

Brighter Investing

Spring 2022 Capstone Project



Team



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Project Partner

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CEO and Co-Founder*



Brighter Investing



- Sustainable and impact investment advisor
- Long-term portfolios aligned with client values
- Thematic investment solutions



ESG Investing



Environmental



Social



Governance



Project Overview

1

Thematic area research (clean energy, gender diversity, and social justice)

2

Identify investment opportunities within each theme

3

Educate an audience on the purpose of ESG investing and our unique insights



Clean Energy Bonds



Theme Definition

Fixed-income debt instruments used to raise money for sustainable energy projects

Investment role:

- 1 Allows access to low-cost, long-term capital markets for green energy developers
- 2 Provide investors with the ability to participate in funding green energy projects
- 3 Provide investment funds with a vehicle for social impact

Gender Diversity



Theme Definition

The fair and equitable representation of people of different genders.

Investment role:

- 1 Allow investors to invest their money with the intent to address gender issues and promote gender equity
- 2 Support enterprises that promote workplace equity
- 3 Help investors make better informed investment decisions that match their values

Social Justice



Theme Definition

Everyone regardless of demographic factors should have equal access to wealth, health, and opportunity

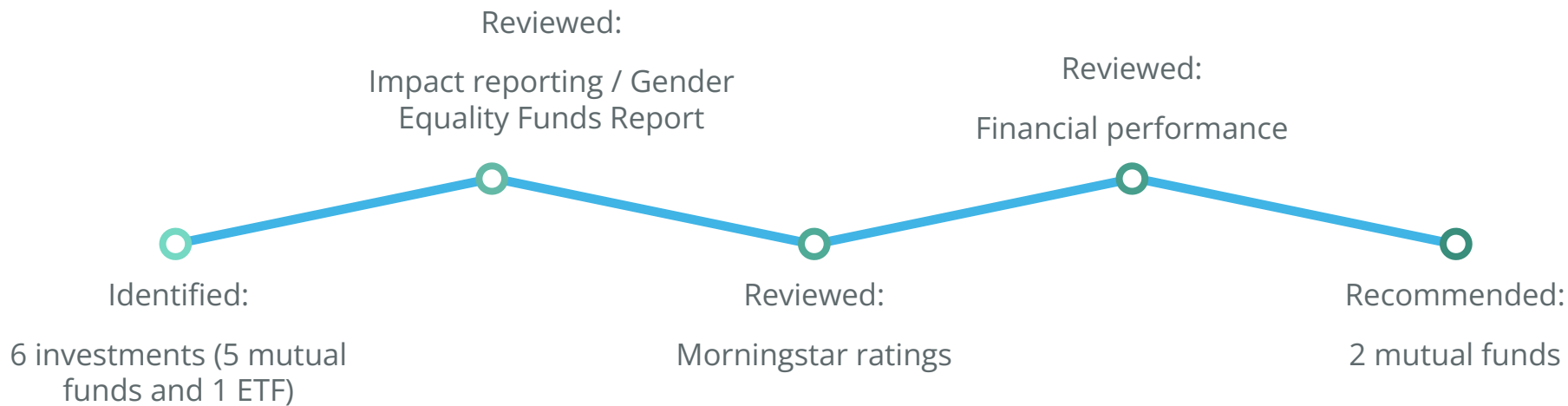
Investment role:

- 1 Target dual return objectives of sustainable financial earnings coupled with social justice returns
- 2 Further efforts that promote equal access to wealth, health and opportunity regardless of gender, race, or socioeconomic differences.
- 3 Social justice investing works in communities to make systemic change

Clean Energy Bond Investments



Gender Diversity Investments



Social Justice Investments





Investments Deliverable



Next Steps

1

Track the financial performance and impact reporting of our recommendations

2

Gather ESG research on Brighter's current portfolio holdings

3

Educate a broader audience on the purpose of ESG investing





Personal Impact



Questions?

