



## July 2015

Silicon Valley has built its reputation by being at the forefront of the “next big thing.” The Impact Economy is a growing market segment comprised of for-profit and non-profit enterprises that are harnessing the positive power of business and using rigorous management practices to generate revenue and solve social problems. We are seeing the Impact Economy come alive in Silicon Valley and around the U.S.

The Impact Economy is present in many sectors, including Silicon Valley staples such as energy, health, financial services, education and more. Many companies, both publicly traded and privately held, are engaging in impact through a wide array of activities.

Womble Carlyle is a law firm leader of this movement with an active [Impact Team](#) led by my colleague [Pam Rothenberg](#) and a newly appointed Director of Impact Strategies, [Mark Newberg](#). In addition to his role at the firm, Mark will continue to serve as the Deputy Director of the annual [Global Innovation Summit](#) in Silicon Valley, and as Managing Director of Impact Investment Strategies for [5 Stone Green Capital](#).

I’m very pleased to be part of the Impact Team and looking forward to engaging with local clients on this exciting topic. A little more about impact below from the firm website . . .

“The Impact Economy is a new market force underpinned by public and private companies, entrepreneurs and investors that strive to achieve an intimate connection between profit and purpose. Well-established, large-scale businesses —including many existing Womble Carlyle clients — are increasingly seeing the connection between financial success and social responsibility. New enterprises also are pursuing business opportunities that will both generate profit and address endemic social problems. With a rapidly expanding market and an increasing number of participants, the idea of “impact” as an economic force has hit the mainstream.”

Increasing amounts of capital are flowing into the Impact Economy. The current size of the impact investing market is estimated to be between \$50 billion and \$70 billion. By 2020, an estimated \$400 billion to \$1 trillion globally is expected to be directed toward Impact Economy investing.

Womble Carlyle has formed a dedicated Impact Team because we are committed to fostering the growth of the Impact Economy by championing Impact-focused businesses and investors. Our Impact Team serves clients from many sectors, including public and private companies seeking to increase their impact within their existing structure, as well as those seeking to expand into the burgeoning Impact Economy. We believe that Impact-focused businesses can be most effective when they engage trusted advisors to help them creatively respond to the unique challenges presented by the business of addressing seemingly insoluble social problems.

That’s it for this month’s newsletter. Have a great summer.

Best, Steve



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## Upcoming Event

[ACC National Capital Region Legal Brief](#) | "Reps and Warranties Insurance in M&A Transactions: A Growing Tool to Get Deals Done" by [Dean Rutley](#), Womble Carlyle | July 24, 2015 | 9:30-9:45 am EST

## About Womble Carlyle

[What to Pack into a PAC Ad](#) (by [Gregg Skall](#), Telecommunications Attorney | originally published in *Radio & Television Business Report*)

[Check Your Technology License: Payments May Be Unenforceable](#) (by [Ted Claypoole](#), IP Transactions Attorney)

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