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## A CAREER AT GENESIS ANALYTICS

Our practices  
Our values  
Our offer to you

G: GENESIS  
25 YEARS OF UNLOCKING VALUE

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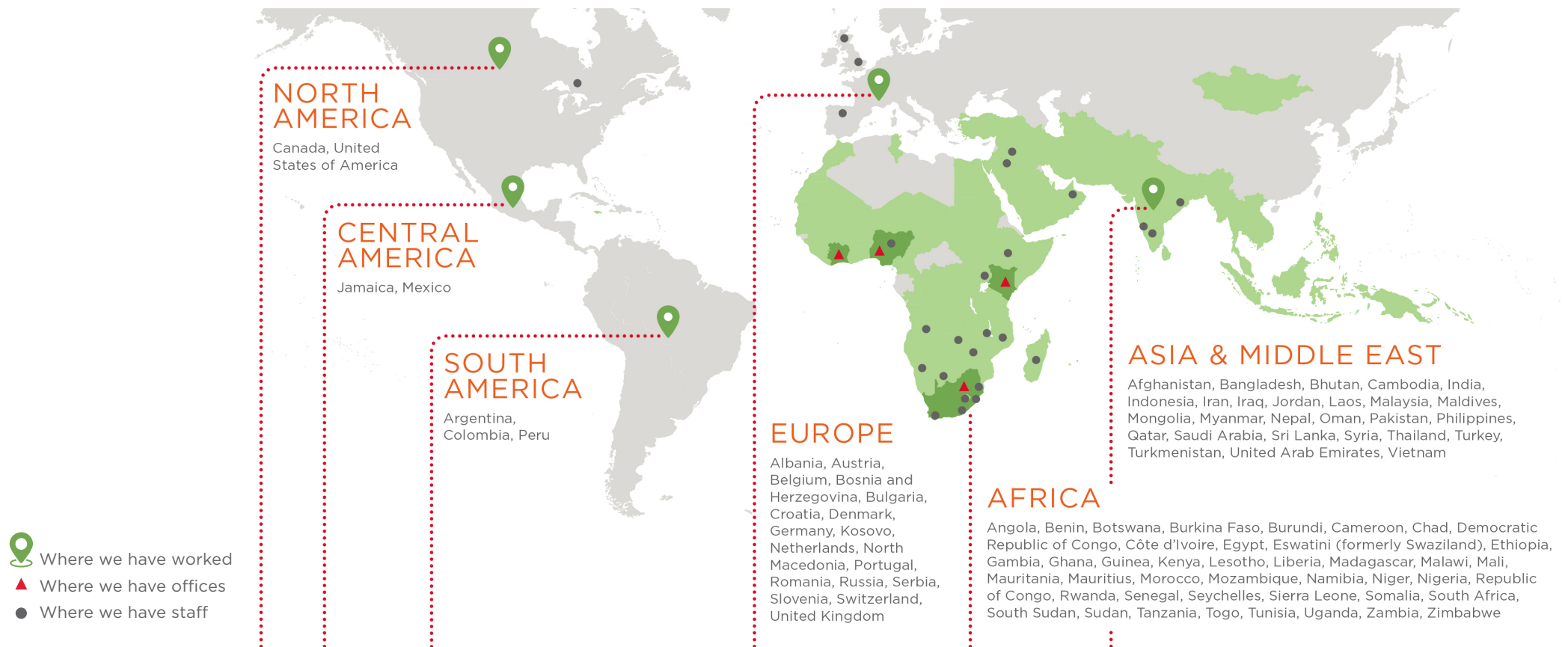
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# WHO WE ARE

Genesis is a global African firm. We have deep roots in the continent, yet we are globally competitive.

We look at the world - and the continent - by identifying large opportunities for change, both social and private. Our purpose as a firm is to unlock that massive latent value through a multi-faceted approach described throughout this brochure. Genesis has offices in South Africa, Kenya, Nigeria, Côte d'Ivoire and the United Kingdom. We also have representatives in India, Canada, Zimbabwe, Lebanon, Uganda, Ethiopia and eight Southern African Development Community countries. Genesis has completed work in 95 countries globally and this number continues to grow!



Watch this Introduction to Genesis



# OUR VALUES

At a time when many consulting firms have been shaken by failures of integrity, we take immense pride in our reputation for ethics, balance and fairness.

Our values are an essential part of the way we work. We produce strong, independent analysis that seeks to balance economic with social concerns; markets with society; public with private interests. Our ability to see the position of all sides is a stand-out strength.

**Our purpose is to unlock value by working closely with our clients to find real, scalable solutions.** The foundation of our distinctive delivery is technical skill and deep sector knowledge we have developed through our work across the public and the private sectors.

All our work is guided by our core values:

## Siyakhana\*



I am **OPEN** and  
**INCLUSIVE**, and  
show **COMPASSION**  
and **RESPECT**.

We **BUILD**  
each other.

## Glass Box



My **WORK**  
and **DECISIONS**  
can withstand  
scrutiny.

We **ACT**  
with integrity.

## Plus Ultra



**RIGOUR**,  
**IMAGINATION** and  
**COURAGE** – these  
set my work apart.

We **PUSH** frontiers  
to unlock value.

\*Siyakhana is the isiZulu word for “We build each other”.







# THE CORE OF OUR WORK OVER THIS DECADE

We have dedicated our work over this decade to the three forces that we believe are reshaping our continent: the demographic transition (youth wave), climate change, and technological innovation.


How we respond to these forces will determine our prospects as a region. Genesis helps countries, firms and organisations deliver solutions to the challenges and opportunities these forces present.



## The critical questions of this century shaping Africa's future are:

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

Our focus on youth is on young girls over the next five years so that no one is left behind in the development of the next generation. Gender equality describes a world in which women and girls have equal access to resources and opportunities and where their participation, contributions, and decisions are valued and rewarded as much as those of men.



For this reason Genesis looks at all its projects through a gender lens so we can find the opportunities for gender equality and address the barriers that keep women and girls from being fully active in their homes, economies and societies. We can't achieve progress if half the world's population is left behind and its potential and talent are left untapped.



**Watch Triangle of Forces Video**



# WHAT MAKES GENESIS DIFFERENT

| We are unlike most other consulting firms for a number of reasons:



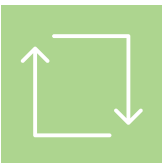
## Far-reaching, high-impact projects

We are rooted in Africa, but the reach of our projects is global. We apply our expertise across public, private and donor organisations. In South Africa we have worked alongside 15 of the top 20 JSE-listed companies, facilitating large projects that deliver high-impact work.



## Expertise in teams

Our staff are highly qualified and experienced, while at the same time young, dynamic and diverse enough to provide valuable insight into a wide range of situations and markets. By working in teams, we grow through being exposed to new methodologies, best practice and knowledge sharing.



## Making a real difference

Our purpose and our values are the guiding principles to how we do business. The Genesis Educational Foundation Trust provides bursaries for students who have the aptitude, yet limited resources, to grow and develop into proficient economists. Our community involvement also extends CSI and pro bono contributions, most of which are facilitated by the G:Soc, to empower the communities in which we operate.

| As our business is client-facing, we expect you to be respectful and helpful to all of our clients at all times.





# OUR PRACTICE AREAS

We combine a wide range of expertise and technical skills with in-depth knowledge in many sectors.

While Genesis has a number of service lines and areas of expertise, successful candidates join into a home practice area, either one of the following:



**Centre  
of Digital  
Excellence**



**Climate  
Finance and  
Economics**



**Competition  
and Regulatory  
Economics**



**Evaluation for  
Development**



**Financial  
Services  
Strategy**



**Health**



**Human  
Development**



**Shared Value  
and Impact**







# CENTRE OF DIGITAL EXCELLENCE (CODE)

## ▶ Watch Intro to the Team

The Centre of Digital Excellence (CODE) team at Genesis co-creates value with our partners in Africa by harnessing opportunities in the digital economy. **Our work is focused on three areas:**

- We identify and enable economic and social opportunities in the digital economy to connect people to sources of income and service delivery. We work across the enablers required to scale these opportunities inclusively: digital and financial inclusion, digital upskilling and reskilling, inclusive tech-enabled business models and policy & regulation.
- We advise our clients on technology governance and ethics. We identify the biggest risks contributing to negative market, consumer and human rights outcomes as technology becomes mainstream, and advise on the best approaches to managing these risks responsibly without stifling innovation.
- We support organisations to improve data-driven decision making by employing human-centred design to offer a suite of tools that collect, analyse and dynamically visualise the information required to make decisions more quickly and effectively across an organisation.

## ☆☆☆ We have expertise in

- Digital Economic and Social Opportunities
- Technology Governance and Ethics
- Data-driven Decision making



## Qualifications that would be considered include

Postgraduate degrees in Economics | Statistics | Law | PPE | International Development | Politics and International Relations | Social Sciences | Computer Science and Data Science | Business Development Studies | Behavioural Science

## Project Examples



Formulating Lesotho's National Digital Transformation Strategy

Reimagining higher education in South Africa

Dashboard supports COVID vaccine roll-out in South Africa





# CLIMATE FINANCE & ECONOMICS (CFE)

We work with governments, donors and private businesses to increase the flows of climate finance from higher- to lower-income countries, in fostering the role of the private sector in climate finance and in better preparedness of societies to address the climate change emergency proactively and adequately.

**We aim to be the leading global advisory firm, working with governments, donors and private businesses in unlocking climate finance. We work to:**

- Unlock access to international climate funding
- Support the climate transition of corporates
- Support the Just Transition in ensuring that equity and socio-economic considerations are built into all climate change response measures
- Provide clients with the information, tools and solutions to develop strategies that adequately respond to the risks posed by climate change and build long-term resilience

Ours is a unique, pragmatic approach that handpicks the best insights from Environmental Science, Behavioural Science, Political Economy Analysis and Financial Valuation.



**Qualifications that would be considered include but are not limited to:**

Postgraduate degrees in Economics or related sub-disciplines |  
Development Studies | Public Policy | Financial Economics

## Project Examples



Climate risk assessment of  
Tanzanian dam project

Innovative solutions to SA  
water security challenge

Addressing the climate change  
challenges in Saint-Louis, Senegal







# COMPETITION & REGULATORY ECONOMICS (CRE)

Our CRE team is the leading South African provider of independent, expert economic analysis, advice and testimony in competition law, sector regulation, international trade and general litigation.

The Competition and Regulatory Economics practice provides a holistic advisory service for clients dealing with competition authorities and regulatory agencies, trade disputes, damages claims, high court litigation and arbitration proceedings. We also advise clients on adjusting their business strategies and practices with regard to new legal and regulatory considerations.

## ☆☆☆ Areas of expertise

- Competition Economics
- Regulatory Economics
- Communication and Broadcasting
- Damages and Other Litigation
- Energy
- Trade



## Qualifications that would be considered include but are not limited to:

Master's degrees in Economics  
| Applied Economics

## Project Examples



Going off the grid with Small-Scale Embedded Generation

Commission levels playing field on school uniforms

Genesis gives expert advice on credit bureaux merger







# EVALUATION FOR DEVELOPMENT (E4D)

Our Evaluation for Development practice offers African governments, companies, international donors, foundations and non-profits with the information and insight they need to improve their interventions and produce better results, ultimately achieving greater impact on economies and peoples' lives.

Within the practice, we combine our deeply rooted understanding of the African context with our extensive experience in qualitative and quantitative monitoring and evaluation methods to assess progress and measure value creation. By rigorously applying a wide range of monitoring and evaluation tools and our deep specialisations, we seek to unlock value in Africa and contribute to sustained, pro-poor growth on the continent.

To date, we have provided monitoring and evaluation support in more than 15 countries worldwide, working on projects focused on agriculture, financial inclusion, youth livelihoods, health, private sector development and public policy.

## ☆☆☆ We have expertise in

- Programme Evaluation and Impact
- Monitoring and Results Measurement
- Integrated Monitoring, Evaluation and Learning



## Qualifications that would be considered include

Postgraduate degrees in Economics or related sub-disciplines | Development Studies | International Development | Inequalities and Social Sciences

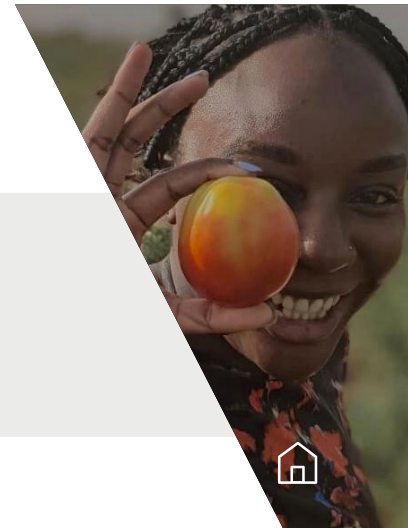
## Project Examples



Evaluating project to empower 2,000 scholars

Evaluating entrepreneurial tools for SME growth

Evaluating the development of Tanzanian innovation ecosystem





# FINANCIAL SERVICES STRATEGY (FSS)

The Financial Services Strategy team helps leading financial institutions address their challenges, unlock value for their stakeholders and shape the future of the industry. This team has a unique understanding of the evolving market structures, economics, and strategic and regulatory trends across all segments of the financial services sector.

Our distinct approach is characterised by deep specialisation and rigorous fact-based analysis centred on a strong economics foundation. We have completed more than 700 projects with over 60 institutions across Sub-Saharan Africa and the Middle East since 2001.

## ☆☆☆ Areas of expertise

- Financial Sector Strategy
- Financial Inclusion
- Strategic Due Diligence
- Market Analysis and Positioning
- Applied Behavioural Economics
- Financial Risk Management
- Payments
- Financial Market Policy
- Digital Financial Services



## Qualifications that would be considered include but are not limited to:

Postgraduate degrees in Economics and related sub-disciplines | Actuarial sciences may be considered

## Project Examples



Determining non-financial needs of MSMEs in three markets

Unpacking gig opportunities for unemployed Kenyan youth

Enhancing access to finance for EAC women cross-border traders







# HEALTH

We work with our clients to develop solutions aimed at improving the health of populations throughout Sub-Saharan Africa. Our region faces the challenges of the quadruple burden of disease, which includes both communicable and non-communicable diseases, as well as violence and injury.

Coupled with this are relatively weak health systems, heavy reliance on donor funding and inequitable public and private sectors. Within this context, we provide experts with decades of experience in the design, implementation, costing and evaluation of health programmes, and strengthening of sustainable health systems.

We develop customised solutions to address our clients' most pressing problems. Donor organisations, foundations and governments across Africa routinely rely on Genesis for expert advice and support. We have worked extensively with public and private healthcare sectors. This gives us a position of trust based on a strong reputation for providing robust and independent expert advice.

## ☆☆☆ We have expertise in

- Research, Monitoring and Evaluation
- Behavioural Solutions
- Health Economics and Costing
- Sustainable Health Systems
- Digital Health
- Technical Support Services



## Qualifications that would be considered include

Post-graduate degrees in disciplines including Public Health (Epidemiology/Biostatistics/Social and Behaviour Change/ Disease Control) | Demography and Population Sciences | Health Policy and Management | Population Studies | Applied Economics | Health Economics | Behavioural Sciences | Demography | Research Psychology | Community Health | Biostatistics

## Project Examples



Looking for ways to improve AGYW programming in East and Southern Africa

Strengthening HIV prevention through facilitated South-to-South learning

Project plans to reach 4.1m more family planning users







# HUMAN DEVELOPMENT (HD)

The Human Development practice focuses on innovative ways to finance universal coverage in areas such as nutrition, health, education, social protection, and water and sanitation. This work is aimed at supporting practical discourse on how developing economies should prepare to forge new tech-enabled pathways towards inclusive growth. We have extensive experience conducting diagnostic studies and landscape analyses; conducting mixed methods research; and using data to generate actionable recommendations.

We take a holistic approach to Human Development, working across multiple sectors to find the root causes of problems and pathways to solutions. We work closely with our clients to make sure that our projects are focused on impact and outcomes.

## ☆☆☆ We have expertise in

- Youth, Education and Early Childhood Development
- Social Protection and Social Care
- Health, Nutrition, and WaSH (water, sanitation and hygiene)



## Qualifications that would be considered include

Master's degrees in Economics or related sub-disciplines  
| Development Studies | International Development  
| Public Policy | Health Economics | Gender Studies |  
Evidence-based Social Intervention | Policy Evaluation

## Project Examples



Building the case for an investment in ECD in Burundi

Counting the health costs of VAT on soap in Madagascar

Supporting safe reopening of ECD centres in Oman





# SHARED VALUE AND IMPACT (SVI)

## ▶ Introducing SVI    ▶ SVI Practice

Our Shared Value team works at the intersection of business and society, helping companies to understand, manage and improve their societal relations. Today, this relationship is a key determinant of corporate value.

**“Our purpose is to reshape capitalism to serve the world”**

At risk for companies are credibility with consumers, regulatory permissions, media and investor reputation, and social licence to operate. On the positive side, understanding societal need and building better relations with stakeholders can spark new models, products and revenues.

Our approach has been proven across a range of industries and geographies. We are the only Africa-based affiliate of the Shared Value Initiative in Boston, the world's leading shared-value accredited practitioners' network.

### ☆☆☆ Areas of expertise

- Impact Measurement
- Shared Value and Impact Strategy
- Public Policy
- Economic Assessment



### Qualifications that would be considered include but are not limited to:

PPE (ideally at the undergraduate level) | Postgraduate degrees in Economics or related sub-disciplines | Development Studies | International Development | Sustainability | Business Science | Inequalities and Social Science | International Politics

### Project Examples



Raising the drinking age to 21:  
Pros and cons

Short-term scenarios  
for land reform in  
South Africa

Is Facebook  
good for African  
development?





# OUR OFFER

Genesis is divided into practice areas, each with its own specialisations and expertise.

This allows you to work in your broad area of interest and provide an **opportunity to specialise and further develop your career**. Genesis practices also work together, and cross-practice work can expose you to every corner of the firm that you would wish to explore.

## What our work offers:

- A fertile ground for learning with our flat structure providing an opportunity for exponential growth and encouragement for you to **develop as an expert in your field**.
- Exposure to projects “**where the action is**”, solving real and high-impact problems alongside **international donor organisations and foundations, private companies and government departments**.
- Genesis is oriented towards solutions and the application of problem solving in the real world. If you see potential where others see problems, you are likely to thrive in a career at Genesis.
- We are also **technically astute**. The work you will do is intellectually stimulating and through it you will build skills such as **empirics, logic and creativity in problem solving**.

At the same time you will contribute to projects that address global challenges such as poverty and inequality, job creation, youth economic opportunity, and environmental sustainability.





# WHAT'S IN IT FOR YOU

Working at Genesis is challenging - we set high standards for all of our employees, including junior staff. We offer meaningful work in passionate and talented teams. The work you will do is intellectually interesting and through it you will build skills such as empirics, logic and creativity in problem solving.

You will be able to contribute to projects that address global challenges such as poverty, job creation, youth economic opportunity, climate change and environmental sustainability. The extent to which you will experience this will partly depend on the practice into which you would be recruited. It is for this reason that we encourage you to familiarise yourself with our practice areas.

# WHAT WE ASK IN RETURN

Positions at Genesis are limited and highly sought after. We have high expectations of our graduates so expect hard work and dedication.

We expect you to display unquestionable standards of professionalism and ethics, to contribute intellectually wherever possible and to grow your own abilities in your field. You will be expected to go the extra mile, and to show your drive, innovation and willingness to learn.



# OUR CLIENTS INCLUDE

## BUT ARE NOT LIMITED TO

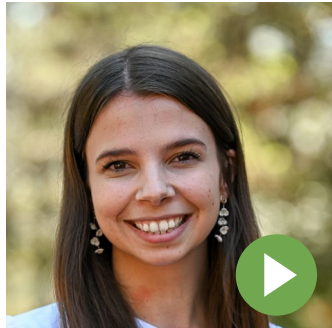




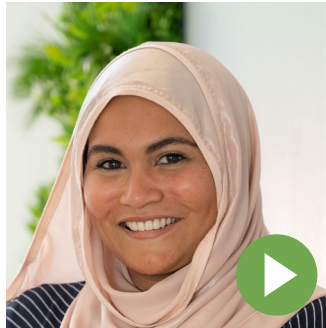
# WHY I CHOSE TO WORK FOR GENESIS



Chloe (CODE)



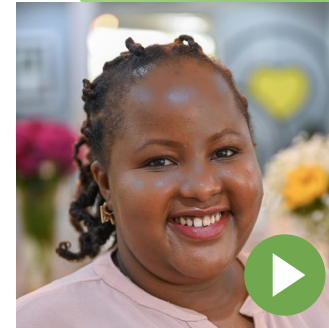
Amy (CRE)



Mishkah (E4D)



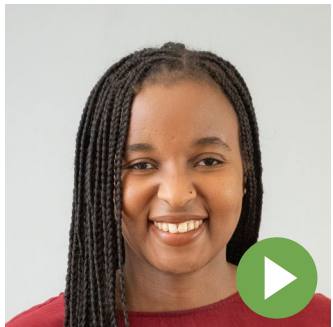
Adriaan (FSS)



Belinda (CF)



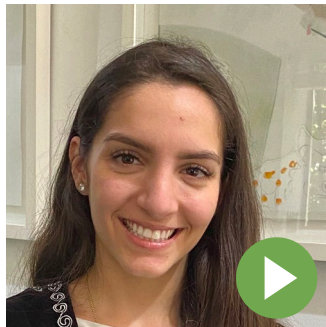
Micah (Health)



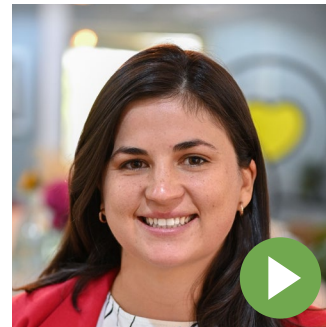
Linekela (CRE)



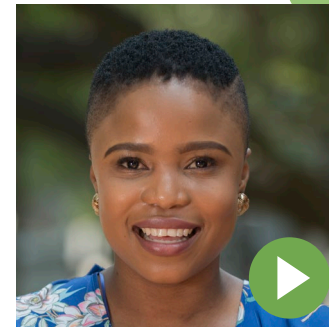
Peter-John (CRE)



Majdoulene (HD)



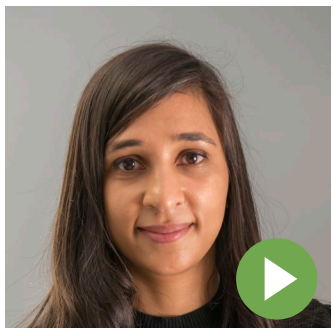
Elise (Health)



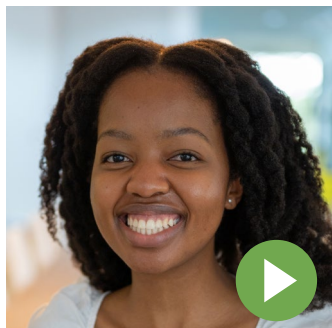
Tshego (HD)



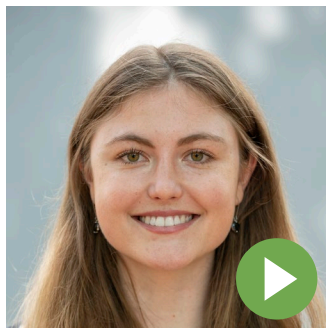
Corinne (E4D)



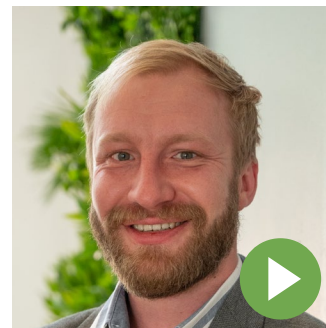
Ayesha (Health)



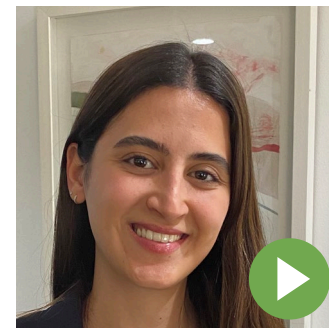
Lekoetse (HD)



Emma (SVI)



Korstiaan (CODE)



Layan (HD)



Sue (Health)



# GENESIS EDUCATIONAL FOUNDATION BURSARY PROGRAMME

The Genesis Educational Foundation Trust (GEFT) was formed in 2006 and owns 20% of Genesis Analytics. The Trust is dedicated to producing high-calibre South African economists and promotes the study and practice of economics by previously disadvantaged South Africans.

The Trust provides funding to students pursuing postgraduate qualifications. In line with this, third-year students looking to pursue their honours level qualifications are encouraged to apply. Likewise, those at honours year looking to pursue their master's degree. Each year, GEFT aims to support many students in their postgraduate studies.

Visit our [Bursary Page](#) of the website to learn more.

## TESTIMONIALS



**Mishkah Teladia**  
2009/10

I received a GEFT bursary to complete a master's at the University of Cape Town. Without this bursary, I would not have been able to complete postgraduate studies at that time of my life and would almost certainly have shifted from a focus on economics.

Now, having worked at Genesis for almost 10 years, I am so grateful that I was able to keep studying and stay focused on Economics. Through this bursary, and through our work at Genesis, I have been afforded immensely rewarding opportunities to influence key decisions and important initiatives.

**“And, most importantly,  
to continue to do what I love.”**



**Kreyan Shunmugam**  
2019

The GEFT bursary assisted me immensely in my final year of university. It took the pressure off me financially and allowed me to fully focus on my academics.

The internship offered me insights into the world of consulting and work that an academic programme could never fulfil. I was able to identify my likes and dislikes, and shape my professional career. Through the assistance offered by the GEFT bursary, I was able to begin full-time employment with the company in a job I felt well prepared to execute.

**“The bursary helped me unlock value.”**



**Mapaseka Setlhodi**  
2017/18

The GEFT bursary programme helped me through two years of my master's studies and paved the way to the beginning of a very promising professional career. As a result of the bursary I was saved from the stress and anxiety of tuition fees and further given the opportunity to work in a practice that is directly in line with my passion for development economics.

I now work in a practice with incredibly talented people who have contributed immensely to my professional development and with whom I have also created many fond memories.

**“The time I have spent at Genesis  
has truly been remarkable.”**





# ARE YOU INTERESTED IN JOINING OUR TEAM?

**Website** Join our Team

**Email** [recruitment@genesis-analytics.com](mailto:recruitment@genesis-analytics.com)

**Telephone** +2711 994 7000 (SA Reception)

Please visit the [Young Professionals](#) page of our website to learn about current opportunities and to apply online.

Please familiarise yourself with our areas of work and document the three areas that appeal to you most in your motivational letter. This helps us get a sense of your interests and also to identify the best representatives to consider your profile.

Click on the links below to learn more about our different areas of expertise:



Centre of Digital Excellence



Financial Services Strategy



Climate Finance  
and Economics



Health



Competition and  
Regulatory Economics



Human Development



Evaluation for Development



Shared Value and  
Corporate Impact

For more information  
about our firm and our work



**G:ENESIS**  
25 YEARS OF UNLOCKING VALUE