**Gender Lens Investing Theory of Change**

**Mission**

Working with entrepreneurs to advance gender equality

**Vision**

Women-owned and gender-inclusive businesses play a critical role in driving gender equality, by increasing opportunities in entrepreneurship and employment, and improving products and services for women and girls.

**Theory of Change**

**Input**

- Targeted and affordable funding
- Catalytic technical assistance
- Gender-inclusive networking
- Inclusive market access
- Aggregated GLI information

**Output**

- Women-owned and gender-inclusive businesses have greater access to gender-inclusive non-financial support that meet their unique needs
- Women-owned and gender-inclusive businesses have greater access to capital that meets their unique needs
- Women-owned and gender-inclusive businesses have improved knowledge of and access to investors
- Women-owned and gender-inclusive businesses have greater access to capital that meets their unique needs
- The ecosystem has increased access to higher quality GLI knowledge resources and tools

**Outcome**

- Women-owned and gender-inclusive businesses achieve business growth
- Investors and intermediaries incorporate a gender lens explicitly into their products and services
- Commercial products are designed, marketed, and sold that address women’s needs

**Impact**

Women-owned and gender-inclusive businesses play a critical role in driving gender equality, by increasing opportunities in entrepreneurship and employment, and improving products and services for women and girls.