

SISTAC Short Impact Report 2018-2023

**Soziale Innovation durch akademische
Bildung e. V.**

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Project Focus

The Social Impact Start-up Academy (SISTAC) focuses on the support of impact start-ups in the Global South through collaborations with university students and corporate experts. Hence, SISTAC creates positive impact on two levels: It creates direct impact on the founders of impact-driven start-ups, as these start-ups receive consultations and a ready-to-use business solutions for free. Moreover, they can tap into a network of practitioners, funders, academic partners, and peer entrepreneur to move their business forward. Furthermore, it creates positive impact on the participants of the SISTAC classes, i.e., university students and corporate learners, as they obtain important transversal competencies in areas such as problem-solving, project management, and communication, that help them further their careers. By supporting those entrepreneurs that make a positive impact in their communities, SISTAC has an indirect impact on the entrepreneurs' beneficiaries.

For assessing SISTAC's impact, a text analysis of all SISTAC projects was carried out. As the SISTAC format has been in existence since 2018, the period 2018-2023 is covered in this report. Most activities took place at the Ingolstadt School of Management in Germany. However, since 2021, SISTAC has also operated classes at the School of Engineering at Purdue University in the United States. For its activities in the United States, SISTAC can only approximate its output, as the data is fragmented.

The following measurement metrics will provide insights into SISTAC's impact:

- Number of projects completed
- Type of projects completed
- Number of direct beneficiaries reached
- Top indirect beneficiary categories
- Top regions and countries reached

For reasons of transparency, this short report only reveals numerical data on the projects completed and the direct beneficiaries of SISTAC: Entrepreneurs and learners. To identify top indirect beneficiaries, types of projects completed, as well as top regions and countries, a keyword search within the project documentation revealed top matches to make an approximate assessment of focal areas.

Project Output

Taking all SISTAC seminars and master thesis projects altogether, a total of 80 SISTAC projects was completed in Germany between 2018 and 2023. With an average of 2 projects per semester at Purdue University since fall term 2021, the total number of US projects is estimated at 8. All projects aimed at 1) analyzing the start-up's business model, 2) developing a minimum viable product for the start-up, 3) assessing the start-up's impact and embedding the impact measurement in an overall communication strategy. Hence, top project types were identified as impact measurement (15 matches), marketing, social media, and communication strategies (8 matches), exchange platforms (6 matches), optimization strategies (5 matches), education platforms (4 matches), and customer or consumer strategies (4 matches).

Project Category	Number Completed
Seminars and master theses Germany	80
Total projects Germany and US	88

Top Indirect Beneficiaries
Impact Measurement
Marketing Strategies
Exchange Platforms
Optimization Strategies
Education Platforms
Customer or Consumer Strategies

Number of Beneficiaries Reached

Direct Beneficiaries

Between 2018 and 2023, SISTAC reached a total of 47 impact entrepreneurs. Thereof, the cooperation with Bayer Foundation helped SISTAC reach 100 %, as Bayer Foundation directly enabled the contact with these companies. As the initial strategic focus of the Bayer Foundation lay on healthcare, agriculture, and food supply in Sub-Saharan Africa, most of the projects target countries from that region. Hence, top countries were identified as Kenya (18 matches), Uganda (17 matches), Nigeria, Cameroon, and Ghana (3 matches each). Most of the projects particularly target rural areas in those countries, as the rural areas tend to exhibit gaps in health infrastructure and inefficient food markets.

On the student side, between 2018 and 2023, a total of 209 students participated in SISTAC classes in Germany, and 27 students wrote their master thesis with SISTAC. With an average of 30 students per semester at Purdue University in the US since fall term 2021, the approximated number of SISTAC students in the US is 120. The beneficiary category students were mainly reached through cooperation with universities. However, through the provision of the Bayer Catalyst Box and other funding for learning material to be used in the SISTAC classes, the cooperation with Bayer Foundation contributed significantly to the project output of the students.

Beneficiary Category	Number Reached
Impact Start-ups Germany	47
Impact Start-ups Germany and US	53
Master Thesis Students Germany	27
Seminar Students Germany	209
Total Students Germany and US	356

Top Geographical Regions
Kenya
Uganda
Nigeria, Cameroon, and Ghana

Indirect Beneficiaries

Top indirect beneficiaries were identified as women (15 matches), farmers (12 matches), mothers and pregnant women (5 matches), as well as infants, adolescents and children (5 matches).

Top Indirect Beneficiaries
Women
Farmers
Mothers and expecting mothers
Infants, children, adolescents