

This tool helps fund managers to identify opportunities to generate value from gender data for their fund, beyond just reporting on ESG performance. Review the list in each category and select the goals that can further your fund's objectives.

IMPROVE FUND POSITIONING



COMPETITIVE ADVANTAGE

- Establish brand image as the investor of choice for the target GLI entrepreneurs
- Differentiate fund as gender-lens pioneer to LPs and industry peers

INDUSTRY LEADERSHIP

- Build reputation, attract partnerships with relevant industry actors
- Share gender data and become a thought leader and influence LPs and peers perception of GLI

IMPROVE FUND PERFORMANCE



FINANCIAL OUTCOMES

- Improve fund ROI, Gross Internal Rate of Return (IRR)
- Strengthen business case for GLI investments

ESG OUTCOMES

- Leverage intersectionality with other impact metrics (climate, poverty..)
- Drive improvement of ESG performance at fund and portfolio level

IMPROVE FUND PLANNING



STRATEGIC PLANNING

- Build internal case for investing in gender forward sectors, actors and opportunities
- Inform GLI strategy and investment thesis: establish gender goals, targets, milestones, benchmarks...

IMPROVE FUNDRAISING

- Strengthen the business case for GLI to LPs for GLI
- Leverage GLI success stories to promote GLI visibility among LPs



IMPROVE FUND PRODUCTS



FINANCIAL OFFER

- Diversify and differentiate investment instruments and offering to entrepreneurs beyond traditional funding models
- Design more attractive investment terms that value gender performance

TECHNICAL ASSISTANCE

- Provide more tailored and effective support to female-led and gender forward business (pre and post investment)
- Build capacity of portfolio companies to integrate gender across their business model

IMPROVE FUND PROCESSES



PRE-INVESTMENT PROCESSES

- Sourcing: Revise criteria, channels, benchmarks, targeting, communication strategies to be more relevant to targeted GLI profiles; increase deal flow
- Due Diligence: Revise/ incorporate GLI criteria; establish rubrics and markers to de-risk and increase GLI investments

POST-INVESTMENT PROCESSES

- Portfolio management: Create more effective initiatives to support GLI portfolio (cutting out ineffective initiatives)
- Exits: Demonstrate sustainability of GLI portfolio. Unlock more follow-on funds and co-investment for GLI portfolio

IMPROVE FUND PEOPLE / TEAM



TEAM MANAGEMENT

- Develop inclusive HR policies and talent management processes to increase internal diversity
- Promote DEI culture and values across organization
- Train and manage to mitigate gender bias and gender related power dynamics

TEAM PERFORMANCE

- Establish gender performance targets, benchmarks incentives
- Support staff to look beyond the numbers when evaluating gender considerations


This tool helps fund managers (1) Prioritize gender data goals that maximize value for their fund, and (2) Identify what data they have to collect and how to collect it.



List top 3 opportunities to use gender data to create value for your fund.

<p>1. _____</p> <ul style="list-style-type: none"> ▶ ▶ ▶ ▶ 	<p>What metrics will you measure and collect?</p> <p>How will you use the data?</p>
<p>2. _____</p> <ul style="list-style-type: none"> ▶ ▶ ▶ ▶ 	<p>What metrics will you measure and collect?</p> <p>How will you use the data?</p>
<p>3. _____</p> <ul style="list-style-type: none"> ▶ ▶ ▶ ▶ 	<p>What metrics will you measure and collect?</p> <p>How will you use the data?</p>

This tool helps fund managers to identify opportunities to generate value from gender data for their investees, beyond just reporting on ESG performance. Review the list in each category and select goals that can further your investee's objectives.


IMPROVE COMPANY POSITIONING 

COMPETITIVE ADVANTAGE

- Build trust and attract a new generation of customers who are values-driven
- Improve brand reputation

INDUSTRY ALLIANCES

- Build alliances with industry peers, accelerators, and ecosystem actors to strengthen the case for gender impact
- Align gender impact positioning with current and new GII investors

IMPROVE COMPANY PERFORMANCE 

FINANCIAL PERFORMANCE

- Monetize gender impact metrics and externalities (like climate externalities)
- Correlate gender and financial metrics

IMPACT PERFORMANCE

- Demonstrate impact cost efficiency
- Bolster evidence for ESG performance and/or intersectionality with other impact metrics

IMPROVE COMPANY PLANNING 

BUSINESS STRATEGY

- Inform business development strategy to expand female customer base
- Increase customer loyalty, retention, and sales

FUNDRAISING

- Attract GII investors by leveraging gender impact success stories
- Attract innovation and growth focused investors by leveraging data on financial performance and showcasing growth opportunities in sector



IMPROVE COMPANY PRODUCT / SERVICE 

PRODUCT / SERVICE OFFERING

- Improve and diversify offering to better serve needs of female customers
- Design and deliver new products or markets where gender data shows demand

IMPACT STRATEGY

- Improve gender impact for the customer/ beneficiary and value chain
- Augment trust and value to customers through success stories and visibility

IMPROVE COMPANY PROCESSES 

CUSTOMER ACQUISITION

- Improve messaging and outreach to existing and new women customers
- Strengthen gender participation in marketing and/or sales

PRODUCT / SERVICE DELIVERY

- Optimize delivery processes to maximize gender impact (gender participation, capacity building, fair compensation)
- Build gender inclusive supply chains

IMPROVE COMPANY PEOPLE / TEAM 

LEADERSHIP / WORKFORCE

- Close gender gaps and inequalities in leadership; Attract, develop retain and promote gender diverse and forward staff
- Establish progressive internal policies (equal pay, maternity leave, safe workplace, grievance processes)

ENABLING ENVIRONMENT

- Promote DEI culture and values amongst staff and leadership; Mitigate gender bias and gender related power dynamics
- Incentivize staff performance by setting gender impact milestones

This tool helps fund managers (1) prioritize goals that maximize value for their investees, and (2) Identify what data to collect and how to collect it.



List top 3 opportunities to use gender data to create value for your investee.

<p>1. _____</p> <ul style="list-style-type: none"> ▶ ▶ ▶ ▶ 	<p>What metrics will you measure and collect?</p> <p>How will you use the data?</p>
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