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## Principles

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

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

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

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

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

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

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

**Private investment** – retail and wholesale.

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

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

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