

## SOCIAL PROBLEM

Due to deficient social and cognitive experiences in early childhood people cannot live up to their potential while growing up.



## VISION

All children are equipped with the necessary skills for a successful school start.

From the moment they are born all children are supported in their personal development and are presented with the experiences necessary to develop important social and cognitive skills so they can live up to their potential.

## MISSION

Supporting **Early Education organisations** to strengthen the impact of their services and to scale them.

Identifying **local implementers** and assisting them with the integration and implementation of impactful Early Education projects

Matching **funding partners** with impact oriented investees and widening the investment market for the benefit of Early Education.

## CONSEQUENCES

Exclusion and failures arise especially with entering school, strengthen increasingly and impair people for life!

By grade 4 less affluent pupils are **up to 3 school years behind** their more affluent peers

People with maximum compulsory schooling are **5 times higher at risk of unemployment**

**negative influence on physical and mental health**, e.g. the risk for diabetes is 3 times higher for people with maximum compulsory schooling

**high costs for intervention and unequal opportunities due to education being inherited**

## SERVICES

Business model development  
Scaling and transfer consulting  
Market development, sector knowledge

## CAUSES

Federal services in Early Education only reach 5% of parents.

> of those parents reached only 3,2% belong to the group with max. compulsory schooling, in Vienna it is only 0,4% (representative would be 25,7%)

There is **no interdisciplinary strategy for Early Education** as thinking in traditional areas of responsibility is still prevalent. Moreover there is a **lack of know-how and resources for successful integration of best practices.**

The **investment market** for Early education aligned with a clear impact model is underdeveloped.

Impact consulting  
Project & partner management  
Project scouting, communication

## IMPACT

### Early Education organisations

... learn from role models with a clear impact model and from best-practice examples for early education  
... develop scalable solutions and spread them sustainably

### Local implementers

... implement sustainable pilot projects efficiently  
... align their services with a clear impact model and an interdisciplinary strategy

### Funding partners

... invest more in Early Education based on a clear impact model

### Parents

... ensure important experiences for their children's social and cognitive development

### Children

... live up to their potential