TRACE

SECRID

Your impact tool

Your app for making impact measureable and shareable as a mission-driven start-up.

THE STARTING TENSION

The Secrid Impact Fund backs early-stage start-ups working toward broad societal transitions. Yet the impact frameworks they reach for were built for a different kind of organisation. The result is a recurring tension: existing frameworks privilege what is countable over what is meaningful, and systematically make these ventures look smaller than they are.

CRITICAL INSIGHTS

Across literature and interviews, five limitations of existing frameworks emerged consistently:

- They fail to capture qualitative and narrative forms of impact
- They are exhausting and overwhelming
- They are not embedded in the daily practice
- They do not fir the early-stage experimnetal nature
- They insufficiently catpure system and strategic impact

Underneath all five sits the core insight, grounded in Meadows' leverage points and systemic-design theory: the deepest leverage for systemic change lies in relations, goals and mindsets, not in numbers. Existing frameworks stay stuck at the shallow end because they measure well but start from the wrong mental model. A solution? A tool that helps to measure the impact that really matters for these start-ups and are part in their daily activities.

WHAT IS TRACE?

Trace is an impact companion that travels with a venture across its year in the Fund. Not one report or metric, but three parts with different rhythms:

The app
Helps founders capture small moments of impact as they happen, in under a minute a day: emotions, reactions, relationships, turning points. Four log types make the practices of systemic design visible in everyday work.

The quarterly report
We every quarter your captures from the app into structured reflection, layering patterns and numbers on top of meaning (never the other way around).

The impact games
Four games that will be shared at the kick-off day of the Secrid impact fund. It will open the year with a shared language for what impact means.

See the bigger picture: every quarter, Trace turns your logs into patterns and insights.

Use the app to log it all!
The interactions you have, the reactions to your stories, new starts within the start-up, the places you travel, and more.

WHAT CAN YOU LOG IN THE APP?

Interaction log
A meaningful exchange witha person, place or organisation

New begin log
A new start or turing point wihtin the start-up

Urgency headline log
A signal from the outside world (paper, social media) that your topic matters.

Story spark log
A reaction that shows your story landed.

WHY TRACE?

Meaning first, numbers after
captures what matters, then backs it with data, instead of the other way around.

A minute a day
impact logging that fits into founders' real workflow, not a separate task.

Built for early-stage
Designed for emergent, experimental ventures, not stable products and mature data.

Narrative and evidence
Reflect internally, stay credible externally: the space existing frameworks leave open.

Systemic by design
Surfaces the deeper leverage where real change happens, not just countable output.

Gives founders structure
The one thing existing approaches never did (their words, in evaluation).

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