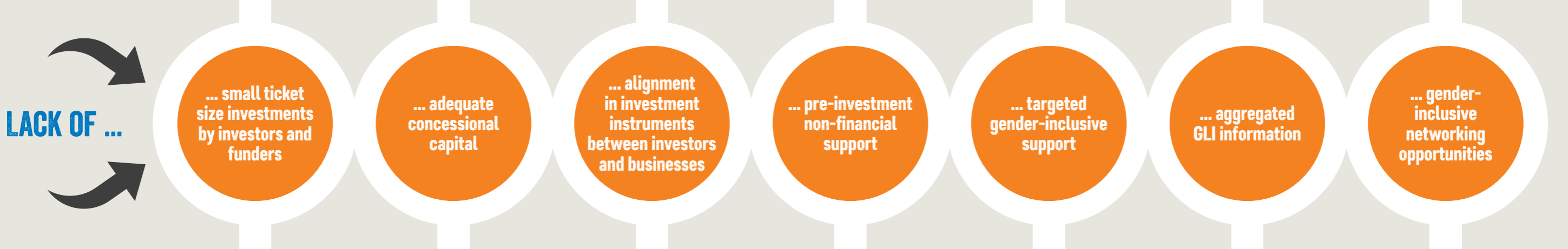


GENDER LENS INVESTING THEORY OF CHANGE

Plan International's theory of change outlines goals for the organisation's gender lens investing strategy



MARKET GAPS



PROPOSED INTERVENTIONS

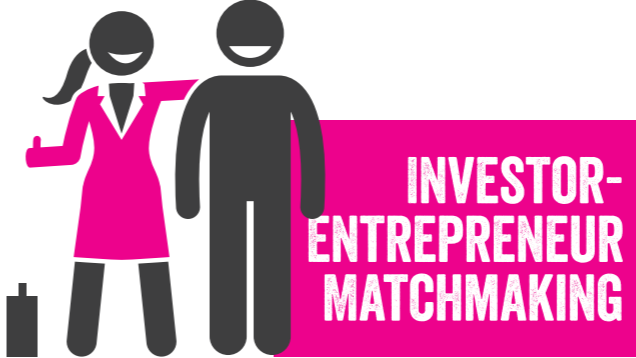
GENDER LENS INCUBATOR

Plan will provide early-stage, concessional funding, gender specific business support and market testing with communities for early-stage businesses creating life enhancing products and services for women and girls in low income communities.



Plan will leverage access to concessional capital to **develop a blended finance fund** which provides small ticket, gender-inclusive investments to women-owned and gender-inclusive businesses.

GENDER LENS FUND



INVESTOR-ENTREPRENEUR MATCHMAKING

Plan will **bridge the networking gap** for women-owned and gender inclusive businesses by providing investment readiness support and facilitating networking opportunities between gender lens investors and entrepreneurs.

Plan will **bridge the knowledge gap and fragmentation of GLI data** by creating a **peer-reviewed platform** that collates GLI resources, tools and databases for all stakeholders to access

GENDER LENS INVESTING HUB



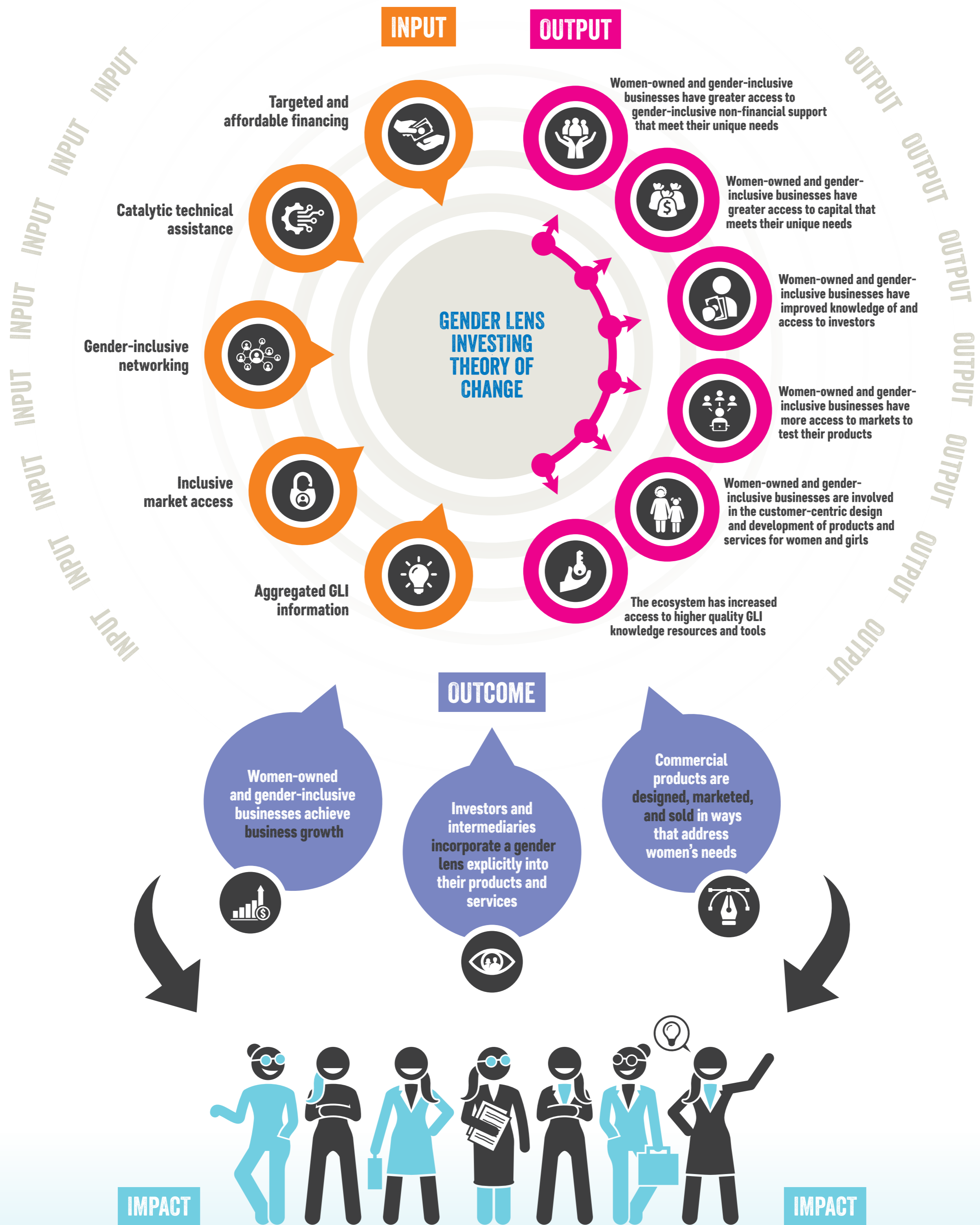
MISSION

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 in their diversity.

THEORY OF CHANGE



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.