

Better Future Goals (BFGs) Framework



DOMiNO Effect for Better Future

2024

DOMiNO *Impact* for **Better Future**

Improving the World
with the Power of Technology
through **DOMiNO *Impact!***



Who We Are

DOMiNO Ventures is a Dutch-based early-stage venture capital fund, operating worldwide from its offices in **Amsterdam, Istanbul, Estonia, Poland, Georgia, Azerbaijan, Kazakhstan and Uzbekistan.**

We are focusing on **Artificial Intelligence, Gaming and Web3** startups from **Central Asia, Eastern Europe and Turkey** with global vision and ambition to create **DOMiNO Effect for Better Future.**

Our Vision is to envision a future where technology and ethical investment converge, **DOMiNO Ventures** seeks to be the **catalyst for a better tomorrow.** We aim to champion a new era of global tech entrepreneurship that is rooted in **environmental stewardship and social responsibility,** creating lasting impacts across emerging markets.



Our ESG Commitment

As DOMiNO Ventures, to create **DOMiNO Effect for Better Future**, we prioritize sustainable and ethical investment strategies by adopting ESG principles. To this end, we focus not only on financial success, but also on a vision of a **future built on social responsibility and environmental sustainability**. Our investors and stakeholders accompany us on our journey to create an impact that goes beyond corporate responsibility.



Embracing ESG at DOMiNO Ventures

Our Strategic Approach: At **Domino Ventures**, our commitment to ESG principles is deeply integrated into every facet of our investment process. We understand that sustainable investments are not only about mitigating risks but also about identifying opportunities that drive long-term value. Our approach is built on the foundation that companies with strong ESG practices are more likely to be resilient, adaptable, and successful in the face of global challenges.

Building a Sustainable Portfolio: We actively seek out companies that are not just leaders in their respective markets but are also pioneers in sustainability. This involves investing in innovative technologies and business models that address critical environmental issues, support social progress, and practice exemplary governance. By doing so, we aim to build a portfolio that not only generates impressive returns but also contributes positively to the world.



Adapting the Core Elements for **DOMiNO**

ESG Policy: DOMiNO Ventures demonstrate our commitment to responsible investing through a comprehensive ESG policy. This policy outlines our core principles and guides our approach to integrating ESG factors into our investment decisions, due diligence, and post-investment engagement.

ESG Requirements: We strive to remain aware of and responsive to all relevant ESG standards. In addition to adhering to legal requirements, we identify activities that do not align with our values and impact goals, guiding us in making more conscious decisions. Our team is committed to integrating ESG considerations into our operations.

Managing Failure: We acknowledge that some investments may not succeed. In such cases, we work with portfolio companies to ensure responsible wind-down practices, prioritizing employee well-being and transparency.

ESG Reporting and Disclosures: We believe in transparent communication with our stakeholders. We produce an annual ESG report that details our progress and commitment to responsible investing.

Empowering Sustainable Innovation:

Our ESG Strategy

ESG Toolkit for Startups and Investors:

A comprehensive guide with frameworks and tools for integrating ESG principles into business and investment practices, aiming to align with global sustainability goals and leverage ESG-related opportunities.

ESG Checklist for AI, Web3, and Gaming Studios:

A specialized checklist addressing the unique ESG challenges and opportunities in AI, Web3, and gaming, promoting ethical practices, digital inclusion, and environmental consciousness.

IC Paper for ESG:

A strategic document for the investment committee, detailing the ESG framework for investment decisions, including risk analysis, integration recommendations, and performance monitoring.

ESG Due Diligence:

A critical evaluation process of potential investments' ESG practices, focusing on environmental compliance, social responsibility, and governance, to identify risks and opportunities for value creation.



The Six Principles

1

We integrate ESG considerations into our investment analysis and decision-making frameworks.

2

We actively engage with companies we invest in and integrate ESG considerations into our ownership approach.

3

Transparency matters! We encourage full disclosure from our investee companies about their ESG performance.

4

Through education, resources, and partnerships, we empower the investment community to embrace these principles and transform the investment industry.

5

We work together to enhance our effectiveness in implementing the principles.

6

We individually share updates on our actions and advancements in implementing these principles.



Integrating ESG into the Investment Process



Screening

Initial investment assessments should pinpoint activities that are not eligible and any ESG-related "critical issues."



Due Diligence

Evaluate any ESG risks and opportunities that could have a significant impact.



Term Sheet and Legal Documents

If the company isn't meeting relevant standards, work with them to create an ESG improvement plan.



Ownership and Monitoring

Investors should stay connected with their investee companies to follow up on due diligence findings and address any ESG concerns as the business evolves.



Follow-on Investments

Update your evaluation of ESG risks and potential benefits when investing additional funds.



Exit

VC fund helps company tell ESG story to buyers. Following previous steps makes this smoother.



Defining Our Terms in Diversity & Inclusion

While diversity and inclusion often go cooperatively, wielding immense power to shape workplaces and company cultures, their distinct aspects deserve recognition. To truly tap into this potential, let's unpack the nuances that differentiate them.



Diversity is a mosaic ever-forming, its tiles laid by race, gender, faith, expression, background, circumstance, communication, ability, age, and countless other nuances. This list offers a snapshot, but the true beauty lies in the ever-growing complexity and richness of the mosaic.

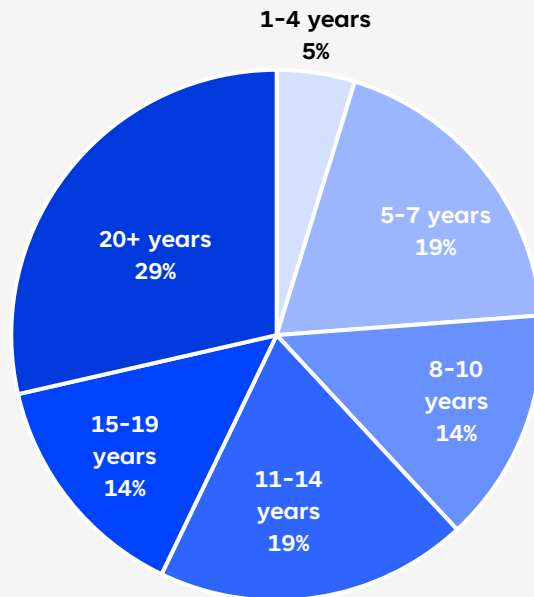


Inclusion is the key that unlocks the potential within each individual. It's about creating spaces where everyone feels they belong and can contribute their unique talents.



Diversity and Inclusion in Action

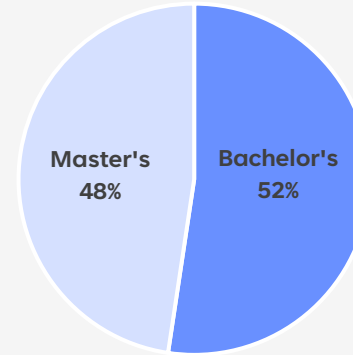
DOMiNO Funded Founders – By Years of Experience



19 years average industry experience across DOMiNO funded founders

DOMiNO Funded Founders – By Highest Level of Education

While 11 of our portfolio founders have Bachelor's Degree, 10 of them have Master's Degree.



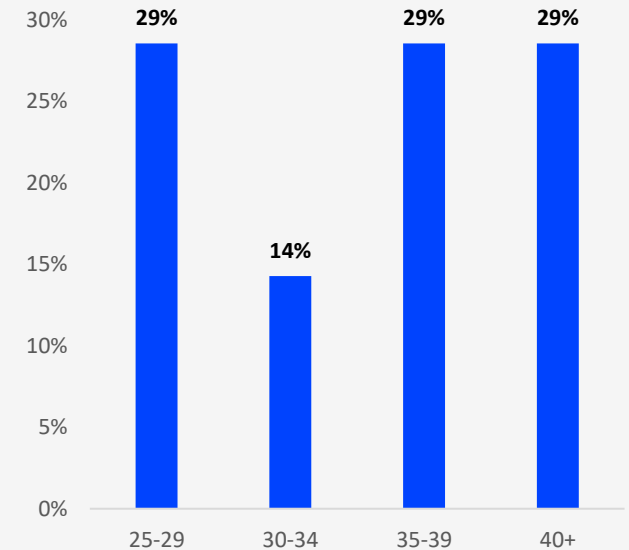
25%

of our portfolio companies have **at least one female co-founder**

45%

of DOMiNO funded founders have **prior experience as a founder**

DOMiNO Funded Founders – By Age



While the **average age** of our portfolio founders is **36 years**, we have a diversified group of founders with balanced distribution of different age groups.



Engaging with Our Community and Beyond

Stakeholder Engagement: Our commitment to ESG and sustainability extends beyond our portfolio. We engage with our investors, portfolio companies, and the broader community to share best practices, promote sustainability initiatives, and collaborate on ESG-related projects. This collaborative approach amplifies our impact and encourages a culture of sustainability across the ecosystem.

Advocacy and Thought Leadership: As advocates for ESG investing, **DOMiNO Ventures** actively participates in forums, panels, and networks to promote the importance of sustainability and seek opportunities to utilize partnerships in the venture capital industry.



Contribution to Local Development of Emerging Markets

Investing in emerging markets is a strategic move for **DOMiNO Ventures**, significantly contributing to local development and employment.

This influx of capital stimulates innovation, leading to new business creation and job opportunities.

As startups grow, they not only retain local talent but also drive ancillary industries, fostering a cycle of economic resilience and growth. This approach transforms the region into a hub of entrepreneurial activity, inspiring further ventures and sustainable prosperity.

In essence, **DOMiNO Ventures'** investment is a catalyst for a thriving, self-sustaining regional economy.



Our BFG Framework

OUR THREE PILLARS OF ESG COMMITMENT THROUGH **8 BETTER FUTURE GOALS**

INVESTMENT DECISION
MAKING

#01

AS A STAKEHOLDER IN
INVESTED COMPANIES

#02

INTERNAL ACTIVITIES
AS A VC

#03

SDG.03
GOOD HEALTH AND
WELL-BEING



SDG.09
INDUSTRY, INNOVATION
AND INFRASTRUCTURE



SDG.05
GENDER
EQUALITY



SDG.10
REDUCED
INEQUALITIES



SDG.07
AFFORDABLE AND
CLEAN ENERGY



SDG.12
RESPONSIBLE CONSUMPTION
AND PRODUCTION



SDG.08
DECENT WORK AND
ECONOMIC GROWTH



SDG.13
CLIMATE
ACTION



Why Better Future Goals Matters?

Sustainable Innovation

We focus on investing in innovative companies that address environmental and social challenges, ensuring their impact promotes sustainable development.



Ethical Governance

We target startups with strong governance, valuing transparency, accountability, and ethical leadership in our investments.



Data Privacy Commitment

We invest in businesses committed to top-notch data privacy and security, prioritizing consumer information protection.



Human Rights and Fair Labor

Startups in our portfolio must demonstrate a strong commitment to human rights and fair labor practices, ensuring dignity, equality, and safety for all employees and stakeholders.



Active Engagement and Impact

We engage with investments to enhance sustainability and impact, valuing societal and environmental benefits alongside financial returns.



Inclusivity and Diversity

We target startups promoting diversity and inclusivity, as we believe these qualities fuel innovation and business resilience.



Climate Resilience

We invest in companies minimizing their environmental impact and enhancing climate resilience, preparing for a sustainable future.



Environmental

DOMiNO Ventures places a high priority on environmental preservation and sustainability, as reflected in our targeted investments. By supporting innovative startups focused on green technology and sustainable practices, we are actively contributing to an eco-friendlier future.

Our investments in platforms that facilitate energy-saving solutions and carbon footprint reduction for businesses exemplify this commitment. Through these strategic initiatives, we not only champion environmental responsibility but also encourage companies to adopt sustainable models, paving the way for a cleaner, more sustainable world.

SDG.07

**AFFORDABLE AND CLEAN
ENERGY**

SDG.09

**INDUSTRY, INNOVATION
AND INFRASTRUCTURE**

SDG.12

**RESPONSIBLE CONSUMPTION
AND PRODUCTION**

SDG.13

**CLIMATE
ACTION**



Environmental

SDG.07

AFFORDABLE AND CLEAN ENERGY

Ensure access to affordable, reliable, sustainable and modern energy for all.

SDG.09

INDUSTRY, INNOVATION AND INFRASTRUCTURE

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

SDG.12

RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns.

SDG.13

CLIMATE ACTION

Take urgent action to combat climate change and its impacts



Social

Social responsibility is a cornerstone of **DOMiNO Ventures'** investment philosophy. Our portfolio includes companies that significantly contribute to societal well-being, from developing engaging and educational content for children to enhancing employee mental health through advanced analytics.

Additionally, by supporting platforms that provide opportunities for emerging talents in creative industries, we foster inclusive communities and open doors for new voices. These investments reflect our dedication to not only fostering economic growth but also enriching the social fabric, ensuring a more equitable and inclusive future for all.

SDG.03
GOOD HEALTH AND
WELL-BEING

SDG.05
GENDER
EQUALITY

SDG.10
REDUCED
INEQUALITIES



Social

SDG.03

GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages.

SDG.05

GENDER EQUALITY

Achieve gender equality and empower all women and girls.

SDG.10

REDUCED INEQUALITIES

Reduce inequality within and among countries.



Governance

At **DOMiNO Ventures**, governance is integral to our investment strategy. We invest in companies that demonstrate exemplary leadership, transparency, and ethical practices. Our focus on companies that leverage technology to enhance operational efficiency is matched by a commitment to high governance standards.

This approach ensures that our investments are not just profitable but also responsible and accountable. By prioritizing strong governance, we set a standard for corporate excellence, ensuring that our portfolio companies are not only industry leaders but also paragons of responsible and ethical business practices.

SDG.09

INDUSTRY, INNOVATION AND INFRASTRUCTURE

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



Facts & Insights – DOMiNO Ventures

Some of our investments based on SDG and BFG criteria



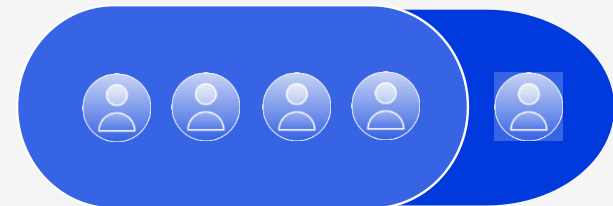
1 out of every **3** advisory board member is woman

60% of our Management Team are women

67% (8/12)

Ratio of portfolio startups that resonate with any of the SDGs

1 out of every **4** portfolio company co-founder is woman



Caring for our people

- Annual education support
- Full package healthcare insurance
- Entertainment compensation

183 Net jobs created underneath our portfolio



Sustainable Development Goals

At least **90%** of our investments are made in initiatives that create solutions in line with the **United Nations Sustainable Development Goals.**



Some of Our Portfolio Companies

Championing SDGs

We commit to foster sustainable growth and innovation through responsible investments that align with ESG principles, aiming to create a **DOMiNO effect that propels socio-economic advancement.**

njoyKidz



4 QUALITY EDUCATION
10 REDUCED INEQUALITIES

Hirize



5 GENDER EQUALITY
8 DECENT WORK AND ECONOMIC GROWTH
10 REDUCED INEQUALITIES

igor



8 INANSA VANGARIS VE EKONOMIK BÜYÜME
13 CLIMATE ACTION

cognitiwe



2 ZERO HUNGER
8 INANSA VANGARIS VE EKONOMIK BÜYÜME
12 SORUMLU TÜKETİM VE ÜRETİM

cineshort



5 GENDER EQUALITY
10 REDUCED INEQUALITIES

co-one
fast & accurate



9 ENDÜSTRİ, İNNOVASYON VE İNFASTRÜKTÜR
12 SORUMLU TÜKETİM VE ÜRETİM

GoDays



3 SAĞLIK VE KALİTELİ YAŞAM
8 INANSA VANGARIS VE EKONOMIK BÜYÜME
10 REDUCED INEQUALITIES

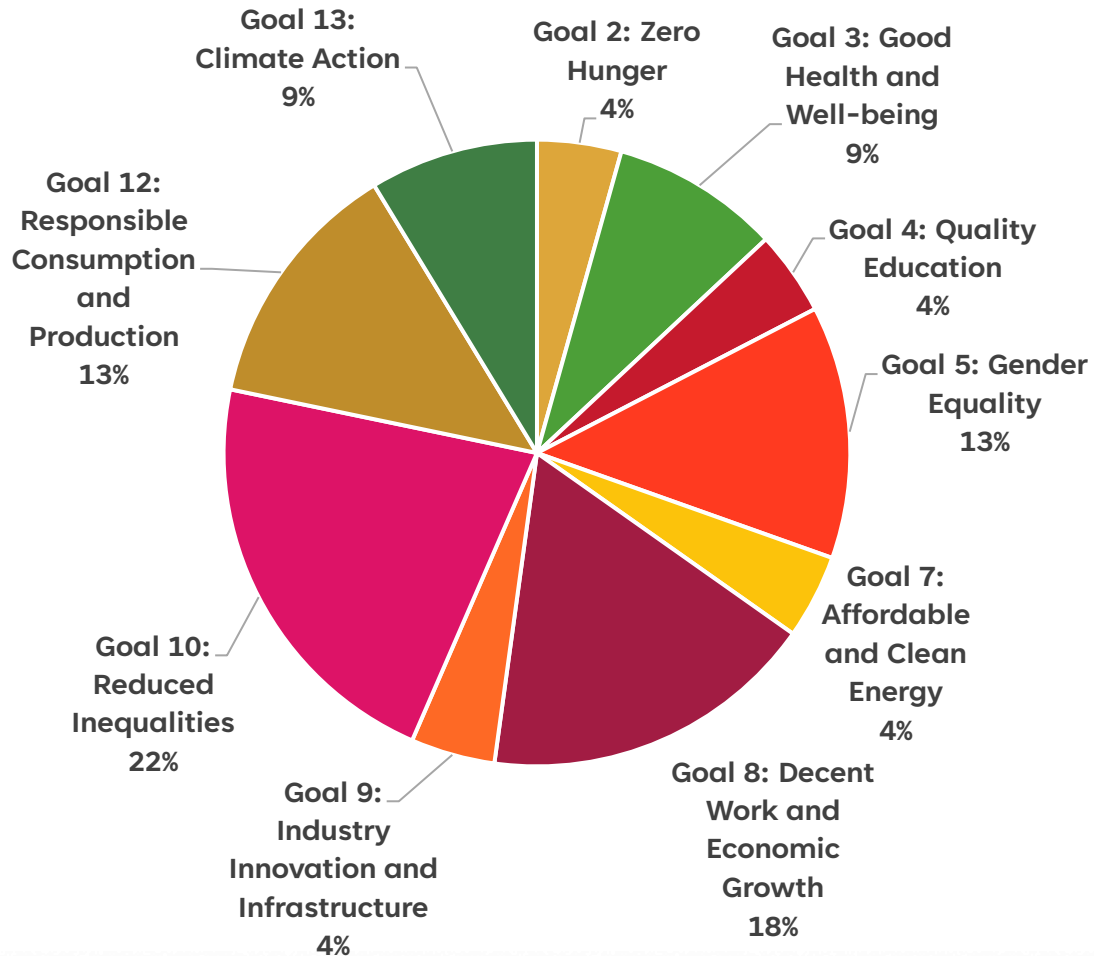
Lumian



7 AFFORDABLE AND CLEAN ENERGY
12 SORUMLU TÜKETİM VE ÜRETİM
13 CLIMATE ACTION



Some (8/12) of Portfolio Company Products' Goal Alignment with the UN SDGs



The focus of our portfolio's on SDGs 8, 10, and 12 highlights a balanced approach to addressing key global challenges. This alignment showcases **DOMiNO Ventures'** commitment to drive forward economic, social, and environmental progress, demonstrating a strategic emphasis on sustainability that resonates with critical areas of the global sustainability agenda.

njoyKidz: Skill-based Educational Mobile Games for Brighter Future Generations



njoyKidz develops educational, enjoyable and safe games for kids.

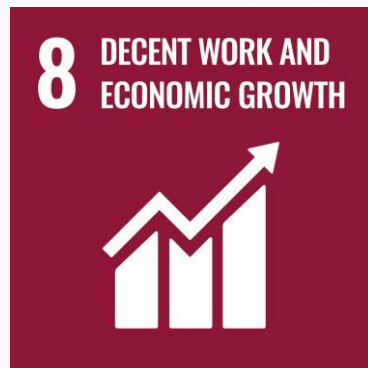
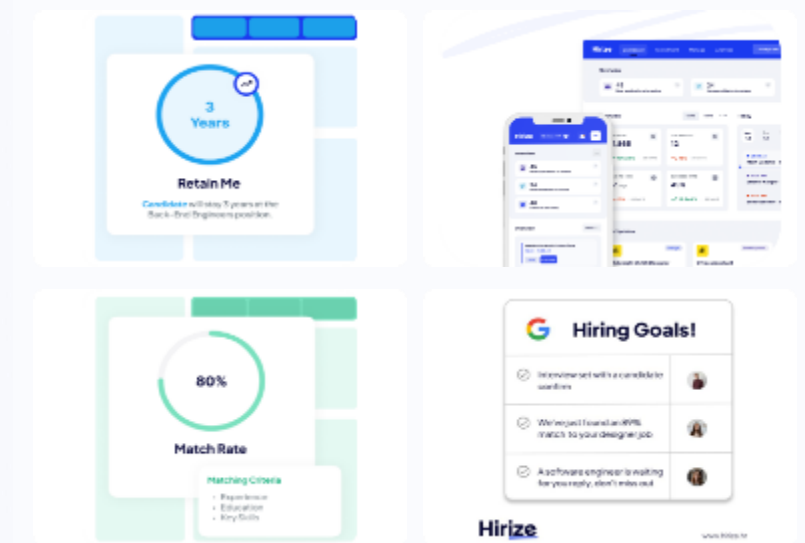
It's pioneering in crafting skill-based educational mobile games for kids, with a steadfast commitment to **social values**, ensuring that our young learners grow through play in a way that is **sustainable, equitable, and socially responsible.**



Hirize: AI-Driven Talent Acquisition with a Conscience for Inclusive Work Environments

Hirize reimagines the hiring process by leveraging data science and predictive modeling.

Hirize not only enhances efficiency and objectivity in resume screening and decision-making but also promotes **social equity** by **eliminating biases and fostering a diverse workforce**. Our system's foresight in predicting candidate tenure supports **sustainable employment** practices, contributing to a **stable and inclusive work environment**.

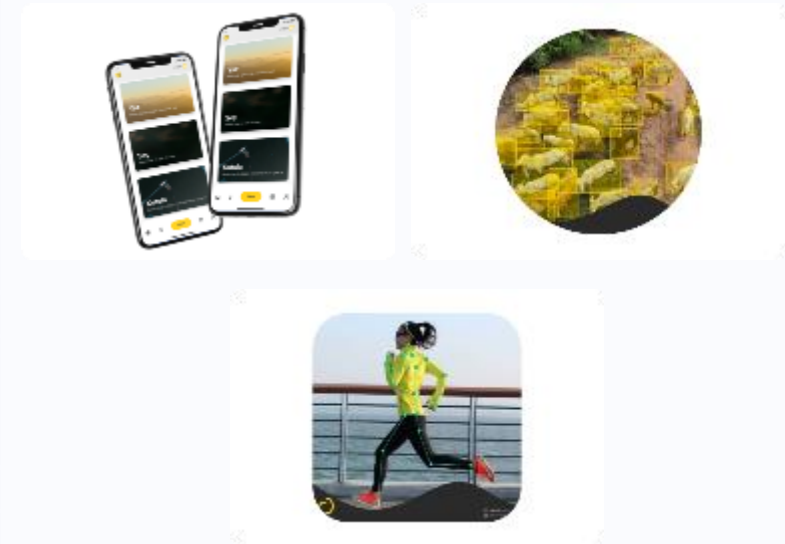


Co-One: Ethical Data Precision, Elevating AI Platforms with Annotation and Labeling Services



Co-one champions a responsible AI & crowdsourcing-based data platform that accelerates the capabilities of AI teams with fast and precise data annotations, while prioritizing **data integrity** and **ethical AI** development.

Our Co-one Data Platform not only streamlines data management but also empowers users to contribute to the **accuracy** and **reliability** of **data**, ensuring **transparency** and **accountability** in AI training processes.

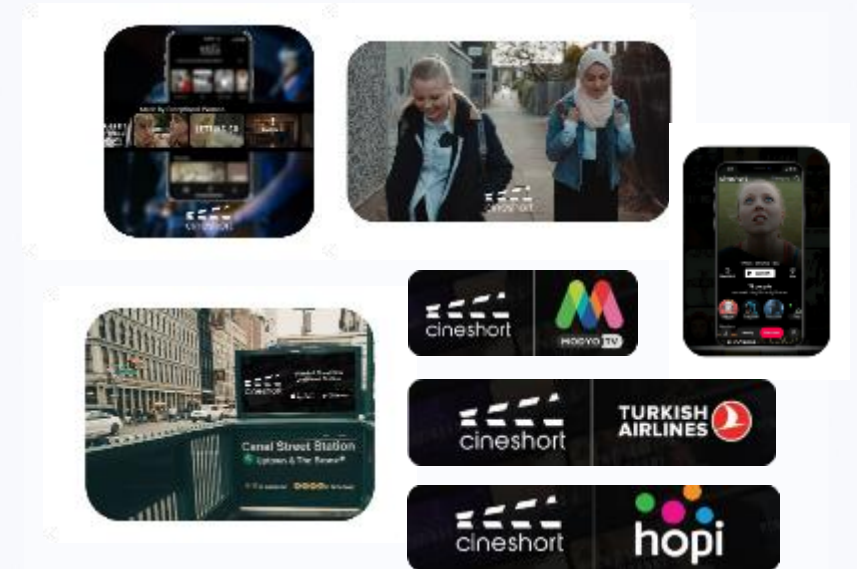


Cineshort: Inclusive Cinema Evolution: The Community-Powered Hub for Short Films



Cineshort is a new generation streaming platform, dedicated to curating, promoting, and ethically monetizing unique short films, while ensuring the platform opens up space for new and inexperienced cinema workers and directors in the sector.

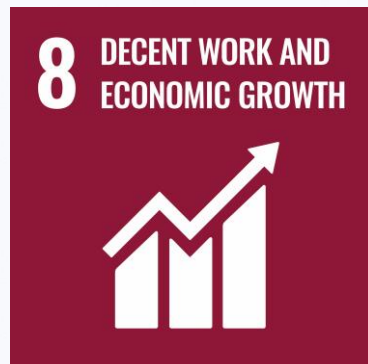
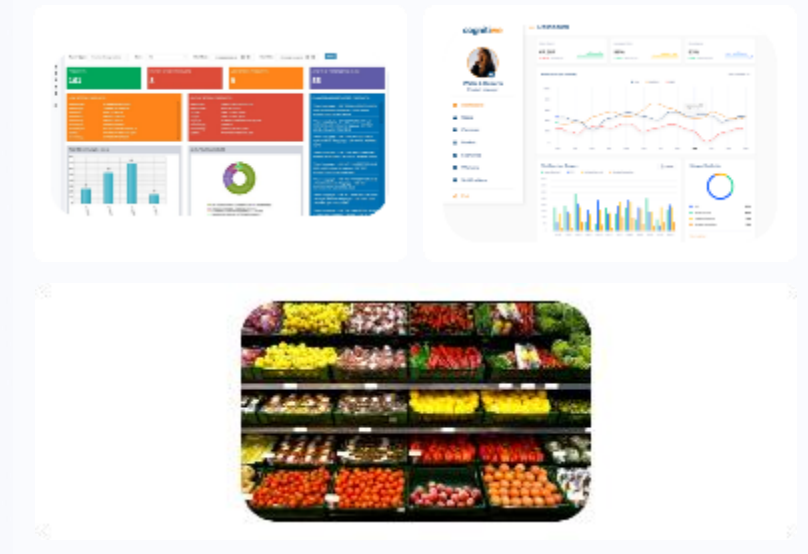
Our community-oriented approach connects audiences with both established filmmakers and emerging talents, fostering a diverse ecosystem of engagement and discovery for personalized entertainment experiences.



Cognitiwe: AI-based Image Recognition Technology for Reducing Waste



Cognitiwe is redefining operational efficiency across various industries with a keen eye on **sustainable development**. Their AI-driven solutions offer real-time insights and forecasts, harnessing data to enhance not just business processes but also **to contribute to environmental and economic sustainability by optimizing resource utilization and reducing waste.**



Lumian: AI Powered Energy Efficiency Platform

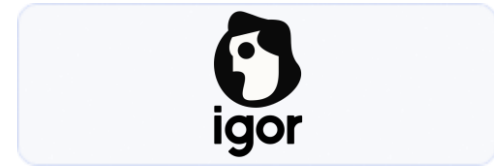


Lumian provides a platform that offers **energy-saving** and **decarbonization solutions** to companies by collecting and analyzing real-time data.

Collecting data from its source using sensors, creating alarms, and providing insights and real-time predictions ensure savings between %10-%30. Lumian Energy of Things platform allows **tracking both sustainability and energy metrics** through one platform.

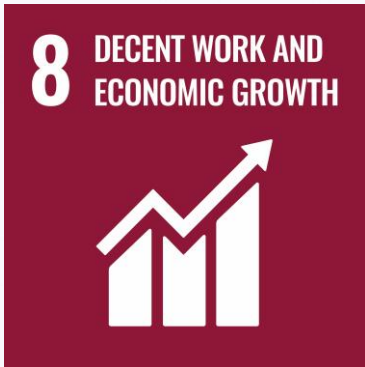
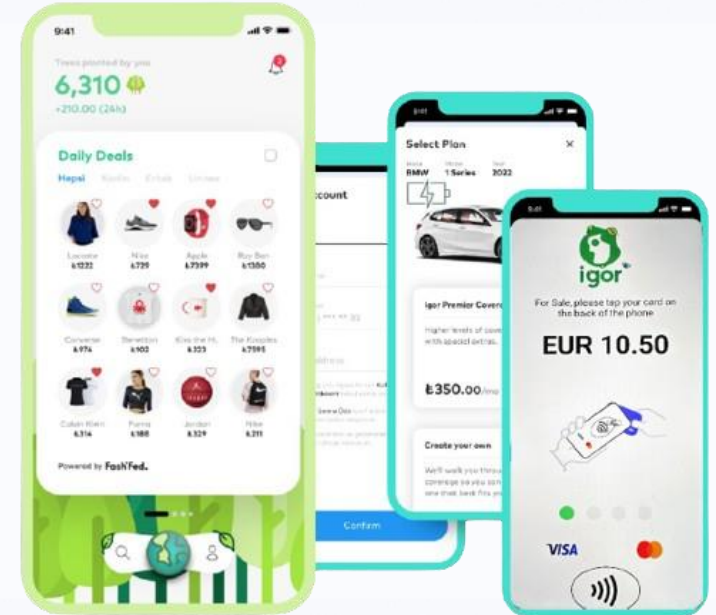


igor: Green and Carbon-free Fintech with Open Banking



igor is a **green-fintech startup** providing open banking solutions.

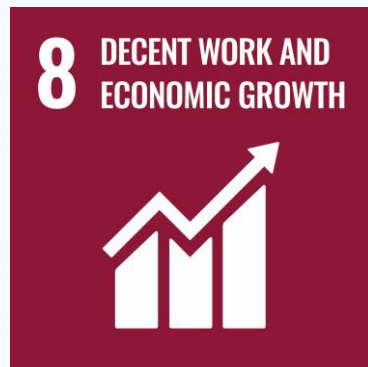
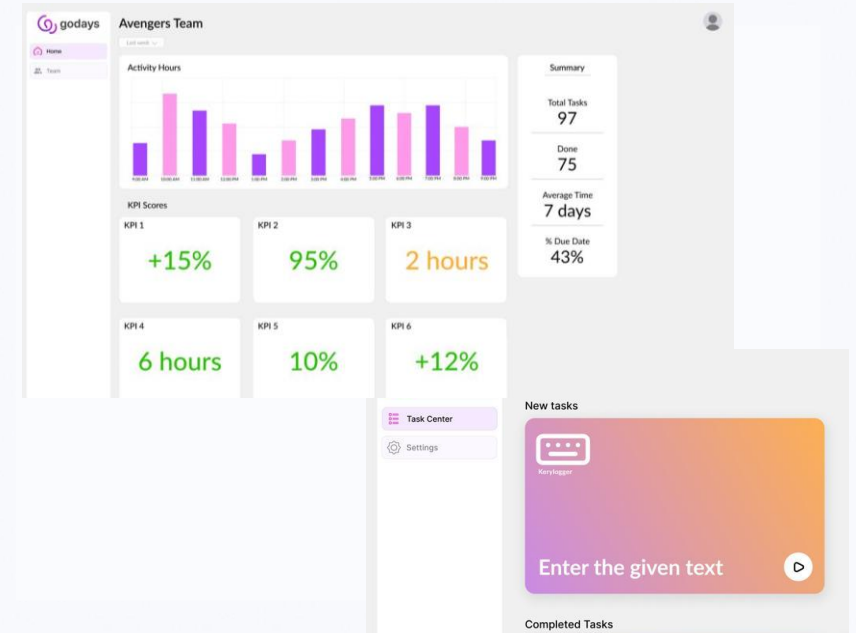
igor offers its users a platform where they can make payments 24/7 with open banking features and access all their bank accounts on a single screen with its virtual and physical payment services infrastructure. igor calculates the **carbon footprint** of companies and produces solutions to neutralize it too.



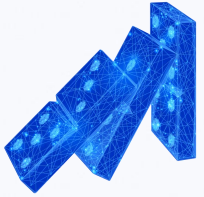
GoDays: AI-powered tool to mitigate burnout and manage the workflow for wellbeing of employees



GoDays uses keyboard typing data to **prevent burnout** and optimize workflow for employees to **achieve their maximum potential** using an AI.

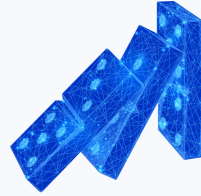


Our Sustainability Roadmap



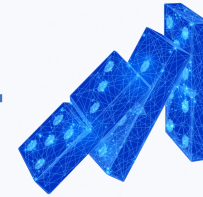
SHORT TERM

- Continue the development of the **DOMiNO** ESG Checklist and toolkits to assist founders in their pursuit of sustainability.



MEDIUM TERM

- Determine where our commitment to sustainability can be strengthened or where our efficacy can be improved.
- Collaborate with other industry stakeholders and players in the ecosystem to develop case studies for startups.



LONG TERM

- Establish a comprehensive and proper assessment system, track annual changes.
- Continue to communicate with integrity and transparency about our sustainability goals, achievements, and difficulties with investors, portfolio firms, and the general public.





THANK YOU!

Contact us

**Eerste Weteringplantsoen 8, 1017SK Amsterdam / The
Netherlands**

ventures@dominovc.com

+90 850 885 4201

www.dominovc.com