

Rewire thinking in your potential investee

Set us to work with a business, you consider, a valuable contender for your investment. An investment evaluation can only evaluate what you are presented with. **Gender tendencies can limit the potential presented to you. We equip the leadership team to fully convey to you, their leadership capabilities and business growth aspirations.**

The team

Pitch formats draw on one dimension of leadership, pitch delivery. We work with the leadership team, so they convey to you unambiguously who they are, how you can work together and grow the business.

Aligned motivations

Confirm their personal motivations are aligned with the business purpose, and growth projections. Know these match with your growth expectations for the investment.

Growth capabilities

Know their talents, and capabilities, both as individuals and as a complimentary diverse team. The challenges these solve, and the opportunities they enable, for your investment growth.

The business

We work through their business plan and pitch, so you can see faster and clearer their full investment potential.

Clarity on growth projections

Gender differences of 'bold' versus 'realistic' portrayals of current business performance and growth projections, can make comparison of investment potentials unclear, and lead to a missed profitable investment.

Clear intentions

We employ research insight on gender tendencies for language use and interpretation, to ensure intentions (risk, innovation, customer-centric, purpose) are clear and cohesive from the investor perspective.