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, Cross 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

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*How might we leverage gender data to create value for fund?*

**POSITIONING**
- Differentiate and strengthen reputation among entrepreneurs & peers

**PRODUCT**
- Improve value proposition, financial and TA offering to entrepreneurs

**PROCESS**
- Improve decision-making & investment processes from sourcing to exits

**PERFORMANCE**
- Demonstrate & communicate fund ESG & financial performance

**PLANNING**
- Inform & improve future investment decisions, fund strategy & fundraising

**PEOPLE**
- Enhance team diversity, motivation & performance
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.**

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?
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 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 sectors

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

**POSITIONING**
- Differentiate company positioning and reputation within industry

**PRODUCT**
- Improve value proposition for target customers / beneficiaries

**PROCESSES**
- Improve business processes from customer acquisition to product / service delivery

**PEOPLE**
- Enhance management, motivation and performance

**IMPROVE COMPANY PROCESSES**

**CUSTOMER ACQUISITION**
- Improve messaging and outreach to existing and new women customers

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

**IMPROVE COMPANY PRODUCT / SERVICE**

**PRODUCT / SERVICE OFFERING**
- Improve and diversify offering to better serve needs of female customers

**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 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.**

1. **HOW MIGHT WE LEVERAGE GENDER DATA TO CREATE VALUE FOR INVESTEES?**
   - **POSITIONING**
     - Differentiate company positioning and reputation within industry
   - **PRODUCT**
     - Improve value proposition for target customers/beneficiaries
   - **PROCESSES**
     - Improve business processes from customer acquisition to product/service delivery
   - **PERFORMANCE**
     - Demonstrate & communicate fund ESG & financial performance
   - **PLANNING**
     - Inform & improve strategic planning, fundraising & future growth
   - **PEOPLE**
     - Enhance management, motivation and performance

**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?**

- 
- 

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**6P Data Bloom: Investee Strategy**

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