

Introducing the

# FUTURE ECONOMY LAB



## A NEW APPROACH TO BUILDING ECONOMIES

The Future Economy Lab is a global research and design lab focused on innovating how we create financial mechanisms and strategies that support the growth of inclusive and resilient economies. It does this through a participatory process by engaging diverse local stakeholders, including investors, governments, entrepreneurs and community members in collaborative research and design. Today, the economies that

form the backbone of our communities are too often burdened by biases and policies that unequally benefit some groups while excluding others. Foundational to the work of the Future Economy Lab is the belief that economies can generate more than financial returns for a select few. Economies of the future will protect and preserve the planet, benefit people from all cultures and communities, and incentivize innovation to create economies that are more resilient and sustainable.

## THE PROCESS

01



### Envision

We start by **envisioning** a market opportunity with a landscape assessment of public and private actors in the space as well as the community itself that is most impacted by the economy.

02



### Define

We then **define** challenges, biases and gaps in the economy through research, interviews, and workshops in direct collaboration with our partners, communities and stakeholders, including investors, governments, and entrepreneurs.

03



### Design

Next, we **design** new financial mechanisms and identify the need for complementary ecosystem development programming to address the gaps and catalyze new solutions to the challenges we've surfaced.

04



### Launch

Lastly, we **launch** these new solutions. We refine the financial and impact models in order to raise new capital mechanisms and begin new programs with the support and collaboration of the communities themselves.

Building

# FUTURE ECONOMIES

## ULTIMATELY THE IMPACT OF THIS WORK

- Transitions economies *away from over-valuing short-term financial returns* in lieu of social and environmental returns.
- Develops financial mechanisms that create opportunities for members of *marginalized communities to grow businesses*.
- Engages networks of diverse stakeholders to support and sustainably *grow new and/or emerging economies*.
- Contributes to financial sustainability of innovation ecosystems that are *diverse and inclusive*.
- Strengthens the pipeline of new businesses by *nurturing the ecosystem* that supports entrepreneurs, thereby helping to de risk investment opportunities for investors.

# JOIN US

*To build this, we need visionary partners like you.*

*Our approach is collaborative in nature, and we are committed to designing with and for the community. We curate the mechanism for each city or region according to its aspirations, its social fabric, its intellectual capital and its innovation assets. Let's work together to reimagine the financing of future economies.*



Building economies of the future — economies that are more inclusive, resilient and sustainable — will require a new, collaborative approach to their research and design. The Future Economy Lab seeks to shift how our communities, governments, and private sector businesses and investors think about economic development, and how we can work together in building a better future for all. The Future Economy Lab believes that this work doesn't have to take place over generations. This work can — and should — begin today.

## ABOUT SECONDMUSE CAPITAL

SecondMuse Capital is the impact-focused capital arm of SecondMuse. SecondMuse has built a global network of world-class engineers, designers, scientists, marketers, investors and entrepreneurs who collaborate to build inclusive, resilient communities and markets that address the root causes of some of the most pressing problems facing humanity. SecondMuse Capital strategically deploys capital to amplify this impact—identifying, incubating, and investing in opportunities for a more just and sustainable world. SecondMuse Capital manages funds, sources deals and provides fund design services for community impact and new market funds.

