



Keep on fighting till the end

A world free of ALS

Model, financial returns + social impact

Social capital

Why invest

Measurable

Well defined project

DB: iFund

Predictable shape

2 different death trajectories

Unpredictable shape

Incurable disease

Guts

Takes

Preseverance

Terminal > chronic

Project mine

Help find a cure

Blind spots

Research

Science: organized knowledge

Bridges

Funding

Bonds

Linkages

Empower own surroundings

Organize own events

Energize environments

Cure diseases

Patients

Umbrella organisation

Research

Empowering patients

Bond

Build bridges

Create linkages

Social capital

Empower patients

Foundation

Keynote 4
Margueritte
Soesterman

Margueritte
Soeterman

Group Managing Director
EMEM AON & chairman of
the Dutch ALS association

Topic

Impact investing & how to
translate emotion into a return

Association

Translate science
Organize knowledge

When everyone is
fierceful i am greedy

ALS

Muscle stop 1 by 1
Patients die after 3 years
Raise awareness

Confronting
campaign

People on a commercial recorded
prior to their death
Are aired after they pass away
Billboard
Tv
Radio
Print
Donation: + 800%

Effective campaign

Now world wide
Won prizes NY
Cannes