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## Principles

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**Access to new forms of capital** – generating financial Inclusion for non-profits, social enterprises, individuals.

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**Intermediation in an emerging market** – creating the bridge between excluded markets and finance and investment.

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**Blended value** – financial and social returns.

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**Market mechanisms** – use of existing investment methodologies.

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**Education and engagement** – on both the supply and demand sides of the equation.

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**Investment incentives** – mixed capital models, tax incentives, well designed investment structures.

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**Government intervention** – Federal, state and local.

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**Private investment** – retail and wholesale.

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**Measurement** – collection and collation of data on social value.

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**Transparency** – reporting and regulation matching the size and risks in the market.

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