

Terms of Reference	
Marketing Advisory Services: Review, Simplification, and Finalization of Investor-Ready Slide Deck for the Tropical Resilience Fund (TREF) – Impact Earth	
Date	05/01/2026

1. Background

Impact Earth is an advisory company specialising in supporting mid-sized impact funds and institutional investors throughout their impact investing journey.

Launched in 2022, it currently advises the Amazon Biodiversity Fund:

<https://www.impactearth.co.uk/>

Impact Earth is developing the **Tropical Resilience Fund (TREF)**, focused on financing nature-based and climate-resilient solutions in tropical regions. Concept has been defined and full documentation on the investment strategy will be made available to the consultant. In particular, a draft slide deck exists, including content, charts, and design elements.

Impact Earth seeks an experienced consultant to review, refine, and finalize this deck into a **clear, concise, investor-ready PowerPoint presentation of 40 to 50 slides**.

2. Objectives

- 1) Strengthen clarity, structure, and narrative flow
- 2) Simplify and refine wording while preserving technical accuracy
- 3) Ensure consistency in messaging, terminology, and visual presentation
- 4) Deliver a polished, professional, investor-ready PowerPoint deck

3. TREF

Envisaged Investment Strategy:

- A USD 100 million Blended finance, closed ended Nature Based Solutions **mezzanine debt focused fund**
- **Investors:** Professional investors exclusively, public / private
- Target Return: 10% IRR for all investors
- **Investment Verticals:**
 - **Nature Projects** (*Conservation, Stewardship & Restoration Projects*)
 - **Productive Systems** linked to natural ecosystems (*Upstream Sustainable Businesses*)

- **Market Catalysts** for natural ecosystems linked Productive Systems and Nature Projects (*Downstream Sustainable Businesses, processing, market access, risk management solutions, impact enablers*)
- **Investment Instruments:**
 - Nature Bridge Loans (25%) - enabling scale-up and environmental asset creation
 - Revenue Based Loans (50%) - linked to short to mid term sustainable revenue streams
 - Convertible Debt (25%) - capturing upside from higher margin businesses
- **Target Portfolio:**
 - **Number of investments:** 18-22 investments (venture to early growth)
 - **Ticket size:** flexible range of USD 0.5-10.0 million per deal

TREF will invest across the **tropical belt**, with core allocations in:

- **Latin America:** Minimum 50% - Core focus: Brazilian Amazon
- **Southeast Asia:** Maximum 40% - Core focus: Cambodia & Indonesia
- **Other Tropical Regions:** Maximum 10% - Opportunistic investments

4. Scope of Work

The consultant will:

1. Content Review and Structuring

- Review all slides for coherence, relevance, and logical flow
- Propose and implement a clear overall structure
- Consolidate/expand content to reach ~30–40 slides

2. Wording and Messaging Refinement

- Edit and simplify text for readability
- Strengthen key messages and takeaways
- Align with Impact Earth

3. Chart and Data Review

- Review charts and graphics for clarity, accuracy, and consistency
- Simplify charts for better comprehension
- Ensure charts support key messages

4. Design and Layout Consistency

- Ensure visual consistency (fonts, colors, layouts, icons)
- Improve layouts for clarity and professional appearance
- Balance text, visuals, and white space

5. Finalization and Quality Control

- Ensure internal consistency across slides
- Check grammar and professional standards
- Deliver final, fully editable PowerPoint file

5. Deliverables

- Final PowerPoint slide deck (40 to 50 slides), content-ready and investor-ready
- One round of revisions incorporated based on Impact Earth feedback

6. Inputs Provided by Impact Earth

- Existing draft slide deck
- Background materials on TREF
- Consolidated feedback and guidance

7. Timeline

Assignment expected to be completed within **3 weeks** from contract start. Proposed timeline:

- Initial review and proposed structure: Week 1
- Revised draft: Week 2
- Feedback and final revisions: Week 3

Contract signing: **Early February 2026.**

8. Consultant Profile

- Experience in investor presentations, preferably for impact funds or sustainable investment
- Strong strategic storytelling and content simplification skills
- Proven PowerPoint design expertise
- Ability to translate technical content into clear messaging

9. Confidentiality

All materials shared or produced remain the property of Impact Earth and are confidential.

10. Proposal Submission

- Brief technical proposal with approach and relevant experience
- Examples of similar slide decks
- Financial proposal and availability

Kindly submit your queries and final proposal (in PDF format) by email to:-

vincent.gradt@impactearth.co.uk, nick.oakes@impactearth.co.uk,
marialaura.florido@impactearth.com.br, copying programme@icfa.lu by 16th January 2026,
23:59 CET.