

toniic TRACER

Fact Sheet

What It Is

Toniic Tracer is a new platform that enables investors, entrepreneurs, and funds to share and compare data about impact investments, along with corresponding goals, performance, and outcomes.

Toniic created Tracer with the goal to create alignment between these different audiences by facilitating a common structure for reporting intentions and outcomes. We hope that this will ease the reporting burden for issuers and make it easier for investors to deploy more capital to impact.

Toniic Tracer is the new core platform for [T100](#), Toniic's longitudinal study of the progress of impact investors toward activating entire portfolios for impact.

How it Works

Toniic Tracer is a web-based platform with distinct interfaces and features for investors and issuers (funds and enterprises):

- Investors using Toniic Tracer record the impact intentions of their investments along with the financial profile, which facilitates an integrated approach to portfolio construction. Using the provided data, Tracer generates reports that analyze traditional financial aspects alongside impact aspects, providing valuable insights on both the goals and performance of a portfolio.
- Issuers (both funds and enterprises) report IRIS+ or custom impact metrics and classify investments according to the IMP Impact Class Matrix. These impact metrics are automatically shared with all Tracer investor users that have that investment in their portfolio if the Issuer authorizes this use. Tracer also generates reports from these metrics that fund managers and entrepreneurs can use to educate current and prospective investors about their social and environmental impacts. Issuer users will be able to generate an impact report summarizing progress over time.

Beyond portfolio and investment specific reporting, Tracer's platform structure will allow for community features:

- Tracer gives users the ability to see how other users (both the issuer and investors) view an investment from an impact perspective and compare it with their own assessment. This unique crowdsourced approach encourages transparency and sparks conversations about how impact is managed.

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- High-level, anonymized investment information can be shared with the user community via the Toniic Diirectory, a collection of more than 1,500 values-aligned investments made by Toniic members and partners.
 - Tracer investor users have access to a private version of the Toniic Diirectory, which includes more specific information.
 - See the current version of the public Toniic Diirectory at www.toniic.com/toniicd.

Why We Created It

Toniic's T100 project saw the need to expand and improve upon their existing tool. Tracer replaces the much more manual data collection methods used by Toniic members and staff for T100 to date. The new platform and database system eases the reporting burden for participants, allows the project to scale, and increases the value of insights made visible and automated report generation.

Toniic Tracer represents a leap forward in financial and impact reporting. It leverages leading standards and technology and builds on the body of data already included in the T100 Project to provide insights to issuers and investors, publicize example investments in every asset class, and power academic research. For more information, contact tracer@toniic.com.

Toniic Tracer and T100 are projects of Toniic Institute, a non-profit dedicated to the advancement of impact investing.

Frequently Asked Questions

- How can I sign up?
 - At the moment, the Toniic Tracer investor portal is a benefit exclusively for Toniic members, and use of Tracer is included at no additional charge for Toniic members.
 - Toniic is exploring the possibility of offering access to non-member investors and their advisors for a fee.
 - There is no charge for use of the platform by issuers. Issuers will be invited to self-classify and to report impact metrics soon.
- How does Toniic Tracer benefit me as an impact investor?
 - Tracer allows you to see an integrated view of your portfolio from both a financial and impact perspective.
 - The relational database behind Tracer means that financial and impact performance data provided by other Tracer users will be available to all investors in the same security who use the platform, reducing a great deal of effort to get more comprehensive reporting.
 - Tracer promises portfolio-level impact reporting, a first in the field.
 - The crowdsourced features will also be unique, allowing you as an investor to see how the issuer and other investors see the impact of the same investment. The ability to visualize your portfolio on demand along impact dimensions like SDG allocation is highly valued.

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- How does Toniic Tracer benefit me as an impact fund or enterprise issuer?
 - Impact funds and enterprises receive conflicting demands for impact data from different investors, who typically are not coordinating among themselves. The process of agreeing on relevant metrics is important to assure alignment, but painful before Toniic Tracer, which provides a software platform on which to work out which metrics matter.
 - Issuers who report their metrics once a year will be highlighted in Toniic public- and member-facing content.
 - They will also have access to a longitudinal impact report they can share with anyone they like, a report aligned with the frameworks of the Impact Management Project, with which Toniic has a data sharing arrangement.
- How does Toniic Tracer build the field of impact investing?
 - Data in the system is anonymized, aggregated, and shared with Toniic's Academic Research Consortium led by the Center for Sustainable Finance and Private Wealth ("CSP") at the University of Zurich. The academics use the data to power academic research in the field of impact investing and behavioral finance.
 - Toniic itself also draws on the data to report on the progress and strategies that private investors participating in the T100 Project are using to deepen their positive net impact. The Toniic team uses Tracer to conduct investor surveys to strengthen analysis and support academic research aimed at developing a 21st-century portfolio theory that incorporates social and environmental impact in decision making.
- Can I get help from my wealth manager or assistant to enter data?
 - You may share specific portfolios on your account with identified "delegates" (i.e. money managers, team members, etc) who can upload information on individual portfolios, but have restricted privileges.
- Is my data private?
 - Toniic is committed to data security and is following best practices for keeping your data safe and secure. We store data in an encrypted database, comply with GDPR requirements, and employ two factor verification of identity.
 - The data is not copied or stored on any individual computers but entirely stored on the servers of Salesforce and encrypted. We are relying on Salesforce's data security.
- Will Tracer users need to be trained in using the platform and the frameworks it uses?
 - We have tried to make Tracer as intuitive and user friendly as possible. Help text throughout the software educates and assists the user in their journey.
 - Tracer utilizes existing frameworks, and we include links to where you can learn more about these industry tools.
 - We will also provide a video user guide to help resolve common questions.
 - Our T100 Tracer team can support users with other inquiries. Please reach out to tracer@toniic.com.