WHY INVEST WITH A WOMEN EFFECT?

BETTER OUTCOMES FOR EVERYONE

- Women work 2/3 of the world’s working hours and earn 10% of the income and own 1% of the properties (Global Poverty Project)
- 70% of world’s poor are women (Global Poverty Project) yet a billion women are poised to enter the workforce (Strategy &)
- Increases in girls education results in a decrease in both human and fiscal costs associated with challenges such as domestic violence and HIV (BasicEd)
- Gender gaps in labour forces decrease GDP for both rich and poor countries (Goldman Sachs)
- With every increase of 10% in girls going to school, a country’s individual GDP rises by 3% (Global Poverty Project)
- Achieving gender equality could add 12 trillion to the world GDP (McKinsey)

WOMEN DO MORE WITH LESS CAPITAL

- Women entrepreneurs are outperforming male counterparts with less capital available to them (Yahoo Finance)
- Women led private tech companies see 35% more in ROI and and 12% increases in revenue with 33% less capital (Kauffman Foundation)

POTENTIAL FOR OUTPERFORMANCE

- Women led teams outperform male teams but hybrid teams outperform overall (MIT)
- Companies with more women in board seats or senior leadership are performing better in terms of sales, profitability and invested capital (Catalyst / Credit Suisse / Peterson Institute)
- Public companies with a higher proportion of women leaders enjoy 46% higher ROI and 51% EBITDA margin (McKinsey and Company)
- Growth of women-owned small businesses with 10m+ revenue is 50% faster (American Express)
- Companies with greater board diversity display excess stock market returns when adjusted for sector bias. They also exhibit higher returns on equity, higher valuations and higher payout ratios (Credit Suisse)
- There is a positive relationship between gender based investment approaches and higher returns (UBS)

Find related data at WomenMovingMillions.com