

Impact Measurement Platform For a US Startup

How rolling out a platform for real-time tracking and measurement of environmental, social, and governance (ESG) programs' ROI with easy-to-grasp dashboards helped a US startup hit a **14% conversion rate** from demo requests to subscribed customers.

About the Project

This platform is intended to support work with grants for both funders and grantees. The customer provides a range of practical performance measurement tools for investors and social service providers to help quantify the social, environment, and business benefits of their philanthropic community investment and grant making activities.

Benefits

The customer makes grant reporting easier and more valuable for both grantees and funders, enabling them to:

Prove Value

- Standardized outcome metrics quantify each program's social value, and roll out the aggregate impact of whole portfolios.
- Automatic calculations tell each funder how much of the impact they can claim.

Improve ROI

Common metrics enable cross-program bench-marking and best-practice sharing, guiding investment and management decisions.

Save Time

Grantees create and update a single universal program report, automatically updating each funder's copy.

Challenge



Responsive design



Export/import CSV file



Tree drag&drop tags



Drag&drop uploading images



Wizard "step by step"



Tracking page by Google Analytics

Product Features

- Create funder/grantee account
- Tag support
- Create portfolio/investments/program
- Report data for programs
- Export/import CSV file for investments
- Notify user about creation, invitation

Technologies



HTML5 + CSS3



AngularJS



PHP

Do you have a similar project idea?

Contact us — and we will estimate your projects costs for free!

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