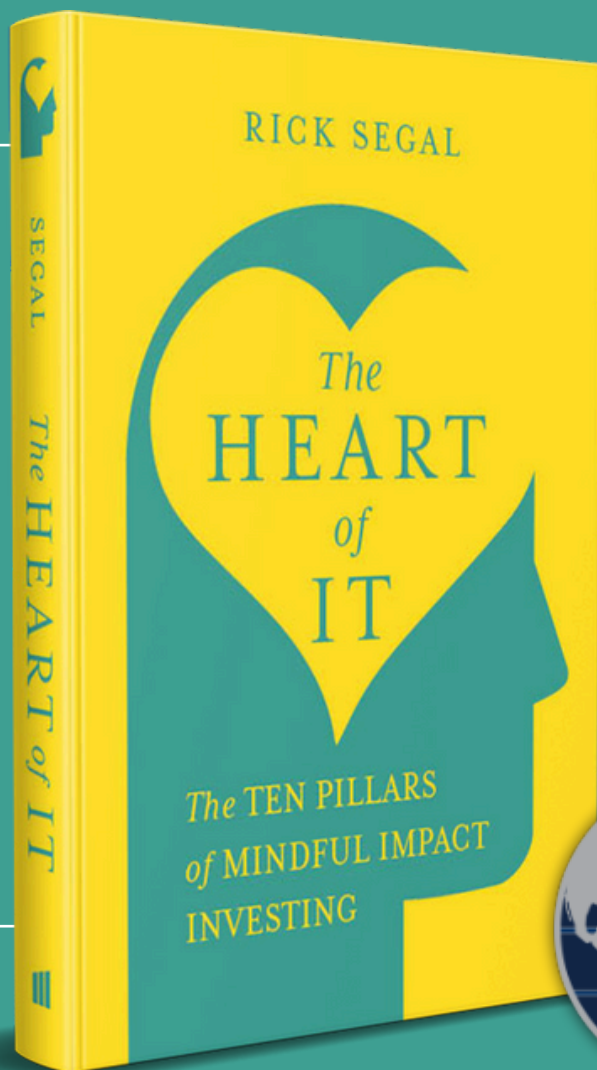


The HEART *of* IT

The TEN PILLARS
of MINDFUL IMPACT
INVESTING



“Segal provides a blueprint for marrying investments with values, and he makes a convincing case that mindful investing can be both financially rewarding and socially transformative. An economic how-to that’s also a good read.”

—Kirkus Review



ABOUT THE BOOK

Do good to do well. Your go-to guide for blending FINANCIAL and SOCIAL RETURN.

This phrase may be overused these days, but Rick Segal, the founder and leader of Rethink Capital Partners, is the ultimate example of its veracity. It is a rare thing to have the opportunity to learn from a person as successful and at the same time as socially impactful as Rick.

This book marries together two often-separate kingdoms: venture capital investors and entrepreneurs looking to improve the lives of even the most vulnerable.

Meet impact investing.

Meet one of its foremost leaders and practitioners.

As Rick says, “Do the wrong thing and there will be payback. Do the right thing and there will be payout.”

In addition to exploring the ten core pillars Rick uses to guide his firm’s operation and his investment decisions, this book also offers up the voices and key insights of several impact founders to illuminate how the entrepreneur/investor relationship should work at its most effective level: with partnership, respect, and all-in collaboration. This is capitalism at its best, told from the perspective of a person who has made the one thing that matters most: an impact.



ABOUT THE AUTHOR

RICK SEGAL was the founder and Chief Executive Officer of Rethink Capital Partners. He is also an investment committee member for Rethink Food and Rethink Impact. Segal has served on the boards of many public and private companies, including Hudson General Inc., Air Express Int., Penn Traffic Company, Schoolnet, Civitas Learning, Wireless Generation, Smarterer, Vivvi, Knowledge to Practice, BEGiN, Orijin, Voxy, and Flocabulary. Currently, Segal sits on the boards of various education technology companies, including Cinematic Health Education, Noodle Companies, and EnGen.

Segal is deeply committed to creating better communities through his philanthropic engagements, which are primarily focused on health, education, and providing opportunities for low-income children and the arts. He was a trustee of the Whitney Museum of American Art in New York City, where he served as treasurer and chair of the finance committee. He also sits on the board of the New York Academy of Art, serving as treasurer and vice-chair, and is chair of the building committee and secretary of the Vero Beach Museum of Art. Additionally, Segal serves as a Life Trustee of New York Presbyterian Hospital. He is president of the A. L. Mailman Family Foundation. He is also on the board of Plan A, a not-for-profit providing healthcare directly to underserved communities in Mississippi, focused specifically on women’s health. Segal received a Bachelor of Arts degree in English from Wesleyan University.

PRAISE FOR *THE HEART OF IT*

“This book is for anyone interested in doing well and doing good. If you can’t have Rick in your boardroom, you have to read this book and learn how to create value in a way that matters.”

—**ARTI V. FINN**, co-founder and Chief Strategy Officer, Orijin

“Rick speaks with wisdom and humility about the care and feeding of entrepreneurs. Some of his advice might seem intuitively obvious, but in practice, all of it is as uncommon as it is powerful. I once gave a talk to fellow CEOs titled ‘Entrepreneurs are from Mars and VCs are from Uranus.’ An entrepreneur himself, Rick comes from our planet; he gives powerful, ego-free guidance with kindness and wisdom. It’s good to see his approach laid out so clearly.” —**JOHN KATZMAN**, founder and CEO, The Noodle Companies

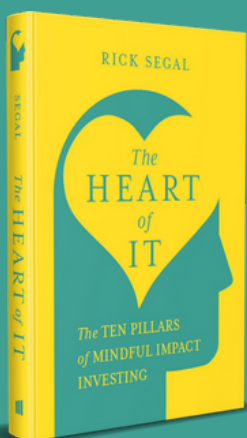
“Rick Segal writes with heart and gets right to the heart of it. This book is brimming with authenticity and lessons from a lifetime of successful investing. It’s a must read for every smart, intellectually curious investor with a desire for impact.” —**I.D. ARUEDE**, deputy director, Whitney Museum of American Art

“In a world where investors often focus solely on financial metrics, Rick Segal’s life and career are a testament to the idea that social return and financial return are fundamentally compatible. His story will inspire the next generation of entrepreneurs and investors alike that it is possible to do well and do good.” —**NEAL SHENOY**, CEO and cofounder, BEGiN Learning

“This book is one that investors, regardless of impact orientation, will find great value in. Rick Segal understands with intense clarity that true partners to early-stage founders must have empathy. As he so eloquently explains, empathy allows you to understand a founder’s sacrifices, challenges, and fears. Knowing that empowers each investor to become the optimal partner and accelerator for their entrepreneurs. Rick has unlocked the key that we so often forget—by tapping into our own humanity and forging a greater connection with the external world, we can further the world we want to live in.” —**MEGAN PATEL**, impact investor, Schmidt Futures

In an interview, Rick can speak to:

- What are the ten core pillars that Rick uses to guide his firm’s operation and his investment decisions?
- Key insights of several impact founders to illuminate how the entrepreneur/investor relationship should work at its most effective level.
- The importance of partnership, respect, and all-in collaboration.



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