

# GENDER LENS INVESTING

## INVESTING IN



WOMEN-LED OR -OWNED ENTERPRISES



ENTERPRISES THAT PROMOTE  
WORKPLACE EQUITY



ENTERPRISES THAT OFFER PRODUCTS /  
SERVICES THAT SUBSTANTIALLY  
IMPROVE THE LIVES OF WOMEN



# DATA DRIVEN APPROACH TO INVESTING

## CASHFLOW ROI

☑ **+4%** higher

## EPS

☑ **+37%** median gains

## EBIT MARGINS

☑ **+21%** more likely to outperform

## TOBIN'S Q

☑ **Positive correlation** between women on boards and organizational performance

## ROA

☑ **+20%** higher

## ROE

☑ **+19%** premium

## INNOVATION

☑ **Increased** innovation revenue

## SALES GROWTH

☑ **+8%** higher sales growth

# WOMEN-LED BUSINESSES

## ACCORDING TO BCG:

- “Businesses founded by women ultimately deliver higher revenue with less funding”
- “Current market forces make women-owned companies very promising opportunities”

