

**FOR IMMEDIATE RELEASE**

## **GROUNDBREAKING TOOL LAUNCHED TO HELP IMPACT INVESTORS TACKLE GLOBAL CHALLENGES**

- güil mobility ventures, in partnership with ERI Institute, introduces the first-ever platform that systematically compares and prioritizes the world's 30 greatest challenges, guiding high-value venture capital investments.
- This research-driven tool employs a data-backed approach to identify the most effective intervention opportunities.
- It offers a strategic blueprint for venture capital investors to allocate capital toward solutions addressing the world's most pressing challenges.
- The study highlights five key areas where mobility-focused investments can create tangible change.

***Santiago, Chile, 18 March 2025*** – A first of its kind tool that enables investors to predict and measure the impact per dollar returns – providing a roadmap for high impact investment – has been launched by VC firm güil mobility ventures, in partnership with social impact research consultancy, ERI Institute.

The digital platform, now publicly available, is engineered to answer two fundamental questions for venture capitalists, ESG investors, governments and philanthropists: (a) how to compare and prioritize global challenges, and (b) how to make informed decisions on where to invest to generate the most impact per dollar.

The tool integrates two major innovations. First, a unified database for comparing and prioritizing the world's 30 greatest challenges on standardized metrics. Second, an in-depth analysis of five major global challenges – including poverty, natural disasters, non-communicable diseases, air pollution, and road accidents – to identify the root causes where investments can drive systemic change. A special emphasis has been placed on the integral role of mobility solutions, güil's investment focus, in addressing these root causes.

The tool also uncovers, for the first time, the three global problems affecting the largest number of people – disease, unsafe water, and malnourishment.

With this tool, investors now have a structured framework to assess which mobility investments hold the greatest potential for high-impact returns. Developed through an extensive twelve-month research initiative conducted by ERI Institute for güil mobility ventures, the tool employs systemic analysis to deconstruct five complex global challenges into actionable strategies. Rather than simply measuring the

impact of individual investments, the tool starts with the most urgent global problems. Then, it determines which mobility investment strategies target these points most effectively with scalable business models.

For example, when addressing natural disasters, the research demonstrates that investments in disaster response infrastructure – such as smart mobility networks and emergency transportation systems – are significantly more impactful in reducing fatalities than investments that target structural safety.

güil mobility ventures is actively integrating these findings into its investment strategy, further enhancing its portfolio of high-growth mobility startups. Current investments include the e-bike company Forest, freight platform Oway, and Awto, Latin America's largest car-sharing platform – all aligning with the research brief for market-driven, scalable solutions.

This research-based tool emerges at a pivotal moment. As global investments in mobility and climate-related sectors face market headwinds, investors seek data-driven strategies to identify high-value opportunities that deliver meaningful impact, while offering strong exit potential.

**Lionel Kaufmann, Chairman at güil mobility ventures, said:** “At güil, we want to leave the world a better place than we found it. Mobility is central to our investment thesis and this tool demonstrates that mobility is not just a sector – it is a transformative force that can drive global change while generating substantial returns for investors.”

**Gilad Tanay, founder and chairperson at ERI Institute, said:** “Too often, investors start with an idea and measure its impact afterwards. Instead, we built this tool to shift the perspective – beginning with the most urgent global challenges and designing an investment roadmap to maximize impact from the outset.

“By applying this lens to impact investing, we are showing investors how venture capital can be not only be a business opportunity, but a game-changer in addressing systemic issues.”

View the research and explore the tool at: [theglobalchallenges.com](https://theglobalchallenges.com)

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**Notes to editors:**

**güil mobility ventures**

güil mobility ventures is the corporate venture capital of the Kaufmann group, that invests globally in early-stage transportation startups. güil mobility ventures partners with entrepreneurs and management teams who want to change the world through transportation. The firm employs a strategic investment approach combined with hands-on go-to-market support to ensure that its portfolio companies scale effectively while driving real-world impact.

**ERI Institute**

ERI Institute is a globally recognized research and consultancy firm dedicated to maximizing economic and social impact through data-driven strategies. As the creators of the Impact per Dollar™ methodology, ERI pioneered a structured approach to quantifying the effectiveness of investments in solving the world's most pressing challenges. This proprietary framework ensures that capital is directed toward interventions with the highest measurable impact. ERI collaborates with investors, corporations, non-profits, and public sector organizations, applying its cutting-edge analytics and system-based thinking to help clients deploy resources effectively and scale meaningful solutions.