

# 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 work force ([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](#))



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