There is more than a $350 BILLION GAP between impact investing’s potential and today’s reality. Many challenges prevent entrepreneurs and impact investors from connecting, including:

- Entrepreneurs:
  - Create jobs
  - Innovate to improve people’s lives
  - Deliver goods and services to underserved communities to address social needs
  - Drive economic growth

- Impact Investors:
  - Want to support businesses with potential for both financial and social returns
  - May be willing to accept more modest financial returns on investments that provide a clear social benefit
  - Estimate impact investing to be at least a $400 billion market opportunity
  - In 2013, were managing $46 billion in funds, almost a 20 percent increase from 2012

**USAID IS WORKING TO BRIDGE THE PIONEER GAP BY:**

- Investing in early-stage enterprises
- Encouraging approaches that combine investment and philanthropy
- Researching and sharing lessons learned
- Testing ways to incubate entrepreneurs and connect them with investors
- Making lending to entrepreneurs less risky through guarantees

Through PARTNERING TO ACCELERATE ENTREPRENEURSHIP (PACE), USAID’s U.S. Global Development Lab is creating partnerships to tackle the pioneer gap head-on.

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