Includes current insights about the impact investment landscape.
Try running these searches in Google to locate articles

(black OR minority) (owned OR founder) inurl:pitchbook

women (owned OR founder) inurl:pitchbook

women (black OR minority OR latinx) (owned OR founder) inurl:pitchbook

diversity inclusion inurl:pitchbook

