

Celebrating Getting Gender Smart

In celebration of International Women’s Day, we are highlighting some of our achievements and lessons learned to date on integrating gender into our investment analysis and decision making.

Who are we?

AlphaMundi, founded in 2008, is an impact investing firm with a dual mission to reduce poverty and preserve the environment. We currently invest in sustainable businesses in East Africa and Latin America.

Our sister organization, the AlphaMundi Foundation, established in 2016, supports technical assistance and impact measurement with the goal of catalyzing and scaling investment into sustainable businesses that seek to improve the lives of the poor.

We believe that balanced teams make better teams that can lead to better financial and social outcomes; we also believe there are inherent risks in not incorporating gender analysis in our work.

We acknowledge that, as capital providers, we have the ability to encourage gender integration throughout the business processes at our portfolio companies.

We are hoping to build a base of evidence across our portfolio of companies and share our findings with the broader community.

Why adopt a gender lens?



Our Thesis

Many stakeholders in the gender lens investing landscape solely support firms that are women led or owned and/or sell products and services aimed at women and girls. We believe that this approach is too limited and there is an inherent risk of missing out on opportunities to engage with companies that don’t meet these criteria.

Our hypothesis is that working with sustainable businesses on advancing gender equity—regardless of sector, product and service orientation or leadership composition—at an early stage is the most effective way to achieve impact and scale. In our role as capital providers, we seek to embed gender integration in the DNA of companies at an early stage, and work with them to assess how they can be more inclusive across their business model – from equitable systems and structures to product design, manufacturing, and distribution.

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Progress to date



All companies have completed the gender diagnostic tool which helps identify opportunities for intervention (see below).

Two companies selected for pilot interventions.

Partner with experts to support customized tools for portfolio companies.

Evaluating gender across our portfolio

Illustrative Heat Map

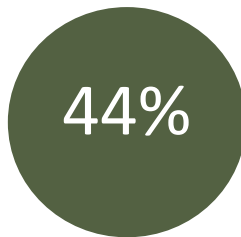
1					
0.9					
0.8					
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	Design	Production	Sales	Marketing	Systems & Structures

We adapted the gender diagnostic tool created by Acumen and ICRW. The heat map is a result of company responses to questions to the diagnostic tool spanning five dimensions of the business: (1) product/service design; (2) production, manufacturing and processing; (3) sales and after-sales service; (4) strategies and messages for marketing and advertising; and (5) equitable systems and structures. Responses range from 0.1 (area of improvement) to 1.0 (strong gender integration). Heat maps are complemented by company metrics tracked and reported quarterly that reveal gender insights.

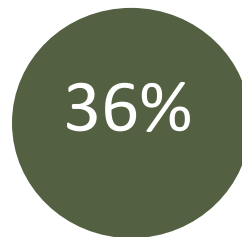
Portfolio highlights

We understand that support for women and girls is an essential component to our central mission of poverty reduction.

We have seen positive trends but there is room for improvement.



Clients directly served are women



Full time staff are female



Members of the Board of Directors are women

Lessons Learned

- Subsidy is required to support strategy development, data collection and gender inclusion workshops
- Executive leadership buy-in is critical
- Heat map has served as a great mechanism to 'open the door' and initiate conversations with companies on gender

Join Us

- Like minded peer investors to share lessons learned
- Donors to support the scale up of our gender inclusion workshops, research and analysis efforts to contribute to building the business case for gender lens investing