

What is social finance?

- financial services that raise capital for alleviating issues within social and environmental areas
- these financial services can come from:
 - investors: individuals with money to invest, or charitable foundations
 - social enterprises: enterprises that absorb the capital invested by investors. This absorbed capital is then reinvested into socially beneficial initiatives
 - social finance institutions: capture the funds from investors, and properly distribute them to social enterprises
 - intermediaries: linking between the first 3 groups, and consists of regulators, trade groups, and service providers

Click [here](#) for full Wikipedia article on social finance.

- therefore, social finance products are ones that can help people become part of one of the above groups mentioned

Side Note: SoFi has been researched by other team members, and is therefore a basis for the products/companies that have shown up in this research doc. SoFi includes the following features:

- aims to help people becoming financial independent
- offers various services: personal loans, credit card/score, investment, insurance, and more

Products/Companies that Help with Social Finance

- 1) *Prudential Insurance*: a company that has been offering affordable financial services. Some specific services they offer are:

- a) giving financial advice and tips based on current financial status
- b) creating a financial roadmap
- c) real-time professional service for creating financial strategies

These services, though general, allow Prudential's customers to plan their actions related to social finances—loans, investments, insurance, etc.

Click [here](#) to redirect to Prudential Insurance website

- 2) *Acumen*: a company that falls under the “social finance institutions” group, and tackles the issue of world poverty with collected donations from investors. Their website has:

- a) quick navigation to the donation page
- b) multiple donation options (once, monthly, partnership, etc.)
- c) concise yet deep information about their mission

The main service of Acumen is to act as an easy platform for donating funds.

Click [here](#) to redirect to the Acumen website.