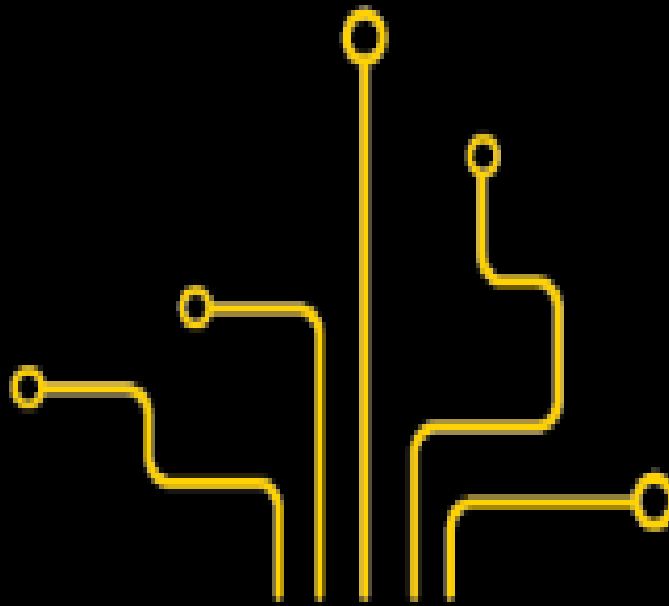
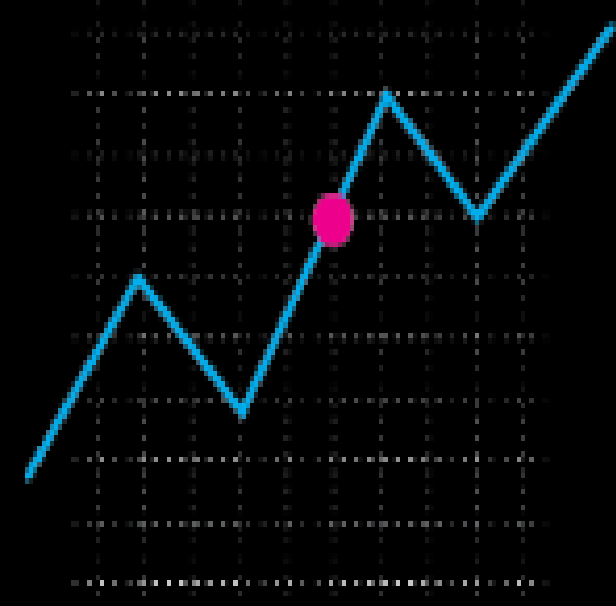


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# Tech 4 Impact: Five Level Framework

Technology as Differentiator, Impact Accelerator, and Force of Change

Khuloud Odeh, [@kodeh](#)

CIO and VP, Technology and Data Science





## Urban - The Trusted Source



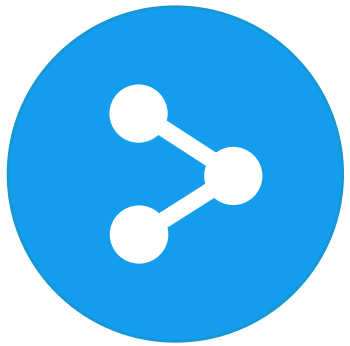
## Urban's Next 50

Khuloud Odeh

urban.org

@urbaninstitute

Data@Urban



# Tech 4 Impact

Product

Platform

Program

Philanthropy

Policy

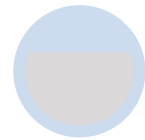
# Digital Transformation 3 Waves



**Survive**

Stabilize

Rebuild



**Thrive**

Modernize

Optimize

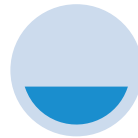


**Drive**

Innovate

Accelerate  
Impact

# First Wave



## **Survive**

Stabilize

Rebuild



## **Thrive**

Modernize

Optimize

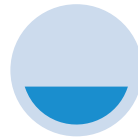


## **Drive**

Innovate

Accelerate  
Impact

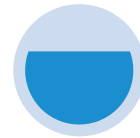
# Second Wave



## **Survive**

Stabilize

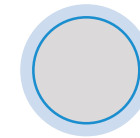
Rebuild



## **Thrive**

Modernize

Optimize

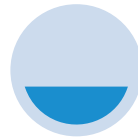


## **Drive**

Innovate

Accelerate  
Impact

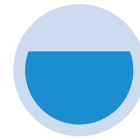
# Third Wave



## **Survive**

Stabilize

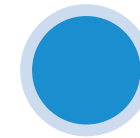
Rebuild



## **Thrive**

Modernize

Optimize



## **Drive**

Innovate

Accelerate  
Impact

Non Profit

e.g. Tech @ Urban

Impact, visibility,  
differentiators,  
funding

Product

Platform

Program

Philanthropy

Policy

Tech4Impact Five Levels Framework



Non Profit

Technology Company

e.g. Tech @ Urban

Impact, visibility,  
differentiators,  
funding

e.g. Microsoft

Social impact, CSR,  
PR, social investment

Product

Platform

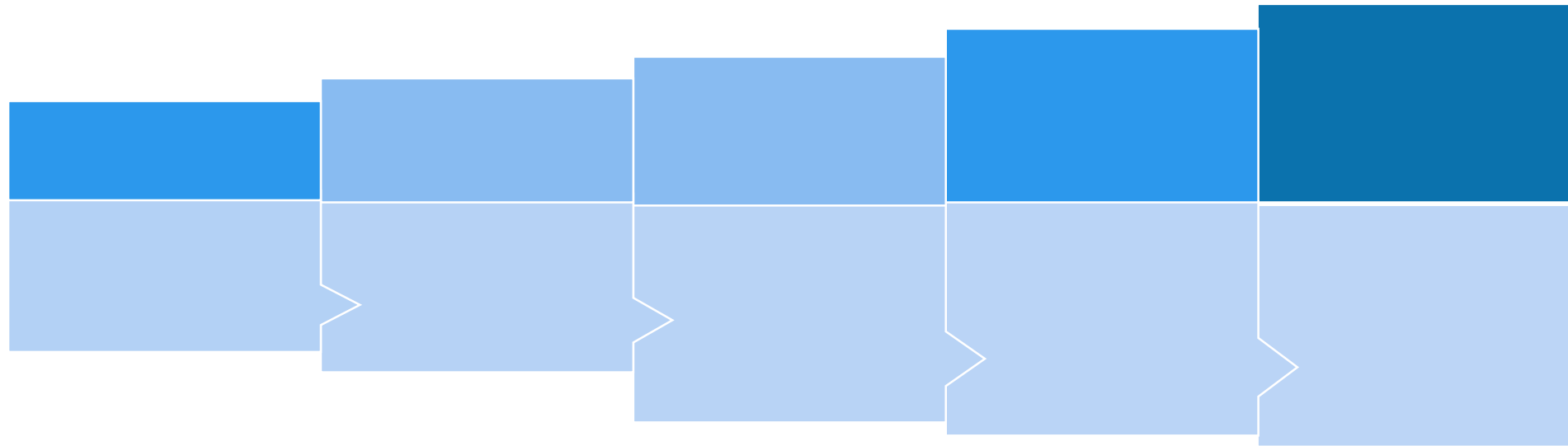
Program

Philanthropy

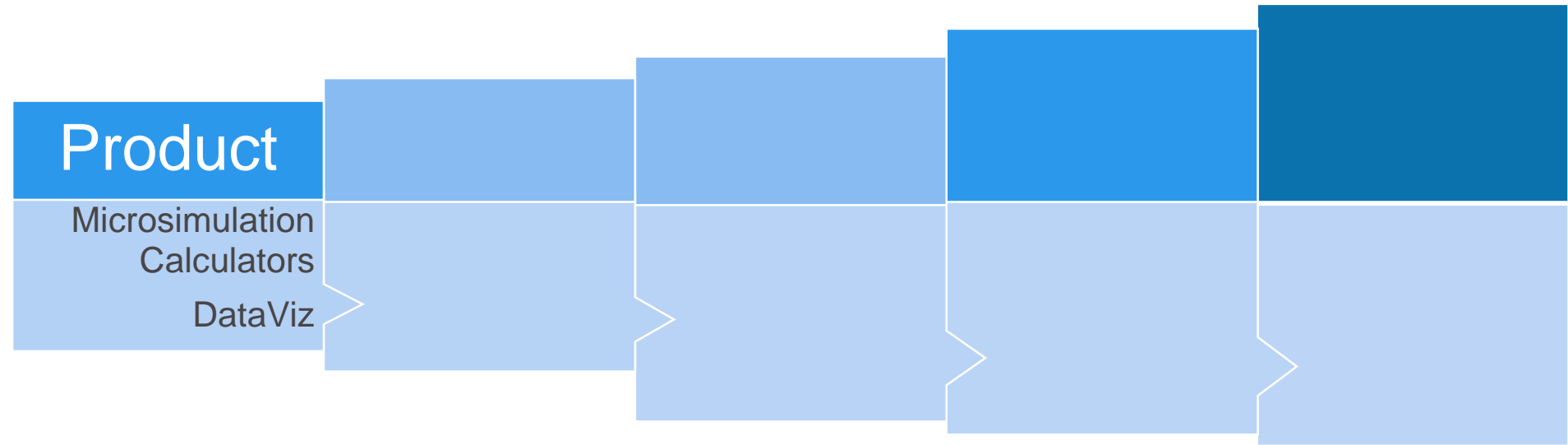
Policy

Tech4Impact Five Levels Framework

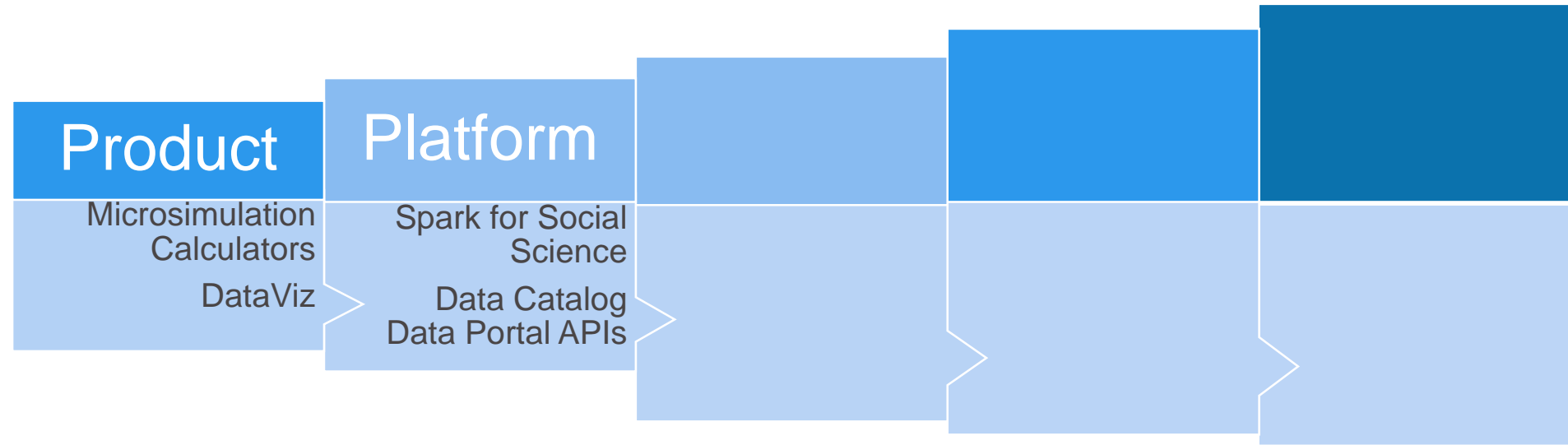
# 5 Levels of Impact at Urban



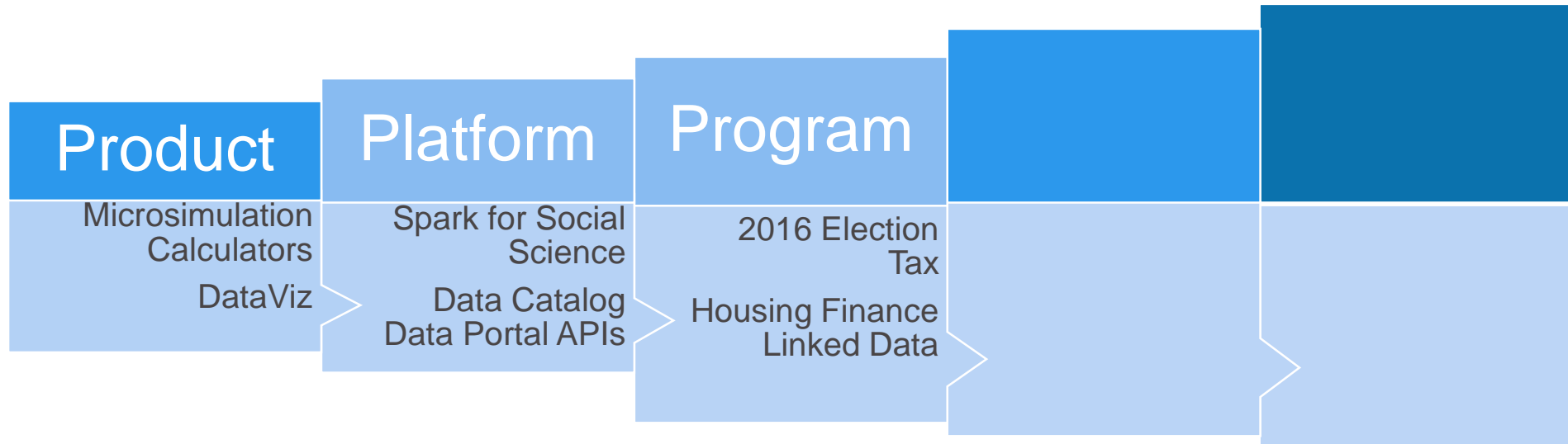
Product



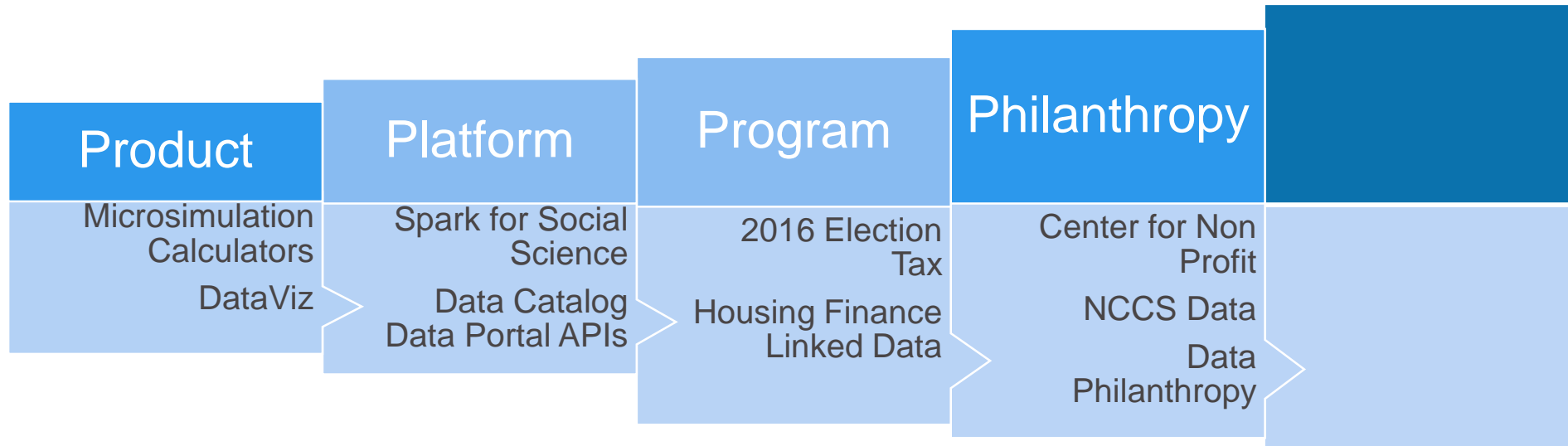
Platform



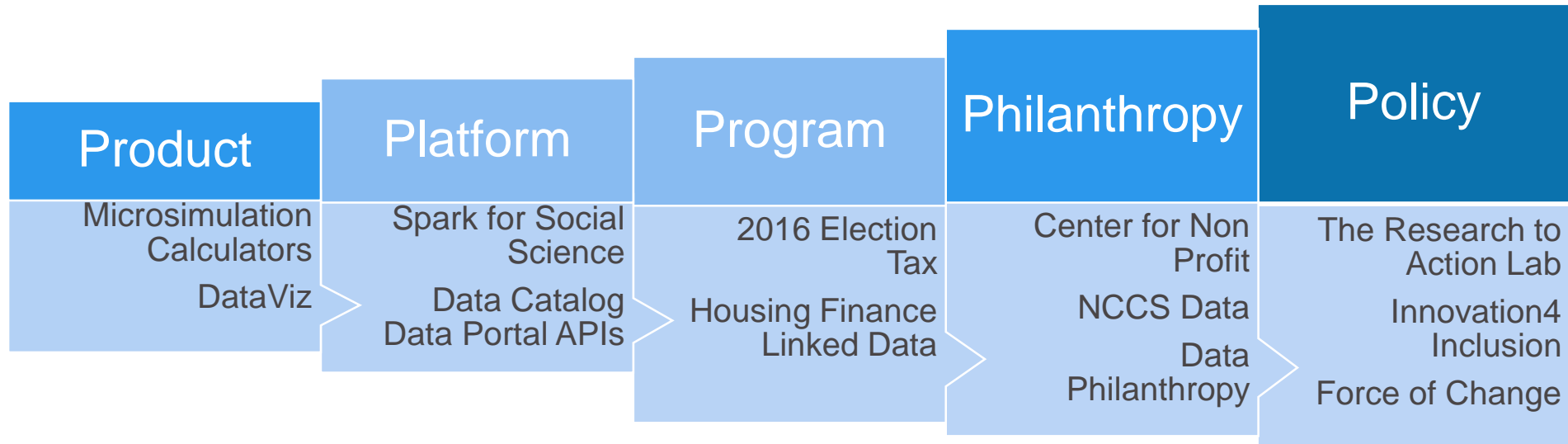
# Program



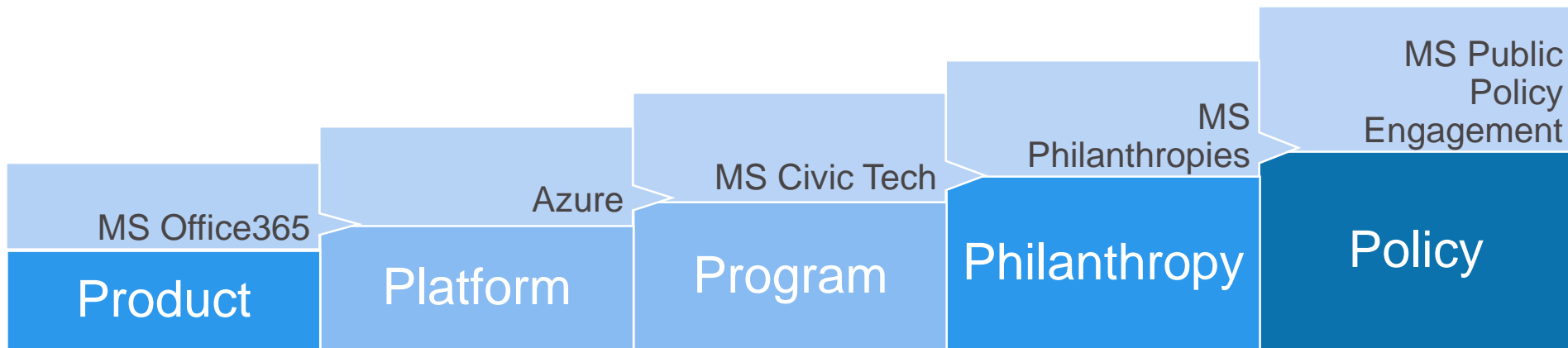
# Philanthropy



Policy



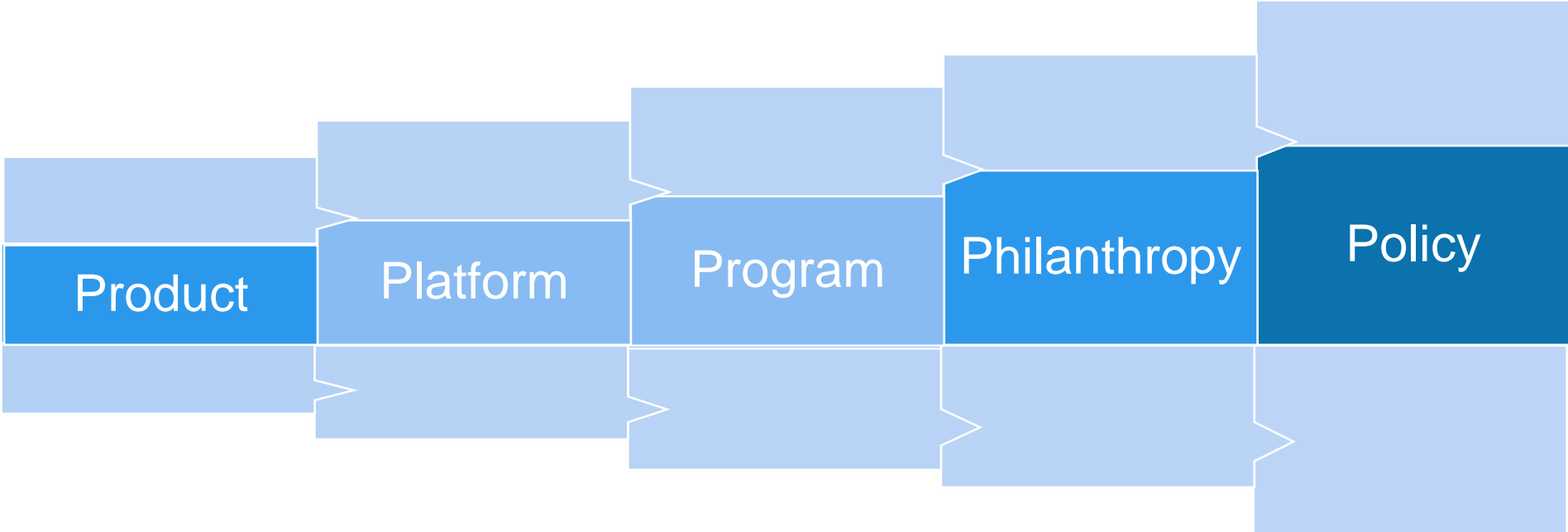
# 5 Levels of Impact at Tech company



Tech 4 Impact Example: Microsoft



Technology Company / Sector



Policy

Philanthropy

Program

Platform

Product

Tech for Impact

Urban Institute



