

toniic TRACER

Fact Sheet for Issuer Users

▲ What is it?

Toniic Tracer is a new platform that enables investors and issuers (enterprises 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 does it work?

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

- ▲ **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** report [IRIS+](#) or custom impact metrics and classify investments according to the [IMP Impact Class Matrix](#). These impact metrics are automatically shared with all investors using Tracer that have that investment in their portfolio. Tracer also generates reports from these metrics that fund managers and entrepreneurs can use to educate current and prospective investors (beyond Tracer users) about their social and environmental impacts. Issuer users will be able to generate an impact report summarizing progress over time.

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.

▲ Why should I use it?

- ▲ Tracer facilitates alignment between issuers and investors, giving each an opportunity to express impact expectations and issuers a place to report performance.
- ▲ Tracer makes reporting simple: it generates an impact report which issuers can share immediately with investors using Tracer and print to share with other stakeholders.
- ▲ Each fund or enterprise will be listed in the Toniic Public Directory giving funds and enterprises more visibility in the impact investing community.
 - Issuers who report metrics once a year can opt to be highlighted in Toniic public and member facing content.

▲ Frequently Asked Questions

▲ Will I need to learn a new framework?

- Tracer leverages existing frameworks: issuers are asked to classify their investments according to the IMP Impact Class Matrix and UN SDGs and track progress toward impact goals using IRIS+ metrics. By providing a single format aligned with widely used reporting mechanisms, Tracer makes it easy for enterprises and impact funds to align with investors on impact intentions, goals, and performance.

▲ What if I already have an impact report?

- Great! The hardest work is over. Now that you have your metrics and information collected, uploading it to Tracer and sharing it with the Tracer investor community will be simple and straightforward.

▲ Is my account secure?

- Yes, Toniic Tracer takes many precautions in keeping your data safe, including two factor authentication and encryption at rest. According to your expressed preferences, your metrics can be shared with only current investors in your fund or enterprise, any investor on the Tracer platform, academic researchers, or any of the above.

▲ Do I need to pay to use Tracer?

- Tracer is free to use by issuers. T100 is a philanthropically funded project with the mission to help build the field of impact investing for the public at large through:
 - Inspiring investors to build deep impact portfolios across asset classes
 - Activating intermediaries to produce more impact products and services
 - Empowering the research community with necessary investor and issuer data

▲ How do I obtain login information?

- Issuers interested in joining the platform can fill out this form (<https://toniic.activehosted.com/f/1>) to join the waiting list or can reach out to the Tracer team at tracer@toniic.com.