COMMON APPROACH
TO IMPACT MEASUREMENT



Common Framework case study

# Amplify Capital

How Amplify Capital uses bottom-up data more effectively at the portfolio level with the Common Framework

## About Amplify Capital

Amplify Capital is an impact investor backing more than 30 early-stage technology companies across the critical industries of health, climate, and the future of work.

By 2030, Amplify aims for its portfolio to contribute to:

- 30 million people experiencing better health outcomes;
- $1 billion in healthcare costs saved;
- 30 million students or adult learners being better prepared for work; and
- 100 million tonnes of $CO_2$ emissions reduced.

Amplify's portfolio companies select metrics relevant to their own business models and impact. As the portfolio grew, this produced rich company-level data but made aggregation increasingly manual. Amplify's portfolio reporting focused on a small number of indicators tied directly to its 2030 goals, while other useful metrics remained at company level.

As part of implementing the Common Impact Data Standard required for reporting to the Social Finance Fund (SFF), Common Approach supported Amplify in restructuring its impact data and migrating it from Google Sheets to Airtable. This created a structured data foundation that could receive **impact data capsules**, support SFF reporting, and feed portfolio-level analysis and dashboards.

Common Approach then supported Amplify in applying the five steps of the Common Framework.

## Step 1: Group metrics by theme

Amplify organized its portfolio metrics under three themes aligned with its impact strategy:

- Health
- Climate
- Future of work

Within each theme, metrics were reviewed to determine whether they represented the same or sufficiently similar underlying construct.

For example, patients served and patients experiencing improved health outcomes are both expressed as people, but measure different things: access versus outcomes. Keeping these constructs separate enabled a more meaningful portfolio view rather than combining them into a generic measure of people reached.

## Step 2: Harmonize units

Amplify used several Common Framework harmonization approaches to translate diverse company-level measures into common units.

- **Direct equivalence:** number of patients served could be used directly as a people-based measure.
- **Fixed-value conversion:** water reported in U.S. gallons could be converted to litres.
- **Derived-value transformation:** where companies reported both a percentage experiencing a health outcome and the relevant patient population, Amplify could derive the number of people experiencing that outcome.
- **Proxy-value transformation:** where a company reported minutes saved per clinician per week and the number of clinicians reached, Amplify used documented assumptions about working weeks, hours per day and working days per year, informed by healthcare workforce norms from the Canadian Institute for Health Information, to estimate clinician time saved. The resulting value could then contribute to Healthcare system efficiency gains.

## Step 3: Develop headline indicators

Before applying the Common Framework, Amplify's portfolio reporting centred on six indicators closely tied to its 2030 ambitions:

- $CO_2e$ avoided
- displaced gas generation in MWh
- patients served
- clinicians served
- healthcare costs saved
- total education users

The Common Framework helped Amplify develop a broader set of 12 headline indicators based on the constructs already present in its portfolio data.

| Theme | Headline indicators |
|---|---|
| **Health** | • People accessing healthcare<br>• Healthcare costs saved<br>• Healthcare system efficiency gains<br>• People experiencing improved health outcomes |
| **Climate** | • GHG emissions reduced<br>• Waste avoided<br>• Water saved |
| **Future of work** | • Students supported through education and talent pathways<br>• People supported into career and employment pathways<br>• Education costs saved<br>• Workforce efficiency gains<br>• Improved student outcomes |

This gives Amplify a richer view of how its portfolio contributes to its target outcomes. In health, for example, it can distinguish between access to care, improved health outcomes, cost savings and system efficiency.

Where relevant, Amplify also mapped its headline indicators to external standards such as IRIS+. For example:

- People accessing healthcare aligns with IRIS+ PI2822 – Client Individuals: Provided New Access
- People experiencing improved health outcomes aligns with IRIS+ PI6845 – Client Individuals: Improved Health

## Step 4: Aggregate and validate portfolio-level results

Once headline indicators had been defined, Amplify aggregated the harmonized metrics and reviewed the results.

Validation focused on three areas:

- checking for double counting
- confirming that metrics genuinely fit the definition of the headline indicator
- ensuring reporting periods were aligned.

Of 133 source indicators reviewed, 71 were excluded from portfolio aggregation:

- 24 to avoid double counting
- 42 because they were too company-specific to aggregate meaningfully or outside Amplify's portfolio impact framework
- 5 because there was insufficient context

These indicators were retained in Airtable and remain available for company-level analysis.

Amplify uses the resulting aggregated information to support impact reporting to its limited partners.

## Step 5: Consolidate your aggregation policies

Amplify documents its aggregation methodology directly in Airtable.

A dedicated transparency dashboard shows which metrics were included, excluded or transformed, alongside exclusion reasons, formulas and assumptions. This creates an audit trail and makes the methodology easier to review and repeat in future reporting cycles.

## What changed for Amplify

The Common Framework gave Amplify a broader and more nuanced portfolio view without requiring companies to adopt uniform metrics. It reduced reliance on manual spreadsheet aggregation and created a more transparent and verifiable methodology.

Combined with the Common Impact Data Standard, the same structured data can now support SFF submissions, portfolio dashboards and reporting to Amplify's limited partners.

**About Amplify Capital**

Amplify Capital backs technical founders in critical industries, including climate, health, and the future of work. Examples include Hydrostor, long-duration energy storage; ThinkLabs AI, which uses AI to unlock capacity for the grid; and Inference Health, which uses AI to clear the significant admin backlog so patients see specialists within days, not months. They invest early, at pre-seed and seed and manage three funds. Currently, Amplify Capital is investing out of Fund III, with AUM of just over $100 million.

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