

Go»Beyond

Impact assessment report

Impact of the GoBeyond Program
through SROI analysis

HIGHLIGHTS



Aim and Context of the Assessment

GoBeyond is the responsible innovation platform created by Sisal, now part of the Flutter Group, to support the startup ecosystem and anyone that has a business idea with a positive social and environmental impact. Founded in 2014 and reaching in its eighth edition in 2024, to date GoBeyond has collected applications from over 2,000 startups, awarded over 480,000 euros in equity-free grants, offered free training to over 1,000 Academy members and involved 28 partners within the GoBeyond network, evolving from a Call for Ideas for innovative business ideas to a structured program to support sustainable startups.



Today, GoBeyond is a valid point of reference both for the external ecosystem, as one of the most established startup contests in Italy, and for the internal community, stimulating collaboration and innovation within the company.

In 2024, Sisal conducted an external assessment of the social impact generated by the GoBeyond program with the support of Promos Srl SB, in collaboration with the SIM and SIT teams coordinated by Prof. Paolo Landoni of the Polytechnic University of Turin.

This analysis covered the five-year period from **2020-2024** and was based on the application of the SROI - **Social Return On Investment methodology**, in order to quantify the social value generated by the program in relation to the resources invested. The aim of the study was to give an objective, rigorous and replicable picture of the **program's impact on its main stakeholders**, in line with the principles of transparency, accountability and continuous improvement that characterise Sisal's sustainability and innovation strategy. This assessment is part of the company's sustainable growth path and represents a key tool for guiding future strategic choices in terms of innovation and social impact.

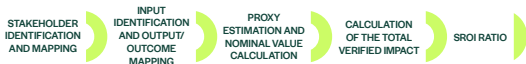
During the study, the GoBeyond program was analysed as a whole, paying particular attention to the Call for Ideas and the related startup support activities. The qualifying elements that emerged during the various editions from 2020 to 2024 were taken into consideration, as well as the methods of involving the various stakeholders, to provide a detailed overview of the generation of social value within the ecosystem promoted by Sisal.

Assessment Methodology

The impact assessment adopted the Social Return on Investment or SROI methodology, in order **to measure and monetise the social value generated by a project in relation to the investments made**. The analysis focused not only on the outputs produced, but above all on the outcomes generated, i.e. the verifiable and significant changes generated for stakeholders, quantifying the same through the assignment of reliable economic proxies.

The **SROI ratio**, which is an index calculated by entering the Net Value of the change generated as the numerator and the Value of all Inputs introduced into the process as the denominator, was elaborated taking into account corrective elements so as to realistically estimate the net impact attributable to the program, cleaned of external influences. The approach was based on the structured collection of quantitative and qualitative data and on a participatory process that actively involved the most relevant stakeholders.

The SROI assessment marks the start of a broader path, which will continue with the use of a dedicated tool to verify whether the startups benefiting from the GoBeyond program are actually generating a positive impact on the environment and society.



Stakeholders and Value Generated

Based on the participatory mapping of the program's stakeholders, four macro categories were identified, each affected by distinct forms of involvement and benefits:

-  The **corporate ecosystem** includes internal Sisal actors, including the communication and sustainability teams, the GoBeyond management and evaluation committees, the innovation communities, the CEO and the shareholders.
-  **Program partners** include institutions and professionals involved in the selection, mentorship and dissemination processes of the activities.
-  **Program participants** include the candidate startups supported, beneficiaries of training courses, advisory processes and grants.
-  **The Academy** includes students and partner universities active in training or research projects.

For each of these categories, the generation of social value was estimated on the basis of the actual changes observed over the five-year reference period.



CORPORATE ECOSYSTEM

- CVC Capital Partners
- Flutter Entertainment
- Communication Team
- Sustainability Team
- Sisal Evaluation Committee
- Innovation Community
- CEO
- Management committees



PROGRAM PARTNERS

- Call for Ideas Partners
- Final jury experts
- Academy and Community experts
- DigithON Association
- Startup support bodies



PROGRAM PARTICIPANTS

- Candidate startups for the Call for Ideas
- Supported startup networks



ACADEMY

- University students
- Universities

The value generated by GoBeyond for each category of stakeholders was quantified through the definition of a Theory of Change, i.e. a logical model that describes the link between the program's activities and the long-term benefits, and the use of economic proxies representing the benefits obtained.

By offering the possibility to access benefits such as participation in training courses, access to qualified networks, increased visibility, skill acquisition and opportunities for professional and entrepreneurial development, the program has generated long-term benefits for its stakeholders, contributing to the creation of a virtuous ecosystem of responsible innovation. These results were possible thanks to the inputs made available by the Program, including the time and expertise of its staff, as well as the direct financial contribution.

The impact mapping for each stakeholder category is illustrated below.

	Stakeholder	Outcome	Impact
 CORPORATE ECOSYSTEM	CVC Capital Partners	Greater visibility and network expansion	Better positioning and reputation
	Flutter Entertainment	Greater visibility and network expansion	Better positioning and reputation
	Communication Team	Exploration of new innovation topics	Acquisition of professional skills
	Sustainability Team	Recognition within the company	Acquisition of professional skills
	Sisal Evaluation Committee	Update on innovation trends	Acquisition of skills
	Corporate Innovation Community	Update on innovation trends	New career development opportunities
	CEO	Update on innovation trends	Potential investment opportunities
	Corporate management committees	Update on innovation trends	Acquisition of skills

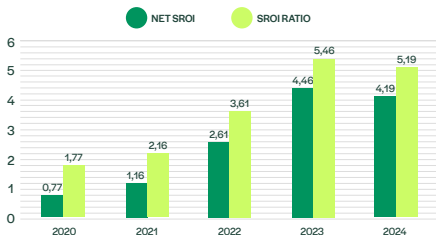
	Stakeholder	Outcome	Impact
 PROGRAM PARTNERS	Call for Ideas Partners	Greater visibility and network expansion	Better positioning and reputation
	Final jury experts	Greater visibility and network expansion	Better positioning and reputation
	Academia and Community experts	Greater visibility and network expansion	Better positioning and reputation
	DigithON Association	Improved attractiveness of startups in Southern Italy	Expansion of startup support opportunities
	Startup support bodies	Network expansion	Expansion of potential startups to support
 PROGRAM PARTICIPANTS	Candidate startups for the Call for Ideas	Greater attractiveness	Acquisition of skills
	Supported startup networks	Business growth	Development opportunities
 ACADEMY	University students	Increased professional knowledge	Acquisition of marketable skills
	Universities	Greater visibility and network available	Improved institutional relations Improved quality of research

Assessment Results

The impact assessment process is concisely represented through the calculation of the SROI index - also called **SROI Ratio** - which compares the total value of the Impact Generated with the Total Value of the Inputs entered into the system.

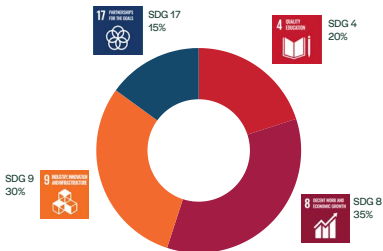
This ratio differs from Net SROI, which instead considers the ratio between the net value of the Impact Generated, i.e. the difference between the Value of the Impact generated and the costs necessary for the operation of the program, and the Total Value of the Inputs entered into the system.

The impact assessment carried out calculated the SROI for the five years under analysis, as reported below. An SROI ratio greater than 1 indicates that the program, in relation to the amount invested, generated a value greater than the costs incurred.



The data collected, on the basis of a rigorous process of estimation and weighting, demonstrate the solidity and effectiveness of the program in creating **significant and lasting positive impacts for its stakeholders**. The overall economic value generated is distributed differently among the four categories of stakeholders, reflecting the wide variety of benefits activated: from entrepreneurial growth for supported startups, to the valorisation of human capital within Sisal, to the strengthening of collaborative networks with partners and universities.

The analysis also highlighted the substantial contribution that GoBeyond has made to the achievement of the **Sustainable Development Goals (SDGs)** of the United Nations 2030 Agenda, in particular with respect to goals 4 (Quality education), 8 (Decent work and economic growth), 9 (Innovation and infrastructure) and 17 (Partnerships for the goals). The percentages indicated were calculated by attributing one or more Sustainable Development Goals pursued to each stakeholder, in line with the Program's commitment to activities in such respect.



In addition to the economic result expressed by the SROI ratio, the assessment process also generated significant value in terms of internal learning, accountability and strategic focus for Sisal. The participatory nature of the analysis has, in fact, helped strengthen dialogue with the stakeholders and encouraged reflection on the company's positioning in the field of sustainable innovation. Looking ahead, the results provided will serve to fuel the continuous improvement of the program and consolidate its role as an **enabling platform** for social entrepreneurship and responsible innovation in Italy.

Go»Beyond



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