

Gender & JEDI* Investing: In Numbers

Explore the opportunity for intersectional equity investing, through the six lenses of gender finance.

1

Leadership

Advancing underrepresented women in leadership and decision-making



While the number of total businesses increased in the U.S. by 9% from 2014 to 2019, women-owned businesses grew 21%, and **businesses owned by women of colour grew 43%** ([source](#))

Companies with the highest levels of racial and ethnic executive diversity had **36% greater profitability** than companies with the lowest levels. Companies with the highest gender diversity outperformed by 48%. ([source](#))

In 10 years of UK VC, **only 16 Black female founders** received capital ([source](#))

In the US, Black and LatinX women founders still receive **less than 1% of VC investment**, and the total share is shrinking. ([source](#))

47% of Project Sage 4.0 funds had a **dual gender and race/ethnicity lens**, and 15% had a **dual gender/LGBTQIA+** lens, up from 21% and 8% respectively ([source](#))

Africa has more female than male entrepreneurs. But there's a **\$42B gender funding gap** across the board. ([source](#))

2

Access to Capital

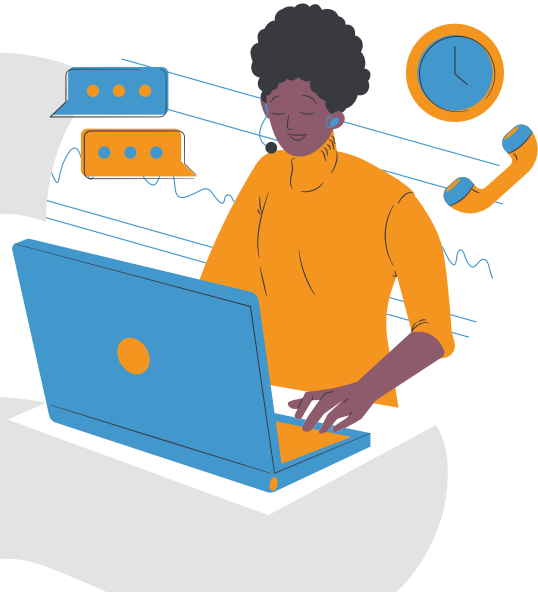
Making it easier for underrepresented women to get finance.



3

Workplace Equity

Position and pay equity, inclusion, and protections at work.



Confronting the earnings gap for Black women in the US could create **1.2-1.7M US jobs**, and **raise the level of annual US GDP by \$300-450B** in current dollars a year ([source](#))

The annual estimated cost of losing and replacing the more than 2 million American workers who leave their jobs each year due to unfairness and discrimination is **\$64 billion**. ([source](#))

More inclusive workplaces in Australia could mean **AU\$5 billion in additional GDP** from more creativity and innovation ([source](#))

In the UK, the 'Black Pound' (defined as Black and Minority Ethnic consumers) is worth **300B** a year ([source](#))

The buying power for African American, Asian American and Native American consumers, which has exploded over the past 30 years, up from \$458 billion in 1990 to **\$3 trillion** in 2020 ([source](#))

India's Frontier Markets has activated a **rural network of 10,000 women entrepreneurs** to reach an untapped customer base. To date they have connected with **over 350k households** and sold over **2m products**. ([source](#))



4

Products & Services

That take diversity into consideration from design to distribution.

5

Gender Justice

Addressing urgent equality issues such as access to healthcare or gender-based violence.



Advancing women's equality in Asia-Pacific could add **US\$4.5T to the collective annual GDP in 2025** - 12% more than its base-case growth trajectory ([source](#))

Women in Latin America spend **3X more time on household tasks** and caring family members than men. ([source](#))

Women in Asia are **70% less likely** on average than men to be in the labour force ([source](#))

Afro Caribbean women in Brazil are even given **less anaesthesia than white women** during normal childbirth ([source](#)). Afro Caribbeans make up **51% of the Brazilian population** ([source](#)).

Only **2.1% of US venture funds** are owned by non-white women (5.6% women-owned in total). ([source](#))

Of the **\$69.1 trillion global financial assets under management** across mutual funds, hedge funds, real estate, and private equity, **fewer than 1.3%** are managed by women and people of colour ([source](#)).



6

Women as Investors

Increasing their diversity, knowledge, confidence, and number.