

FE+MALE Think Tank

Due Diligence Checklist

Introduction:

This checklist, provided by FE+MALE Think Tank, is a free tool for companies, startups, and investors focused on gender diversity, equality, equity, and sustainability. It can be used alongside a standard Due Diligence Checklist.

For Investors: Assess profitability, evaluate risks, and determine the company's value.

For Founders: Understand your funding source, highlight expertise for operational advice, and research potential partners' past ventures.

Why Integrate Gender Parameters?

- Investing in women-led businesses benefits society and investors in various ways:
- Innovation: Women entrepreneurs bring fresh perspectives and creativity.
- Sustainability: Women-led businesses prioritize long-term impacts.
- Impact Metrics: Measure job creation, leadership diversity, and community contributions.
- Profits: Diverse leadership, including gender diversity, leads to financial outperformance.
- Economic Empowerment: Supporting women entrepreneurs uplifts entire communities.
- Market Expansion: Tapping into the significant women's market segment.
- Diverse Decision-Making: Leads to better risk management and balanced perspectives.
- Positive Brand Image: Demonstrates commitment to diversity, equality, and social responsibility.

Additional Benefits:

- Progressive stance on gender equality enhances reputation and long-term growth.
- Companies with good gender performance have higher market valuations.

Summary:

Investing in women-led businesses is both socially responsible and strategic. It drives innovation, enhances sustainability, delivers measurable impacts, leads to financial gains, and contributes to broader economic empowerment and societal progress.

Impact Potential:

Angels, Venture Capital Investors, Family Offices, and Institutional Investors have the potential for tremendous impact in building local, resilient economies.

1. Business and Product Overview

- Overview of the company's engagement in initiatives or partnerships aimed at promoting gender equality or supporting women-led businesses.
- Identification of any gender impact assessments on products or services to understand their effects on women and men differently.
- Pitch deck and Business Model Canvas analysis.

2. Company

2.1 Corporate Structure

- List of programs or initiatives in place to support the advancement of women within its subsidiaries or affiliates.
- List of subsidiaries or affiliates focused on gender-related initiatives.

2.2 Shareholders

- Identification on any shareholders with a particular interest in gender lens investing.
- Identification on any female-majority or gender-diverse investment groups or shareholders involved with the company.
- Policy on gender diversity within its board of directors or executive team.

3. Tax and Legal

- Analysis of the general terms and conditions (T&C) for all products.
- History of legal claims related to gender discrimination, harassment, or pay equity.
- Identification of gender-specific regulations or compliance requirements that the company must adhere to.
- Identification of possible tax incentives and benefits related to gender lens investing, potentially relevant to family offices.

4. Risks

- Identification of risks related to gender diversity, such as reputational risks stemming from gender-related controversies or workforce diversity challenges.

5. Customers

- Analysis of the strategy for reaching and serving gender-diverse customer segments.
- Consideration of family office networks or groups that are particularly interested in or focused on gender lens investing, which the company may want to engage with.
- Commercial agreements, service-level agreements analysis.

6. Team

- Identification of a possible history of supporting gender diversity within the leadership team, which might be of interest to family offices with a gender investment objective.
- Identification of gender-specific training or development programs for employees.
- Organizational chart analysis.

7. Financial Situation

- Analysis of the company's gender pay gap. Identification of results and actions taken to address any disparities.
- Identification of gender-specific financial metrics or goals included in the company's financial projections.
- Identification of co-investment opportunities or collaboration of the company with family offices that are aligned with its gender lens investment approach.
- Balance sheets, income statements and cash flow statements analysis.

8. Intellectual Property, Data Protection and Security

8.1 Intellectual Property

- Analysis of records of trademarks, patents and domain names.
- Identification of any intellectual property related to products or services that have a strong gender lens investing component, which may be of interest to family offices.

8.2 Data Protection

- Analysis of how does the company handle sensitive gender-related data, and what measures are in place to protect it.
- Analysis of data management and privacy policies.

8.3 Security

- History of security incidents related to gender-based harassment or data breaches involving gender-related information.
- Identification of security measures specifically related to gender-based data or initiatives that may align with the interests of family offices.
- Analysis of key security measures and protocols.

9. Software Development and Production

- Analysis of software architecture, components, third-party software.
- Identification of any gender-related aspects to the company's software development or product offerings.

10. Additional Considerations for Gender Lens Investing

- Identification of possible partnerships or initiatives of the company that promote gender equality or support women-led businesses.



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