



Brussels, 23 September 2021

**Impact Expansion is pleased to announce its first investment in Potential Project, a global purpose-driven company with great potential for increasing its impact.**

Potential Project is headquartered in Copenhagen and was founded in 2010 by current CEO Rasmus Hougaard. Potential Project is a global research, leadership development, and consulting firm on a mission to create a more human world of work. In this new world of work, people are focused, calm, resilient, and happy at work.

Potential Project partners with large, purpose-driven organisations to help leaders and employees uncover the power of the mind – how it is wired and how to rewire it for new behaviours and different outcomes. The result is stronger performance, resilience, innovation and engagement at work with lower stress levels and reduced burnouts. **Potential Project contributes to SDG #3 (good health and well-being) and SDG #8 (decent work and economic growth).** The group is active in an underlying multi-billion global market which has been growing steadily at double digits over the last five years.

Over the past ten years, Potential Project has worked with over 400,000 people with a significant impact on their well-being and **seeks to deploy these outcomes on 1M+ people in the next five years.** The company works with more than 150 facilitators and consultants in 28 countries, working in 17 different languages and serving more than 500 international clients, including Cisco, Unilever, Ikea, Accenture and Lego.

Rasmus Hougaard, CEO Potential Project, commented: *“We are extremely happy to have found an investment partner who shares our core values, purpose and mission to create a more human world of work. This is a significant milestone for us and will enable Potential Project to maximise the potential of thousands of people throughout the world”.*

Jérôme Fournier Le Ray, Partner Impact Expansion, said: *“Impact Expansion is delighted to start this new journey with Potential Project. We thank Rasmus and his management team for making this investment process human and efficient despite the pandemic constraints. We are here to help Potential Project to invest in its product offerings for the benefit of thousands of leaders and employees worldwide. This is the first investment of our new Impact Expansion Fund and therefore an important milestone for our team”.*



### **About Impact Expansion**

Impact Expansion is an independent investment manager based in Luxembourg, with offices in Brussels and Paris, and whose purpose is to invest in the following three themes: **(i) structural unemployment**, investing in sectors such as education and training, social inclusion and youth employment among others ; **(ii) environment**, investing in companies bringing solutions to the fight against the climate disruption, pollution and the decline of biodiversity and to promote a circular economy ; and **(iii) health**, with the objective to enhance the access to the best quality care. Impact Expansion takes minority and majority ownership positions through €5 to €20 million equity investments in companies located in Western Europe. The team's leading expertise in impact combined with strong private equity discipline aims at generating superior impact and tier-one financial returns.

### **Contacts**

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