This tool helps fund managers 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 LP's and peer's 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, etc.)
- 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, etc.

IMPROVE FUNDRAISING

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

POSITIONING

Differentiate and strengthen reputation among entrepreneurs and peers

PLANNING

Inform & improve

future investment

decisions, fund

strategy, and

fundraising



Improve value proposition, financial, and TA offering to entrepreneurs

PERFORMANCE



Demonstrate and communicate fund ESG and financial performance

HOW MIGHT WE LEVERAGE GENDER DATA TO CREATE VALUE FOR FUND?

PROCESSES

Improve decision making and investment processes from sourcing to exits

PEOPLE

Enhance team diversity, motivation, and performance



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 femaleled and gender-forward business (pre- and post-investment)
- Build capacity of portfolio companies to integrate gender impact goals 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

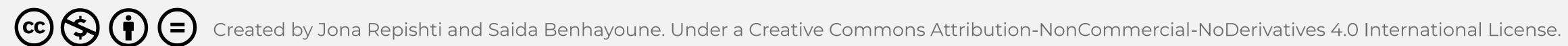
TEAM PERFORMANCE

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



6P Data Bloom: Fund Checklist





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.



POSITIONING

Differentiate and strengthen reputation among entrepreneurs and peers



Improve value proposition, financial, and TA offering to entrepreneurs

PERFORMANCE



LEVERAGE Demonstrate and GENDER DATA TO communicate fund CREATE VALUE ESG and financial FOR FUND? performance

HOW MIGHT WE

PROCESSES

Improve decisionmaking and investment processes from sourcing to exits

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PLANNING

Inform and improve future investment decisions, fund strategy, and fundraising



Enhance team diversity, motivation, and performance



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

What metrics will you measure and collect? How will you use the data?

2	What metrics will you measure and collect?
	How will you use the data?

3	What metrics will you measure and collect?
	How will you use the data?









This tool helps fund managers 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 values-driven customers
- 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 GLI 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 GLI 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

POSITIONING

Differentiate company positioning and reputation within industry

PLANNING

Inform and improve

strategic planning,

fundraising, and

future growth



PRODUCT

Improve value proposition for target customers and beneficiaries

PERFORMANCE



Demonstrate and communicate fund ESG and financial performance

HOW MIGHT WE LEVERAGE GENDER DATA TO CREATE VALUE FOR INVESTEES?

PROCESSES

Improve business processes from customer acquisition to product and service delivery

PEOPLE

Enhance management, motivation, and performance



IMPROVE COMPANY PRODUCT / SERVICE



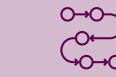
PRODUCT / SERVICE OFFERING

- 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 female customers
- Strengthen women's participation in marketing and/or

PRODUCT / SERVICE DELIVERY

- Optimize delivery processes to maximize genderimpact (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 gender-forward staff
- Establish progressive internal policies (equal pay, maternity leave, safe workplace, grievance processes)

ENABLING ENVIRONMENT

- Promote DEI culture and values among staff and leadership; mitigate gender bias and genderrelated power dynamics
- Incentivize staff performance by setting genderimpact 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.



POSITIONING

Differentiate company positioning and reputation within industry



PRODUCT

Improve value proposition for target customers and beneficiaries

PERFORMANCE

Demonstrate and communicate fund ESG and financial performance

HOW MIGHT WE LEVERAGE GENDER DATA TO CREATE VALUE FOR INVESTEES?

PROCESSES

Improve business processes from customer acquisition to product and service delivery

PLANNING

Inform and improve strategic planning, fundraising, and future growth



PEOPLE

Enhance management, motivation, and performance



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

1.	What metrics will you measure and collect?
	How will you use the data?

2.	What metrics will you measure and collect?
	How will you use the data?

3.	What metrics will you measure and collect?
	How will you use the data?







