



## ECONOMIC OPPORTUNITY

We work with our clients and partners to develop private sector-led, market-based solutions that enable more inclusive economic opportunities

**G:ENESIS**  
UNLOCKING VALUE

# ABOUT GENESIS

| Genesis Analytics is a global African advisory firm.

Based in Johannesburg with offices in London, Nairobi, Lagos, Abidjan and Toronto, our team of **120 consultants** advises companies, governments and donors around the world. Genesis has worked on almost **4,000 assignments** in **89 countries**, of which **45 are in Africa**.

We look at the African continent as an opportunity for massive positive social, economic and environmental progress. **Our purpose as a firm is to unlock that latent value**, whether it is found in the private, social or public sector. We do this by combining multi-disciplinary skills and deep African experience.

**Unlocking value in Africa** relies on our understanding of the context. We believe a triangle of forces is shaping the future of Africa.

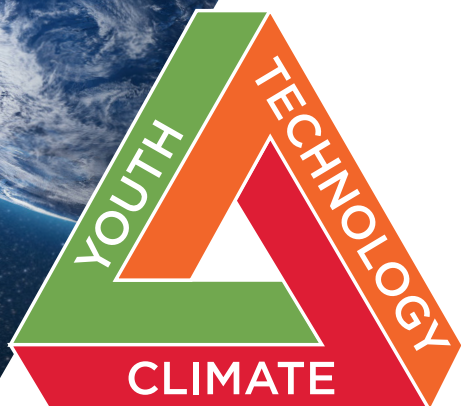
## These forces are

- The **youth** wave arising from Africa's great demographic transition
- Opportunities from the global **technological** leap forward
- Managing and mitigating regional **climate** change

## Our consultants are experts in

Monitoring, Evaluation and Learning |  
Economic Opportunity | Behavioural  
Solutions | Economic Impact Assessment  
| Human Development | Shared Value  
and Impact | Public Health and Financing  
| Digital Economy and Governance |  
Financial Services Strategy | Competition  
Economics and Regulation | Youth  
Employment | Climate Finance.

The greatest opportunities lie where these forces intersect. Genesis is working with partners across the globe to turn the triangle of forces into concrete opportunities that will provide solutions and unlock value for our clients.





# ECONOMIC OPPORTUNITY OVERVIEW

More on our **ECONOMIC OPPORTUNITY WORK** 

A vibrant private sector is key to economic development on the continent. Expanding access to economic opportunity is essential for improving lives and livelihoods, generating jobs and creating wealth. **The private sector plays a leading role in delivering economic growth and is increasingly expected to do so in a way that is inclusive and sustainable.**

We work with companies, foundations, development finance institutions and donors in pursuit of expanded and more inclusive economic opportunities. Like our clients, we seek solutions that **1)** Improve market functioning; **2)** Enable innovation and technological progress; and, **3)** Promote investment.

## Our work is guided by 5 Big Questions:



**WHY** is the market not functioning optimally?



**WHO** is the “private sector” and how is it influencing or affected by the market?



**WHAT** is the solution for improved market functioning?



**WHAT** is the private sector’s role in the solution?



**HOW** does the solution expand and create more inclusive economic opportunities?

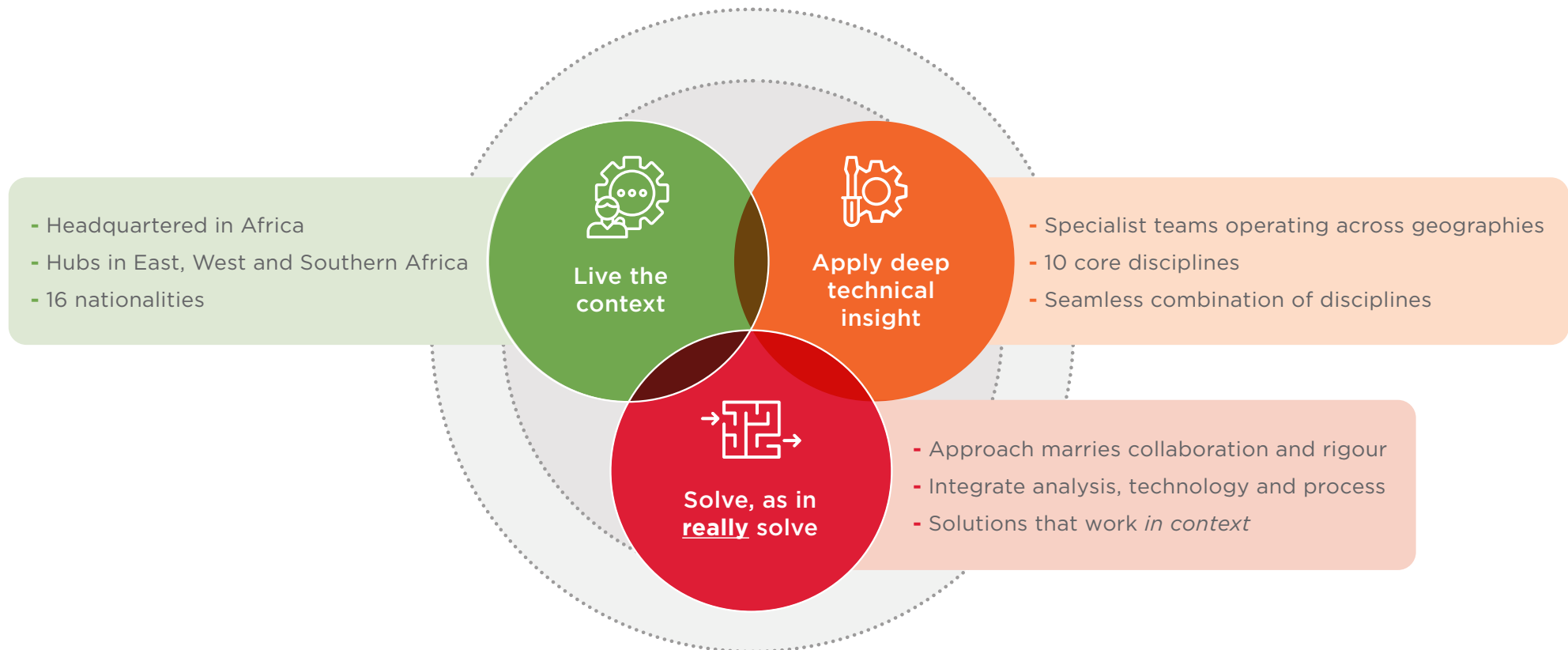
We use expert economic analysis, laser-focused problem-solving techniques and intersectional knowledge to address the root causes of market failure. In this way, we aim to contribute towards better, more inclusive outcomes for Africans, including people who are traditionally “left out” like youth, women, displaced persons and refugees, and those located in remote and rural areas.

**We unlock value by realising solutions with our clients**

# HOW WE WORK

Our team prioritises co-creation and partnerships-based engagement, recognising that complex challenges require collaborative solutions-driven processes.

In the area of economic opportunity, we conduct research, provide expert economic analysis, design interventions and solutions and provide technical support to our partners.





# OUR CLIENTS

We recognise that private sector support is vital in pursuing pro-poor growth. For the private sector to deliver pro-poor growth and systemic change, key reinforcing factors such as market access, and institutional and policy reforms need to be in place.

We help governments, international development partners, development finance institutions, companies and civil society, to maximise the social and economic impact of development efforts.

Our teams are adept at problem definition, navigating complexity and viewing challenges through multiple lenses.

We challenge ourselves to move beyond evidence to insight, and beyond ideas to scalable solutions.

## Some of our Clients



**USAID**  
FROM THE AMERICAN PEOPLE



**THE WORLD BANK**  
IBRD • IDA



**the dtic**  
Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA



**IFC** | International  
Finance Corporation  
WORLD BANK GROUP  
*Creating Markets, Creating Opportunities*



**FMT**  
FINMARK TRUST

*fondation*  
**BOTNAR**



**ybi** | Youth  
Business  
International

**\* seedstars**



**FAWE** Forum for African Women Educationalists  
Forum des éducatrices africaines



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BANK OF RWANDA  
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**BRD**  
We empower you



Climate & Development  
Knowledge Network



Unlocking  
Public and Private  
Finance for  
the Poor



**CAMFED**



**dial** Digital  
Impact  
Alliance



**AGRA**  
Growing Africa's Agriculture



**TechnoServe**  
Business Solutions to Poverty

**BILL & MELINDA  
GATES foundation**

**unicef**  
for every child


**CDC**  
Investment works

**ON OMIDYAR NETWORK**

# OUR AREAS OF EXPERTISE



## MSME DEVELOPMENT



MSMEs (micro, small and medium enterprises) are recognised across the world as drivers of socioeconomic growth and development. They make a significant contribution in boosting public revenue collection, employment creation and economic empowerment, as well as provision of goods and services to the public.

Our experience in working at the intersection of the private financial sector and the public and donor sector brings a unique perspective to MSME development. Our focus areas include access to finance, non financial MSME support, market systems development, value chain analysis, MSME landscape analysis and market sizing, strategy, and evaluations.

Our work typically aims to inform programmes and initiatives targeting MSME development on how to best develop financing instruments, technical assistance interventions and business environment reform.



## GREEN ECONOMY

Promoting green growth and sustainable development can address socioeconomic disparities by focusing on investment, infrastructure development, employment and skills development.

Through our work, we support public, private and philanthropic sectors to fuel inclusive growth. We help clients create developmental priorities in line with a low-carbon future, and enhance energy and resource efficiency. Our work engages C-suite executives, communities and organisations to encourage creative solutions that enhance economic opportunities for green transition and sustainable development.

Our focus on the green economy includes supporting water and climate-smart agriculture programmes. We evaluate the impact of such programmes on people and the environment by establishing frameworks for clients and governments in dealing with extractive industries and carbon trading, and research market systems development for sustainable trade and creating green, decent jobs.





## GENDER AND DEVELOPMENT

To reach the full potential of the continent, we have to harness the full capacity and ability of the population by ensuring that women, who make up half of the population, are empowered to contribute in an equitable, productive and safe manner.

Our work in gender and development spans a variety of contexts, resulting in deep insights and expertise regarding gender dynamics as these pertain to policy and regulation, public and social programmes, NGO and other women's movement initiatives, and private sector growth.

All of these, and other institutional and society norms, play an important role in shifting social dynamics, reducing barriers to empowerment and increasing access to opportunities for young girls and women.

Specifically, Genesis has a wealth of experience in conducting research, evaluation and learning activities for programmes that have specific gender objectives. We support organisations to adapt and adopt more robust gender-oriented programming for greater impact, and encourage them to do more than descriptive statistics by calling it a day on "gender".



## AGRICULTURE AND AGRIBUSINESS MARKET DEVELOPMENT

Africa's agricultural sector is critical to sustainable economic development. The sector supports economic opportunities in rural communities, the alleviation of poverty and plays an essential role in food security. Genesis works across the public-private interface for governments, donors, philanthropic and private sector clients.

Unlocking the sector's potential requires a combination of political will, enabling regulatory frameworks, improved access to finance, skills investment and climate change adaptation. An understanding of these interlocking factors underpins our approach to programme design and implementation.

We monitor and evaluate agricultural interventions, including those that support smallholder farmers and promote agricultural innovation, with the purpose of assessing, reflecting, revising and improving programmatic outcomes.

We design, implement and manage market-led, pro-poor programmes that address systemic agricultural market failures at scale. We also provide research insight through baseline and endline assessments, facilitate better implementation practice through technical assistance advisory services, and enable better understanding of developmental objectives through rigorous impact evaluation methods. We have experience in fruit, vegetable, cash and staple-crop value chains across Sub-Saharan Africa.



# OUR CREDENTIALS

## MSME DEVELOPMENT

Given the contribution that SMEs (small and medium enterprises) make towards GDP in developing countries, a good understanding of the challenges they face is a key starting point for any government or donor organisation that aims to improve their growth.

Genesis was commissioned by the IFC to undertake several deep-dive studies on MSME finance that were used to inform the IFC's advisory to its (financial institution) clients to improve financial access for SMEs.

The methodology and approaches used to conduct these studies entailed an in-depth understanding of the country contexts and enabling environments within which these SMEs exist.

Primary research was used to better understand the experience of SMEs, their challenges and how financial sector stakeholders can serve them better. This was achieved through extensive desk-based research and consultations with local stakeholders (government, regulators, associations and private sector players).

An analysis of the demand-side dynamics was also done to understand access to finance, constraints to access, use of products, attitudes towards and need for digital financial services and other products and services. Value-chain analysis was then used to map and understand the opportunities presented for financial inclusion through improved product and channel design.

A supply-side analysis was conducted to understand the contributions of banks, fintechs, mobile-money providers, payment providers and other support organisations within the SME environment.

Project Name	Assisting financial institutions to improve financial access for SMEs
Client	IFC
Countries	Angola, Burkina Faso, Côte d'Ivoire, Gambia, Guinea, Kenya, Rwanda, Senegal, Sierra Leone







# OUR CREDENTIALS

## GREEN ECONOMY



The Rocky Mountain Institute (RMI) is implementing the Sustainable Energy for Economic Development (SEED) programme, with funding from the Rockefeller Foundation and Virgin Unite.

The SEED programme provides research, strategic advisory and capacity development services to governments, donors and private sector players. The purpose of these activities is to build high-level technical knowledge and skills within the energy sector, inform and drive financial investments, and identify opportunities for growth and the redirection of efforts.

Through this systemic approach, RMI SEED aims to accelerate electrification, energy access and economic development in Sub-Saharan Africa. The project's vision is to improve people's lives through sustainable economic development, while addressing the need to mitigate climate-change impacts.

Genesis Analytics was contracted by RMI to conduct a programme evaluation of the relevance, effectiveness, expected impact and long-term sustainability of the SEED programme. The purpose of the evaluation was to inform the programme's strategy going forward and provide recommendations for the development of the programme.

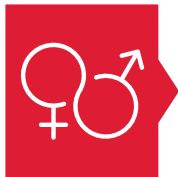
### PROJECT NAME

🔗 Evaluation of the Sustainable Energy for Economic Development Programme

### CLIENT

Rocky Mountain Institute





# OUR CREDENTIALS

## GENDER & DEVELOPMENT

Genesis was commissioned to conduct research into potential growth sectors for women's entrepreneurship in Malawi and to understand the gender barriers facing women entrepreneurs in that country.

CAMFED is an international NGO that supports the education and growth of rural girls and young women. In addition, CAMFED supports young Malawian women in launching and growing successful businesses.

Genesis used a multi-faceted approach, investigating the prevailing economic opportunities and highlighting the priority sectors for young rural female entrepreneurs in Malawi. The evidence-based assessments highlighted the viable sectors for entrepreneurship and informed an approach to enterprise development. Our research was used to bolster the enterprise development training.

Genesis also conducted a gender-sensitive analysis to understand and detail the constraints faced by female entrepreneurs in rural Malawi. In addition, the team identified the opportunities around deploying technology in businesses to build resilience, market access and profitability. Lastly, the team highlighted the transport barriers that negatively affected business operations.

### PROJECT NAME

 Research into Growth Sectors and Gender Barriers for Women's Entrepreneurship in Malawi

### CLIENT

CAMFED International

### COUNTRY

Malawi







# OUR CREDENTIALS AGRICULTURE & AGRIBUSINESS MARKET DEVELOPMENT

Genesis, through the support of the Bill and Melinda Gates Foundation, advised the Solidarity Fund on how it could support a sustainable food production intervention to the most vulnerable households in South Africa, where livelihoods had been aggravated by COVID-19.

The Solidarity Fund required that the following targeting inform our assessment of food-production intervention options:

- Households that are most vulnerable to hunger
- Rural and urban populations, with a preference for rural and peri-urban informal
- Women, youth and differently abled people

Based on our assessment, we designed a R120-million agricultural inputs voucher targeting smallholder farmers in the rural areas of South Africa.

Genesis spearheaded this intervention in close partnership with the Solidarity Fund, the FAO, the Department of Agriculture and Rural Development, Cooperative Governance and Traditional Affairs, Mezzanineware (the voucher provider) and LandNNES (an umbrella body for rural development focused NGOs). The inputs voucher is digital and will enable smallholder farmers to continue vegetable production for their own consumption, even at a time of disrupted food value chains in South Africa and as these farmers experience lower incomes.

**Project Name**



Design of an agricultural intervention to support access to food

**Client**

Bill and Melinda Gates Foundation

**Country**

South Africa

BILL & MELINDA  
GATES foundation



# OUR TEAM



**KIM ADONIS**  
Associate Manager  
Shared Value  
& Impact



**AMREEN CHODA**  
Manager  
Evaluation for  
Development |  
Economic Opportunity



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Portfolio Manager  
USAID's Southern African  
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Development Finance and  
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Evaluation for  
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**RYAN SHORT**  
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Shared Value  
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**JOST UWASE**  
Associate Consultant  
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**ITAGO WINNIE**  
Senior Associate  
Evaluation for  
Development |  
Economic Opportunity



**ALYNA WYATT**  
Managing Partner  
Evaluation for  
Development |  
Economic Opportunity

## Some of our qualifications include

MA Rural Development | PhD in Development Studies | MSc in Environmental Economics and Policy | MSc Carbon Management | BSc Environmental Economics and Policy | BCom Economics and Statistics | Doctorate in Interdisciplinary Studies | Bachelor's in Marketing Management | Master's in Marketing | Master's in Business Administration | Master's in International Economics | Master's in International Politics | Master's in Urban Governance for Development

**WE ARE HERE  
TO HELP YOU  
UNLOCK VALUE.**





## Genesis Analytics

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