Website content

By Abdullah-Isa Amole BA MSC LLB student CFA level 2 candidate

In this paper we layout the original website’s content, the issues with reference to peer websites and suggest alternative content for each section of the website including images and icons.

# Contents

## [Introduction](#_Introduction_1)

## [About World Impact Capital](#_About_World_Impact_1)

## [Our Impact](#_Our_Impact_1)

## [Media](#_Media_1)

## [News and Events](#_News_and_Events_1)

## [About Us](#_About_Us_1)

## [Our Partners](#_Our_Partners)

## [Portfolio](#_Portfolio)

## [Disclaimer](#_Disclaimer)

## [References](#_References)

## [Appendix](#_Appendix)

Terms:

SADC – Southern African Development Community.

WIC – World Impact Capital.

GIIN – Global Impact Investing Network.

IRIS – Generally accepted performance metrics accepted by impact investors, created by the GIIN.

# Introduction

This paper will include full excerpts from the original website and contrast the content to the content on peer sites. Then suggesting comprehensive alternatives, as well as aesthetic considerations. The peer companies were chosen at random but with a consideration for target region (i.e. Phatisa) and a focus on minority empowerment (i.e. Gray Ghost Ventures).

# About World Impact Capital

## Introduction

In this section we firstly provide the excerpt from the original website, and evaluate the content relative to peers such as Capria Venture Capital (“Capria VC” hereafter), Adenia Partners, Phatisa, Leapfrog Investments, Bamboo Finance, GAWA Capital and Gray Ghost Ventures.

## Original

World Impact Capital (WIC) was inspired by the Shona notion of a “Dura” meaning a “hut” traditionally used to store family assets such as the annual food harvest. A Dura is customarily owned by the woman of the household, who uses these assets as a security “safety net” for her family over the course of the year.

WIC is currently in its organisational and research phase. When ready for formal launch, WIC’s intends its first impact Investment fund to offer an exciting opportunity for sophisticated investors wishing to participate in frontier market growth stories in Southern Africa Development Community (SADC) countries, earn market-rate financial returns and simultaneously create transformational social impact.

In addition to earning competitive returns, investments will be designed to generate employment and "decent" job creation, help raise living standards and improve financial security for local communities, just as a Dura is intended to do for local families. We believe market-rate financial returns and positive impact creation need not be mutually exclusive, but rather can be complementary and mutually reinforcing

Sites like Capria VC limit the number of words in each paragraph on their landing page, relegating detailed content to other links on the site, instead using multimedia such as icons and videos (i.e. What We Do). This same theme of simplicity is present on Adenia Partners. However, Phatisa have opted to use the same style of exposition as the “WIC original” on their site, specifically regarding the thesis and mission statement of the Phatisa fund. However Phatisa have placed emphasis on key turns of phrase in their exposition such as “African Agriculture Fund (AAF) focused on food” and “Pan African Housing Fund (PAHF) dedicated to affordable housing”.

## Alternative

<img src=”./resources/images/people.png”><img src=”./resources/images/power.png”

Inspired by the Shona notion of a “Dura” meaning a “hut traditionally used to store family assets as a safety net, customarily owned by the woman of the house”, World Impact Capital intends to similarly **socio-economically empower women**.

<img src=”./resources/images/agreement.png”><img src=”./resources/images/growth.png”><img src=”./resources/images/africa.png”>

World Impact Capital intends to launch its first impact investment fund offering an exciting opportunity for sophisticated investors to participate in the **frontier market growth** being experienced across the Southern African Development Community. The **Women Economic Opportunity Fund is an opportunity to take advantage of the** **market-rate financial returns, social impact and diversification benefits**.

<img src=”./resources/images/award.png”> <img src=”./resources/images/customer.png”>

In conjunction with earning competitive returns, investments will be designed to **generate employment**, help **raise living standards** and **improve financial security** for local families and communities.

The alternative retains the long exposition style, starting with the Fund’s inspiration, followed by the investment thesis and impact theory. To breakup the long exposition this time icons were used that correspond to the major points (i.e. the focus on women, frontier market growth and competitive returns). In the text similar to sites such as Innovest Advisory there was emphasis placed on the key words or phrases (i.e. “socio-economically empower women”, “frontier market growth” and “improve financial security”).

# Our Impact

## Introduction

## Original

### Geographic Focus

Southern African Development Community (SADC) countries include:

* Angola, Botswana, DR Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia Seychelles, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe

### Women's Empowerment Impact Objective

The 'World Impact Capital' name was chosen to reflect the World Impact Capital Vision of expanding economic opportunity for moderate and lower income groups in SADC countries, including assisting women-owned and led Small & Medium-Sized Enterprises (SMEs) scale up to become successful businesses and simultaneously generate measurable, positive social impacts and financial empowerment.

## Alternative

# Media

## Introduction

## Original

## Alternative

# News and Events

## Introduction

## Original

## Alternative

# About Us

## Introduction

## Original

**Founder Nyasha Gwatidzo** - Chair of World Impact Capital Fund Board and World Impact Capital Investment Committee

Nyasha Gwatidzo is a distinguished, successful and much respected business woman and philanthropist who brings many years of experience in running business ventures and social enterprises. Nyasha has a solid academic background having studies from Imperial College London, a Postgraduate Degree in Business Management from Cranfield Business School as well as a Masters Degree in Therapeutic Childcare from Reading University. She is also a qualified Social Worker and Counselling Therapist.

Nyasha established World Impact Capital Securities in 2013 (with a goal of creating a fund that will ultimately have a transformational social impact while earning its investors market rate financial returns. Nyasha has had 25 years of a solid professional career establishing and building successful multi-million pound businesses and social enterprises in the UK, generating a cumulative £80 million pound turnover since 1987. EDBIT of 16 million. Her pioneering fostering social enterprise Banya Family Placement Agency has placed an impressive 4,000 children with UK foster parents since 1987.

Nyasha’s philanthropic projects include running the Vana Organic Therapeutic Farm in Buckinghamshire and Vana Trust Charity which looks after the wellbeing and educational needs of more than 500 children at St David’s School Nyandoro in Zimbabwe whose families are affected by HIV/AIDS, Domestic Violence and conflict related traumas.

Over recent years Nyasha’s many achievements have gained her widespread recognition and accolades and has earned her nominations for and won a number of prestigious business awards including an award for Best UK Social Enterprise of the Year (2009), Business Woman of the year 2010 and EFEBW award in 2000. She has also been nominated for several community awards for her charitable work.

Nyasha will chair the World Impact Capital Fund Investment Committee and work closely with accredited Fund Managers who will lead the allocation of funds to investee companies via World Impact Capital’s Investment Committee. Nyasha will also serve as a member of the Funds professional Investment Management Team responsible for collaborating, mentoring and liaising with investees on a daily basis.

With a strong interest in ethical investment and solid business acumen, Nyasha is a formidable business guru who specialises in start ups with a social impact object an helps them to achieve rapid, profitable and sustainable growth.

**Matthew Powell** –

Matthew brings 25 years international business leadership experience of delivering revenue & profitability growth in over 40 countries across Europe, Middle East, Africa, North America and Asia Pacific  Currently Of Counsel (Brussels) to leading French law firm Triplet & Associates Matthew previously served for 10 years as General Counsel, Europe, Middle, East Africa for Johnson Controls Inc., a $ 42 billion revenue, 150,000 employee US multinational, a global leader in Building Efficiency and Automotive Systems manufacturing.

As an Executive Management Team member growing a 12,000 employee $2 billion EMEA business division, Matthew negotiated over $ 4 billion of innovative service contracts, joint ventures and outsourcings and led international systems integration and facilities management business units achieving hundreds of millions of dollars of revenue and increasing EBIT across Europe and the Middle East.

Expert in commercial management, risk management, compliance and technology transfer, as well as operating in emerging and developed markets, Matthew’s experience includes Business Operations, Business Strategy, Business Development, Business Process Improvement and M&A in facilities management (FM), support services; building efficiency, systems integration; IT, software & computers, construction, engineering & energy services.

Currently a Doctoral Candidate in Strategy & Program Management at Skema Business School in France, Matthew holds a Loyola University Law School, Los Angeles, Juris Doctor (JD), a Thunderbird Business School of Global Management MBA and an Oxford University MA and BA in Philosophy, Politics and Economics. He speaks conversational French and basic German

## Alternative

# Our Partners

## Introduction

## Original

## Alternative

# Portfolio

## Introduction

## Original

# Fund Description

World Impact Capital Fund I is capped at £50 million with a minimum investment level of £100k.  
It is open to qualified investors and visionary individuals seeking risk-adjusted, competitive financial returns in emerging markets, while simultaneously creating positive social impact.

[Research](https://www.stlouisfed.org/publications/re/articles/?id=1258) has shown that businesses offering tangible benefit to society can enjoy a more loyal work force, lower customer churn and higher profitability than their peers. - making manifest the proposition that: A Sustainable Business is a more Successful Business.

**Fund Target Close** – April 2015

**Life of Fund** - 10 years

# Key Facts

**Vision:** Transformational Impact Investment in Southern Africa countries

**Type of Fund:** Growth Stage/Venture Stage Fund (1st choice priority to be determined in consultation with Fund Managers)Sector Focus: food, green technology, media & internet, financial services (1st choice priority to be determined in consultation with Fund Managers)

### Investee Criteria

* Investees shall already be or capable of becoming profitable SMEs earning risk-adjusted “market rate” returns for investors and simultaneous measurable, positive social benefit for communities and stakeholders
* Target Investees shall be qualified using careful due diligence and meet specified investment criteria rigorously validated using robust Business Model and Business Plan reviews
* Target Investee Returns, depending upon investee selection and business model:
* IRR above 20% where achievable
* minimum 10-20% IRR where Investee Business Plan justifies
* Target Fund Blended Returns: Minimum 10-20% IRR

**Limited Partners**

* Development Finance Institutions
* Private Foundations
* High Net Worth (HNW) Investors
* Family Offices

### Fees

World Impact Capital’s fee structure is carefully designed to avoid excessive intermediary costs and ensure maximum capital amounts are available to inject into emerging companies and generate greatest impact.

## Alternative

# Disclaimer

## Introduction

## Original

## Alternative

# References

Adenia Partners. Homepage. [online] Available at: <<http://www.adenia.com/>> [Accessed on 10/4/2018]

Phatisa. Homepage. [online] Available at: <<http://www.phatisa.com/>> [Accessed on 10/4/2018]

# Appendix