



Welcome to

G:ENESIS

UNLOCKING VALUE



ABOUT US

Genesis Analytics was one of the first economics-based consultancy firms to be established in Africa and over the past 20 years we have expanded our work to 35 countries in Africa.

The cutting-edge and value-unlocking nature of our work has also extended our reach in North America, Europe, the Middle East and Asia.

We have regional offices in Johannesburg, Nairobi and Dubai, and representatives in Toronto, Lagos, London and New Delhi.



OUR PURPOSE IS TO UNLOCK VALUE IN AFRICA!

Our consultants use their analytical capabilities to improve decision-making, and, through better decisions, unlock substantial value for our clients and society. Our techniques, principles and approaches provide clarity for decision-makers.



CLASS OF 2018



CLASS OF 2019

WHAT MAKES GENESIS A GREAT PLACE TO WORK

UNLOCKING VALUE



By partnering with international donor organisations and foundations, private-sector companies and government departments, our work is far reaching with high impact.

LIKE-MINDED, PASSIONATE TEAMS



One of our firm's core values is 'Siyakhana' – or building one another. We value openness, inclusivity, compassion and respect.

DIVERSITY



Our roots are in economics, but our work now spans many disciplines including health, agriculture, infrastructure, climate change, energy, behaviour change and youth.

ANALYTICAL RIGOUR



We value rigour, imagination and courage in our analysis.

TRAVEL



We have worked across 35 countries in Africa, as well as South Asia, the Middle East, Eastern Europe and South America. Staff members also get opportunities to attend international training programmes and conferences.

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 economics across public, private and donor organisations, and 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 into proficient economists. Our community involvement also extends to CSI and pro bono contributions, most of which is 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. Consultants are hired into one of the following eight practices:



Agribusiness, Climate Change and Market Development



Applied Behavioural Economics



Competition and Regulatory Economics



Evaluation for Development



Financial Services Strategy



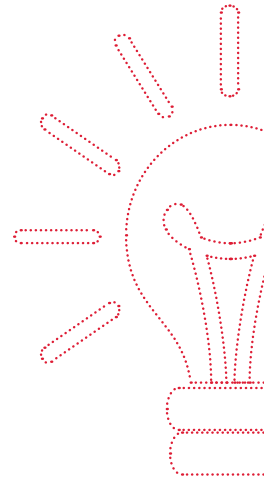
Health



Infrastructure and Public-Private Partnerships



Shared Value





AGRIBUSINESS, CLIMATE CHANGE AND MARKET DEVELOPMENT

Africa's agricultural sector is critical to sustainable economic growth and poverty alleviation. 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.



OUR AREAS OF EXPERTISE

- | Market systems development | Monitoring and evaluation
- | Rural and agricultural finance | Climate-smart agriculture
- | Project impact analysis | Youth in agriculture | Trade
- | Competition economics

SECTORS IN WHICH WE HAVE EXPERIENCE

- | Agriculture | Climate change | Manufacturing | Water

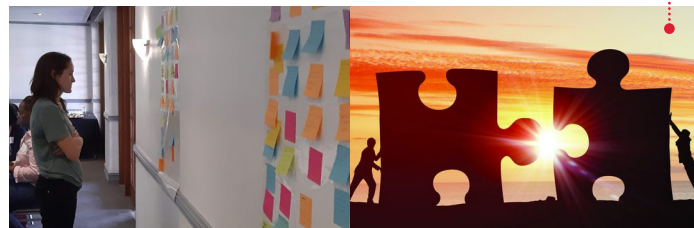
QUALIFICATIONS THAT WILL BE CONSIDERED

- | Master's in Economics, or Agricultural Economics, Urbanisation and Development, Environmental Science



APPLIED BEHAVIOURAL ECONOMICS

Behavioural economics is a powerful new science that seeks to understand and improve people's decision-making abilities. Across the world - from financial services to telecommunications companies, from development agencies to governments - behavioural economics is being used to understand and change human behaviour. Genesis established the first specialist team of behavioural economists in Southern Africa.



OUR AREAS OF EXPERTISE

- | Insights | Choice behavioural design | Capacity building
- | Choice architecture build | Roll-out support

SECTORS IN WHICH WE HAVE EXPERIENCE

- | Communications and media | Financial services
- | Health | Manufacturing

QUALIFICATIONS THAT WILL BE CONSIDERED

- | Undergraduate in Economics with an associated postgraduate
- | Master's in Economics, Research Psychology, Statistics



COMPETITION AND REGULATORY ECONOMICS

Our CRE team is a leading African provider of independent, expert economic analysis, advice and testimony in competition law, sector regulation, international trade and general litigation. Our rigorous analysis has made us the provider of choice for most top law firms.

We also work extensively with regulators and competition authorities, giving us a position of trust based on a strong reputation for providing robust and independent expert economic views.



OUR AREAS OF EXPERTISE ARE

- | Abuse of dominance and prohibited practices
- | Merger analysis and public interest | Expert testimony
- | Compliance advice | Tariff design and determination
- | Damages quantification | International trade disputes
- | High Court litigation and arbitration proceedings
- | Licensing advisory and support

SOME OF OUR WORK



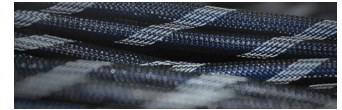
Genesis study leads to probe on restrictive warranties on car parts



Study counts value of deep-sea hake fishery prior to 2020 rights allocation



Competition Commission levels playing field on school uniforms after Genesis study



ICASA employs Genesis to sharpen SA telecoms competition



Expert analysis in Africa's largest bottling merger



Assessment of damages in R1-billion communications claim

SECTORS IN WHICH WE HAVE EXPERIENCE

- | Agriculture and agribusiness | Financial services | Energy
- | Communications and media | Entertainment | Health
- | Retail | Manufacturing | Mining | Public and social
- | Transport and logistics

QUALIFICATIONS THAT WILL BE CONSIDERED

- | Master's in Economics, or Applied Economics only



EVALUATION FOR DEVELOPMENT

Evaluation for Development offers African governments, companies, international donors, foundations and non-profits with insights needed to improve interventions and produce better results. As monitoring and evaluation (M&E) practitioners we combine our understanding of the African context with our experience in qualitative and quantitative methods to assess progress and measure value creation.



OUR AREAS OF EXPERTISE ARE

| Design, review and support of M&E systems | Evaluation and impact assessment | Ongoing support as a learning partner | Market systems development | Financial inclusion

SECTORS IN WHICH WE HAVE EXPERIENCE

| Agriculture and Agribusiness | Education | Financial services | Health | Public and social | Youth economic opportunities

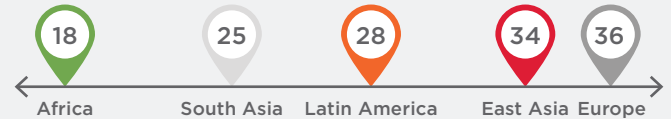
QUALIFICATIONS THAT WILL BE CONSIDERED

| Master's in Economics, Monitoring and Evaluation, Development Evaluation and Management, Social sciences, Development Studies

THE YOUTH WAVE IN AFRICA

Africa is experiencing an unprecedented youth wave. Today, Africa has twice as many 15-year-olds as 35-year-olds. This ratio is likely to increase. From 193 million young people aged 15-24 in 2015, the number will grow to 295 million by 2035, and to 362 million by 2050. The median age in Africa is 18 - this means half the population of Africa is below the age of 18.

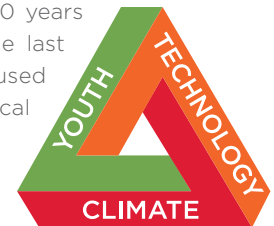
MEDIAN AGE ACROSS REGIONS



Many see this youth wave as a crisis; we believe it is a once-in-a-century opportunity to dramatically raise living standards and change the course of the region. For this demographic dividend to work, we need a sharp reduction in fertility following the youth bulge and to effectively absorb young people in productive employment to build human capital and upgrade the climate for business.

Our work at Genesis over the past 20 years has covered all three of these. In the last decade, this work has increasingly focused on the disruptive impact of technological innovation and climate change.

We have adopted a framework to guide our thinking and work over the next 10 years.



WHAT YOUR STRUCTURED CAREER PATH LOOKS LIKE

From day one, we offer a structured career growth path for ambitious graduates with a clear vision of their future with us. The growth curve from analyst to associate is steep and usually occurs within 18 to 24 months.

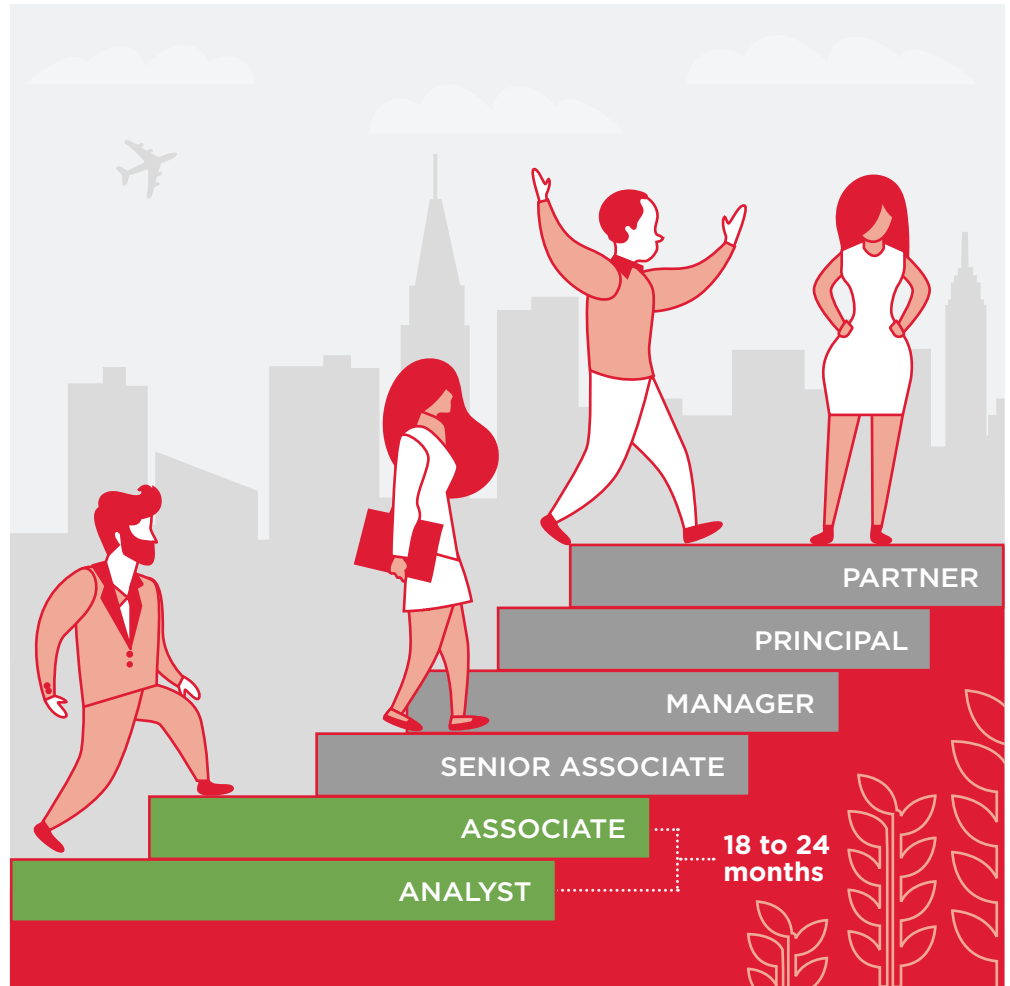
We recruit graduates on the basis that a new consultant has the potential to progress to technical specialist or partner level. However, each step of your career journey depends on your performance.

Each graduate's performance is measured and analysed bi-annually and is used to inform the decision for promotion.

We offer a supportive and guided environment to facilitate your growth and development.

Genesis recognises that the demanding nature of consulting may not favour everyone who joins and is open to dialogue with such individuals.

How you drive and develop your career determines your success and progression.





FINANCIAL SERVICES STRATEGY

The Financial Services Strategy team helps leading financial institutions address their challenges, unlock value for their stakeholders and shape the future of the industry. Our team understands evolving market structures and technology, 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.



OUR FINANCIAL SECTOR EXPERTISE INCLUDES

- | Strategy | Transaction advisory (corporate finance)
- | Market analysis and positioning | Risk management
- | Business and operating models | Financial inclusion
- | Financial sector regulation | Competition economics
- | Monitoring and evaluation | Digital
- | Applied behavioural economics

SECTORS IN WHICH WE HAVE EXPERIENCE ARE

- | Retail banking | Corporate and investment banking
- | Insurance and asset management | Business banking
- | Capital markets | Payments

SOME OF OUR WORK



Assisted 30 Kenyan banks adopt innovative payment infrastructure



Developed a winning strategy for deepening financial markets in Uganda



Helped a South African bank to keep up with digital innovation



Did mid-term review of largest UN project in digital finance in Africa



Quantifying the true cost of cash for South Africans – R23-billion in 2015



Balancing innovation with regulation to grow South African financial services

QUALIFICATIONS THAT WILL BE CONSIDERED

- | Undergraduate degree in Economics (non-negotiable) with an associated honours or postgraduate degree
- | Master's in Economics, Financial Economics, Financial Markets



HEALTH

We work with our clients to develop solutions aimed at improving the health of populations throughout sub-Saharan Africa. Our region is beset by a range of diseases, both communicable and non-communicable, and has relatively weak health services. Within this context, we provide experts with decades of experience in the design, implementation and evaluation of health programmes.

Genesis has also provided input on policy and regulatory developments, such as the National Health Insurance policy, single-exit pricing, pharmacy dispensing fees and the National Health Amendment Bill.



OUR AREAS OF EXPERTISE ARE

- | Research, evaluation and design
- | Behavioural sciences
- | Regulatory economics
- | Competition economics
- | Health financing, costing and economics

SOME OF OUR WORK



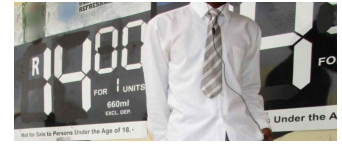
We helped Gauteng count the cost of lifestyle diseases in the province



We provide support for government's plan of 2,5m male circumcisions by 2022



Genesis co-manages the UNAIDS programme to fast track the 2020 HIV targets



Assessed the impact of raising the drinking age to 21 with two other practices



Testa Boy campaign does improve men's perceptions on HIV testing



South Africans more aware of risks of sugary drinks after campaign

QUALIFICATIONS THAT WILL BE CONSIDERED

- | Master's degrees in Public Health, Health Economics, Epidemiology, Research Psychology, Demography and Statistics



INFRASTRUCTURE AND PPP ADVISORY

Our expertise lies in taking infrastructure projects from the project preparation phase through to appraisal, the design of financing strategies and providing of transaction advisory services, using PPPs as a model for design and implementation. We have strong financial and economic modelling skills to appraise projects and structure them to deliver the best value for money with minimum risk.



OUR AREAS OF EXPERTISE ARE

- | Project preparation | Transaction advisory (project finance)
- | Capital raising | Enabling environment | Climate resilience
- | Regulatory economics

SECTORS IN WHICH WE HAVE EXPERIENCE

- | Energy | Water | Transport and logistics
- | ICT | Pipelines | Urban and built environment

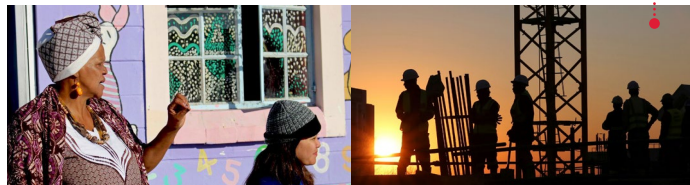
QUALIFICATIONS THAT WILL BE CONSIDERED

- | Undergraduate degree in Economics with an associated honours or postgraduate
- | Master's degree in Economics, Finance, Financial Markets



SHARED VALUE

Our Shared Value team works at the intersection of business and society, helping companies to understand, manage and improve their societal relations. We work with executives to measure the value and impact of their company to society. We also design and implement strategies of shared value, respond to public policy measures, and build partnerships and dialogue.



OUR AREAS OF SERVICE EXPERTISE

- | Socio-economic impact assessment | Public policy response and advocacy strategy
- | Shared value and inclusive business strategy | Strategic stakeholder engagement and dialogue

SECTORS IN WHICH WE HAVE EXPERIENCE

- | Agriculture and agribusiness | Financial services
- | Mining | Public and social | Transport and logistics

QUALIFICATIONS THAT WILL BE CONSIDERED

- | Undergraduate degree in Economics or a PPE
- | Master's degree in Economics

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 VALUES

Our values ensure that all of our work, in all of our focus areas, maintains the highest standards of professionalism, philanthropy and integrity. We strive to live our values as individuals and as a firm.



PLUS ULTRA

Rigour, imagination and courage – these set my work apart. We push frontiers to unlock value.



SIYAKHANA

I am open and inclusive, and show compassion and respect for others. We build each other.



GLASS BOX

My work and decisions can withstand scrutiny. We act with integrity.

TRANSFORMATION

We aspire to be open, inclusive, compassionate and respectful. Aspire, because every day we need to work on being open to new ideas and encourage everyone to participate without restrictions. We need to be inclusive, mindful of differences and understand their value. This also means recognising that isolation of social groups can be exclusive, regardless of how informal.

Show compassion through care and understanding. It's putting yourself in other's shoes for perspective, empathy and gratitude. Because we respect each other and are humbled by differences in background, tradition, outlook and experience.

These different perspectives and approaches help us to unlock value. Which is our purpose, why we are here and what our transformation vision must help us achieve.



Economics is the DNA of Genesis but as we grow, we employ specialists from other fields of expertise in the areas of demography and population studies, climate change, forced migration, public health, medicine, epidemiology and biostatistics, biomedical engineering, psychology, political science, genetics, development studies, engineering etc.



ARE YOU READY TO UNLOCK YOUR VALUE?

At Genesis Analytics we are constantly looking for curious minds with new ways of seeing the world and extrapolating empirical data in inspiring ways. If you see potential where others see problems, you might be who we are looking for.

Our ideal candidates are passionate, self-motivated, energetic and driven problem-solvers. We look for candidates who are fast learners and can implement their learning into practical applications.

THE VALUE IS ALREADY THERE.
WE JUST NEED **YOU** TO UNLOCK IT.



FOR MORE INFORMATION

Zandile Shabangu | 011 994 7000
zandiles@genesis-analytics.com



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Genesis Analytics

The largest economics-based consultancy in Africa

Physical 50 Sixth Road, Hyde Park, Johannesburg

Physical Fourth Floor, West Park Suites, Ojijo Road, Nairobi

www.genesis-analytics.com

