

S-FACTOR NAMED ONE OF THE TOP 14 SOCIAL IMPACT STARTUPS AND COMPANIES IN CANADA

In July 2021, The S-Factor was named one of one of the top 14 social impact start-ups and companies in Canada by Best Startup Canada. Startups and companies named are taking a variety of approaches to innovating the Social Impact industry. Companies were picked across the size spectrum from cutting edge start-ups to established brands. They were selected based on exhibiting exceptional performance in any of the following categories: Innovation, Growth, Management and Societal impact.

Learn more here: <https://beststartup.ca/14-top-social-impact-startups-and-companies-in-canada/>

ABOUT THE S-FACTOR

The S-Factor is a data analytics company focussed on the Social Factors of ESG. The company provides the deepest set of social impact data, largest number of social data points and standardized norms- screens currently available on the entire ESG market.

As subject matter experts and veterans in measuring social impact around the world, the S-Factor helps the SRI/ESG, alternative data market, asset managers, and investors make more informed and impactful investment decisions. The firm sells company and country ESG data, ratings, index and analytics for compliance, risk and hedge. Utilizing a combination of machine learning, NLP, big data and subject expertise, the S-Factor has managed to solve three major ESG data problems;

1. **The Social Data Gap:** S-Factor defines a universal standard derived from existing global regulations for social criteria from which companies and countries can measure change and impact.
2. **Quantification:** S-Factor quantifies the perceived immeasurable, soft social content. We demystify, with empirical evidence, that social information is in fact tangible, measurable and quantifiable using the S Factor methods.
3. **Returns:** S-Factor has developed a quantitative model to achieve excess returns whilst investing with social purpose. Today, The S Factor Co. serves some of the world's largest asset and portfolio managers with greater insights into their investment companies risks and impacts - where they do business and throughout their supply chains.

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