



## Genesis Analytics (Pty) Ltd

The largest economics-based consultancy in Africa

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**G:ENESIS**  
UNLOCKING VALUE



## YOU'VE GOT POTENTIAL.

People keep saying it.

Perhaps you even believe it.

But the best way to prove your value, is to unlock it.

If you join Genesis Analytics, you'll be given an extraordinary opportunity to gain valuable experience in a fast-paced, high-energy environment, working on real projects that unlock value.

**JOIN GENESIS ANALYTICS,  
UNLOCK YOUR OWN POTENTIAL AND  
UNCOVER THE UNSEEN VALUE IN YOUR WORLD.**

## WHO IS GENESIS ANALYTICS?



Established in 1998 by Stephan Malherbe with the vision of using cutting-edge economics to benefit both private and public sector clients as well as donor organisations and foundations, our purpose is to unlock value in Africa!

Genesis advises public and private sector clients in emerging markets on competition, financial strategy, regulation, development, monitoring and evaluation, applied behavioural economics, health, and infrastructure and PPP projects.

More than 52% of our revenue now comes from outside South Africa.



Discover your potential.  
**UNLOCK UNSEEN VALUE.**  
**MAKE A DIFFERENCE.**

## THE GENESIS PURPOSE

**OUR PURPOSE IS STRAIGHTFORWARD:  
TO UNLOCK VALUE IN AFRICA.**

We use our analytical capabilities to improve decision-making, and through better decisions, to unlock substantial value for our clients and society.

## VALUE UNLOCKED

The term 'unlocking value' has a specific meaning at Genesis. It refers to our aspiration to map out a path of value for our clients and for society. Every project at Genesis is assessed according to this standard - **WHERE, WHY, and HOW.**

This standard extends from the projects we work on, to how we approach our graduate recruitment and employment. We want to help you unlock your potential, so that you can, in turn, use your talents to reveal the unseen value in everything you work on.

After all, it's easy to live up to your potential  
when you're helping others realise theirs.



## WHAT MAKES GENESIS UNIQUE

**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 work alongside 15 of the top 20 JSE-listed companies, facilitating large projects that deliver high impact work.

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### 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 backgrounds and markets. By working in teams, our staff are exposed to new methodologies, best practice and knowledge sharing.

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### 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 capital, to grow into proficient economists. Our community involvement also extends into CSI and pro bono contributions, most of which is facilitated by the G:Soc (Genesis in Society) and aims to empower the communities in which we operate.

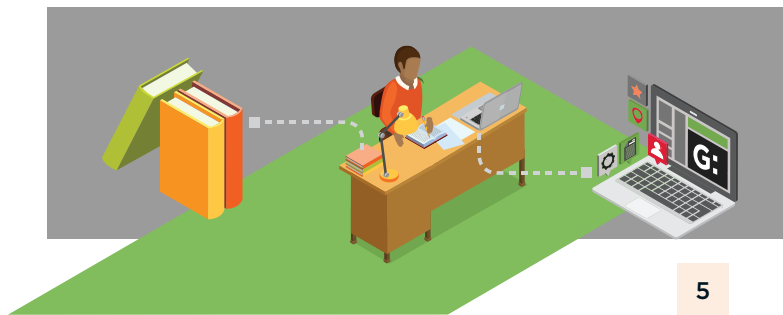
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## WHAT'S IN IT FOR YOU

Working at Genesis is challenging - we set high standards for all of our employees, including graduates joining us at Researcher or Analyst level. 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 critical thinking, logic, and creativity in problem solving.

You will be able to contribute to projects that address our global challenges such as poverty, job creation, youth economic opportunity, skills development and environmental sustainability. The extent to which you will experience this will, partly, be dependent on the practice into which you would be recruited. As such, we encourage you to familiarize yourself with our practice areas.

The pressure is constant and the pace is demanding. We expect all of our graduates to make a commitment to our purpose and to extend themselves to their utmost potential. But the opportunities for serious economists are unparalleled, the rewards are incomparable and a guaranteed camaraderie with your colleagues that builds networks and careers.



Genesis aims to continue being a leading expert in the field of Economics. As such, we cascade the company vision and strategy into how each individual will make a meaningful contribution to the firm as a whole. This inclusive structure means that you will continuously be given work that is meaningful, purposeful and valuable.

During your first month of employment in the firm, you will be involved in a comprehensive induction programme. This exposure will be your introduction to the company's development plan for you. Thereafter you will be welcomed into a supportive team that will help you develop consulting skills to propel your career to the next level.

## WHAT WE ASK IN RETURN

Positions at Genesis are limited and highly sought after. We have high expectations of our graduates so be prepared to work hard and demonstrate 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.

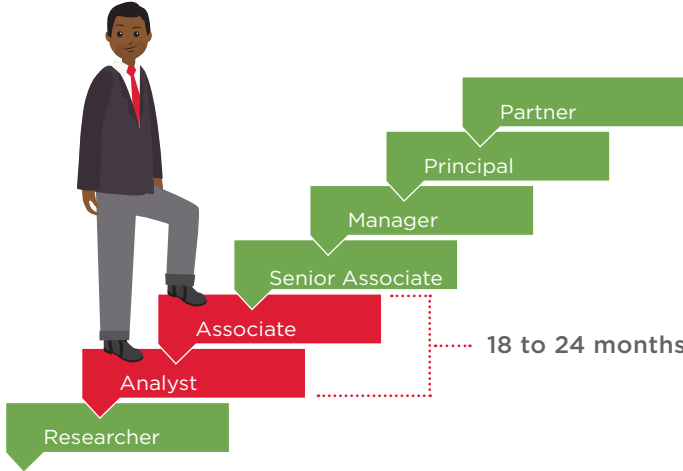
You will be expected to go the extra mile, and to show your drive, innovation and willingness to learn.

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

## WHAT YOUR STRUCTURED CAREER PATH LOOKS LIKE

At Genesis, our graduate recruitment is focussed on hiring candidates into Analyst roles. The minimum requirement for this role is a Masters degree in Economics. We do, however, also recognize and appreciate exceptional talent with only an Honours degree. Although very seldom, such a candidate would come in as a Researcher, which is one level below that of an Analyst.

From day one, we offer a structured career growth path for ambitious economists with a clear vision of their future with us. This means that given your suitable and timely progress, the growth from Analyst to Associate level would occur within 18 - 24 months.



Each step of your career journey depends on your performance, which will be measured and assessed bi-annually.

The speed at which you progress is based on the outcome of those performance assessments as well as continuous project feedback. We offer a supportive and guided environment to facilitate your growth and development.

We encourage and provide ongoing on-the-job learning and development, constantly equipping you with the knowledge you need to become a world-class consultant.

We recruit graduates on the basis that a new consultant has the potential to progress to partner level.

How you drive and develop your career will determine your success and progression.



## OUR AREAS OF PRACTICE

OUR 8 PRACTICE AREAS ARE:



**Agribusiness and Market Development**



**Applied Behavioural Economics**



**Competition and Regulatory Economics**



**Evaluation for Development**



**Financial Services Strategy**



**Health**



**Infrastructure and Public  
Private Partnership Advisory**



**Shared Value**



## AGRIBUSINESS & MARKET DEVELOPMENT (AMD)



Africa's agricultural sector is critical to sustainable economic growth and poverty alleviation. Within AMD, we design, implement and manage market-led, pro-poor programmes that address systemic agricultural market failures at scale.

Our AMD practice combines deep technical expertise in agriculture, agro-processing, agricultural finance and policy, and climate change with contextual insights gained from working in fruit, vegetable, cash and staple crop value chains across Southern, East and West Africa to design programmes that meet the pro-poor development objectives of our clients.

### OUR AREAS OF EXPERTISE:

- Market systems development
- Monitoring and evaluation
- Rural and agricultural finance
- Competition economics
- Trade



## APPLIED BEHAVIOURAL ECONOMICS (ABE)

Our ABE team was the first specialist team of behavioural economists in Southern Africa. Our team specialises in understanding why people behave in the way they do and uses a set of tools to improve their decision-making.

Companies across the world - from financial services to telecommunications companies - are using behavioural economics to understand and change customer behaviour. It is also increasingly being used in the development world as a way to help change human behaviour in order to decrease preventable non-communicative diseases like obesity, diabetes.

The full effect of the science has yet to be experienced. We have only just begun to scratch the surface.



### OUR AREAS OF EXPERTISE:

- Behavioural analysis
- Behavioural change
- Channel and campaign optimisation
- Behavioural economics capacity building



## 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.



### OUR AREAS OF EXPERTISE:

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



## 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.

### OUR AREAS OF EXPERTISE:

- Design, review and support of monitoring and evaluation systems
- Evaluation and impact assessment
- Ongoing support as a learning partner
- Market systems development
- Financial Inclusion







## 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.

### OUR FINANCIAL SECTOR EXPERTISE INCLUDES:

- Strategy
- Transaction Advisory
- Market Analysis and Positioning
- Business and Operating Models
- Financial Sector Regulation
- Risk Management
- Financial Inclusion
- Financial Institution Expertise
- Monitoring and Evaluation
- Competition Economics
- Applied Behavioural Economics



## 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.

Within this practice, we also deliver robust economic and regulatory analysis for clients across the Health sector.



### OUR AREAS OF EXPERTISE:

- Research, evaluation and design
- Prevention
- Health financing and health economics (including competition and regulatory economics)
- Social and behaviour change communications
- Monitoring and evaluation



## INFRASTRUCTURE & PPP ADVISORY (IPPP)



We offer the tools and expertise needed to strengthen infrastructure planning, identify sources of finance and enable projects to be developed efficiently and effectively.

The Infrastructure and Public-Private Partnerships (PPP) Advisory practice understands the gaps in infrastructure funding. Our expertise lies in taking infrastructure projects from the project preparation phase through to appraisal, the design of financing strategies and the provision of transaction advisory services, using PPPs as a model for design and implementation.

Within our team, we have strong financial and economic modelling skills, and we are able to appraise projects and structure them in such a way that they deliver the best value for money with the minimum risk.

### OUR AREAS OF EXPERTISE:

- Project appraisal
- PPP transaction advisory
- Regulation
- Climate resilience



## SHARED VALUE (SV)

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.

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 SERVICE EXPERTISE:

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

## OUR VALUED CLIENTS INCLUDE

ABS A | Access to Finance Rwanda | African Development Bank | American Express | Anglo American | Barclays Africa | Bill and Melinda Gates Foundation | Botswana Ministry of Minerals, Energy and Water Resources | Carlyle Group | Chase Bank | Chevron | Competition Authority of South Africa | Competition Commission of Kenya | De Beers | DFID | Discovery | Financial Sector Deepening Africa (FSDA) | Financial Services Board | FirstRand | FNB | Free State Office of the Premier | FSD Kenya | Habitat for Humanity | Hollard | JSE | Independent Communications Authority of South Africa | International Finance Corporation | International Labour Organisation (ILO) | International Youth Foundation (IYF) | Investec | Kenya National Treasury | Liberty | MasterCard | MasterCard Foundation | Momentum | MTN | MultiChoice | Namibian Competition Authority | National Energy Regulator of South Africa | Nedbank | Office of the Presidency, South Africa | Old Mutual | One Acre Fund | Pick n Pay | Rockefeller Foundation | SABMiller | Sasol | Soul City Institute for Health and Development Communication | Stanbic | Standard Bank | Steinhoff International | Sun International | Suzuki | USAID | World Bank | Zimbabwe Energy Regulatory Authority

## 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.

### GLASS BOX

My work and decisions can withstand scrutiny.

Our people value and exhibit integrity and ethical behaviour.

### PLUS ULTRA

My work pushes frontiers.

We work with courage, imagination and passion.

### OUR PEOPLE DEFINE US

I respect, value and help grow the people around me.

Our strength is working together.



## ARE YOU READY TO UNLOCK YOUR VALUE?

At Genesis Analytics, we are constantly searching for curious economic minds that look for new ways of seeing the world and extrapolating empirical data into inspiring results. 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 are looking for candidates who are fast learners and able to apply their learning in practical situations.

Should you be looking to study further with limited funding, we also offer bursary opportunities for South African Employment Equity (EE) candidates wanting to further their studies at an Honours and Masters level.



### THE APPLICATION PROCESS

**POSITIONS ARE LIMITED.**  
APPLY ONLINE TO SECURE YOUR POSITION.

#### YOUR COMPLETE APPLICATION CONSISTS OF:

- Short Motivational Letter
- Comprehensive CV
- Certified copies of Academic Transcripts for all years of study (in electronic format)
- Writing Sample (e.g. essay / assignment)
- Certified copy of South African Identity Document or Passport

Applications to be submitted online by 16h00 on 4 August 2017 at [www.genesis-analytics.com/careers](http://www.genesis-analytics.com/careers).

Short listed candidates will be notified by 10 August.

### ELEMENTS OF THE RECRUITMENT PROCESS FOR SHORT LISTED CANDIDATES AT EACH STAGE WILL INCLUDE:

- An online case study to be administered by the 11 August;
- A telephonic interview with the Graduate Recruitment Specialist from 16 – 22 August;
- Panel interviews at our premises in the week of 28 August – 1 September;
- Psychometric assessments will be completed during the week of 6 – 8 September;
- Offers made to successful candidates by 13 September.

### APPLY ONLINE

[www.genesis-analytics.com/careers](http://www.genesis-analytics.com/careers)



#### FOR MORE INFORMATION

Send an email to Zandile Shabangu  
[zandiles@genesis-analytics.com](mailto:zandiles@genesis-analytics.com)

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



FROM STUDENT



TO GRADUATE



TO PROFESSIONAL

