

This tool helps fund managers understand the sourcing experience from the female entrepreneur’s (FE) point of view. Use it together with entrepreneurs to identify their pain points, unmet needs, and to uncover opportunities to solve these challenges through your sourcing process.

| <b>Connecting to investors</b><br><small>Key Milestones</small>  | <b>I EMBARK</b>  | <b>I PREPARE</b>   | <b>I IDENTIFY</b>   | <b>I CONNECT</b>   | <b>I PITCH</b>   |
|--|--|--|---|--|--|
| <b>Entrepreneur Goal/s</b>   | I become aware that I need investment  | I begin to prepare myself and my venture   | I identify target investors   | I reach out to connect to target investors   | I become aware that I need investment  |
| <b>Desired Outcomes</b>  | <ul style="list-style-type: none"> <li>Aware of growth potential</li> <li>Appreciate value of an investor</li> </ul> | <ul style="list-style-type: none"> <li>Can size investment ask</li> <li>Develop story and investment materials</li> <li>Actively and confidently begin search</li> </ul> | <ul style="list-style-type: none"> <li>Identify relevant opportunities</li> <li>Identify myself as target investee</li> </ul> | <ul style="list-style-type: none"> <li>Access investors in their preferred channel</li> <li>Express interest in expected format</li> <li>Validate fit with mandate and criteria</li> </ul> | <ul style="list-style-type: none"> <li>Engage in conversations with appropriate lead</li> <li>Understand process and expectations</li> <li>Build relationship in advance of raise</li> </ul> |
| <b>Pain Points</b><br><small>Identify the specific barriers &amp; challenges the entrepreneur encounters</small>                     |  |  |   |  |  |
| <b>Experience</b><br><small>Map the entrepreneur experience as they navigate each milestone</small>                                  |  |  |   |  |  |
| <b>Opportunities</b><br><small>identify opportunities to improve the entrepreneur experience through your sourcing practices</small> |  |  |   |  |  |



This tool helps fund managers deepen their understanding of female entrepreneurs as a new customer segment.

**BACKGROUND & PERSONAL CHARACTERISTICS**

- ▶
- ▶
- ▶

**COMPANY CHARACTERISTICS**

- ▶
- ▶
- ▶

**INVESTMENT READINESS MARKERS**

- ▶
- ▶

**GOALS / MOTIVATIONS**

What are their personal and professional ambitions? What motivates them to seek investment?

**BEHAVIORS / PREFERENCES**

What do they do and where do they go to seek investment? How do they prefer to engage with investors?

**SOURCING CHALLENGES / BARRIERS**

Why don't target entrepreneurs enter our deal pipeline? What specific pains and roadblocks do they face?

**REVISED SOURCING STRATEGIES**

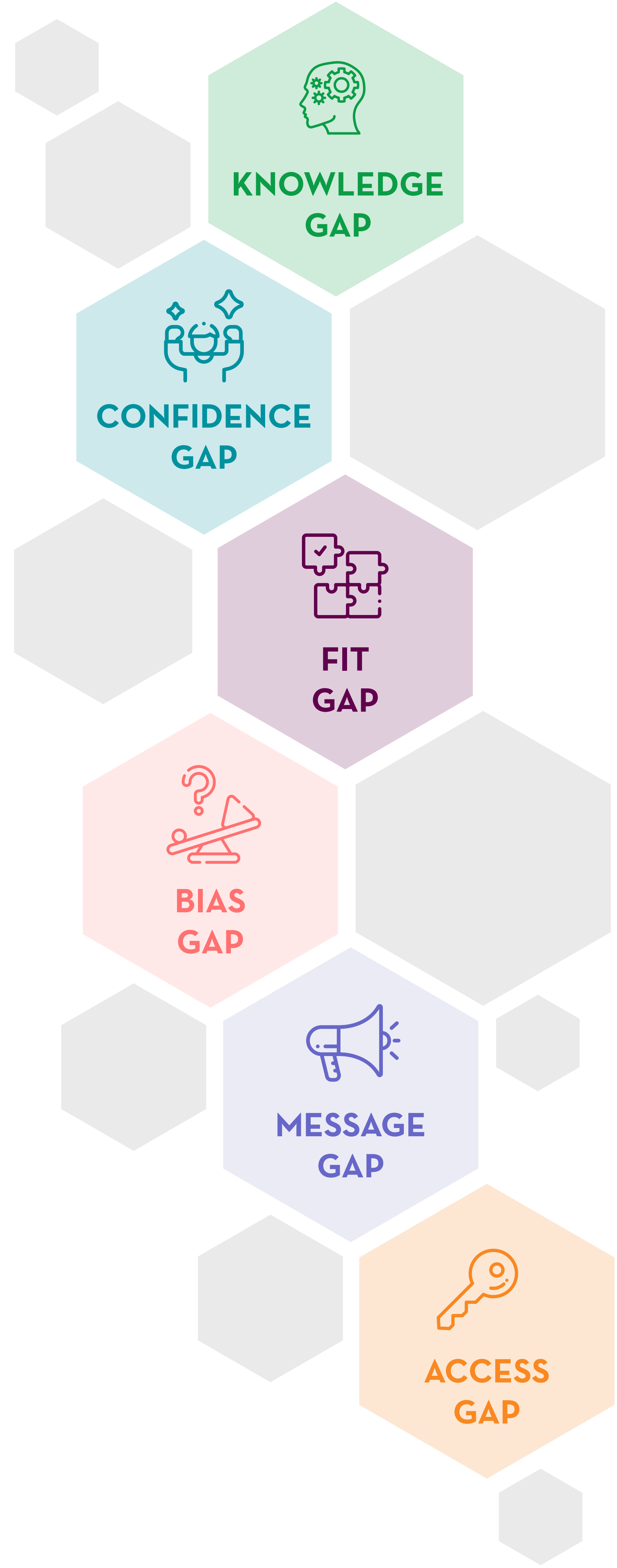
How can we tune, fix, pivot our current sourcing practices to match their needs?

*Use "Entrepreneur Sourcing Journey" tool to identify areas for improvement.*

*Use Sourcing Maze Tool to identify areas for improvement.*

This tool helps fund managers to identify opportunities for improvement in their sourcing practices.

Rate your sourcing practices in these six categories, based on how much your fund is doing in each area. Use 1-5 scale (1= No effort, 5=High effort)



**THE KNOWLEDGE GAP**  
**Are we building the capabilities of female entrepreneurs (FE) in our pipeline?**

How are we supporting FE to understand the type/s of capital and services we offer?

How are we helping FE understand our process and requirements for raising capital?

How are we supporting capacity building actors and services to improve investment readiness skills and knowledge of FE?

How are we using our investees and networks to mentor and coach new FE prospects?

**SCALE**  
 (1-5, 5 is highest)

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

**THE CONFIDENCE GAP**  
**Are we boosting their confidence?**

How are we contributing to increasing the number of FE in early-stage entrepreneurship?

How are we supporting FE in our pipeline to dream big?

How are we supporting FE to approach us and, pitch with confidence?

How are we supporting FE continued engagement with us, if no immediate investment fit?

**SCALE**  
 (1-5, 5 is highest)

1 2 3 4 5

1 2 3 4 5

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1 2 3 4 5

**THE FIT GAP**  
**Are we offering the right capital products and support services?**

How much evidence-based understanding do we have on the capital needs and fundraising strategies of FE in target markets/ sectors?

How well do our financial instruments and structures respond to and accommodate FE capital preferences?

How well do our technical assistance and capacity-building support respond to and take into account FE needs?

How are we designing and introducing different success pathways that may be a better fit for FE (growth rate, scale, co-founders...)?

**SCALE**  
 (1-5, 5 is highest)

1 2 3 4 5

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**THE BIAS GAP**  
**Are we adequately mitigating the risk of bias?**

How diverse and representative of our target FE is our sourcing team?

How are we mitigating the risk of cognitive biases in our sourcing team? Our partners?

How are we equipping our sourcing staff to mitigate risks associated with power dynamics?

How are we adapting our sourcing processes to counter cultural norms that disadvantage female entrepreneurs?

**SCALE**  
 (1-5, 5 is highest)

1 2 3 4 5

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**THE MESSAGE GAP**  
**Are we using the right message?**

How do we incorporate our vision and commitment to gender equity across our outreach materials to the sourcing team, partners, and entrepreneurs?

How are we ensuring that FE identify themselves in our outreach material, present portfolio, success stories across all our different communication platforms and channels?

How do we ensure that our sourcing communication and messaging resonates, is consistent, and builds trust with FE?

How do we collect and leverage segregated data and feedback to improve our sourcing methods from selected and non-selected candidates?

**SCALE**  
 (1-5, 5 is highest)

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**THE ACCESS GAP**  
**Are we using the right channels?**

How much are we collaborating with diverse, inclusive, and targeted sourcing channels (open/ closed, formal/ informal, female-centric, transparent, etc.)?

Are we collaborating and incentivizing with the people and networks to maximize reach and visibility with hard-to-reach FE, in circles where they typically network?

How trusted, and approachable are our sourcing scouts, referral partners, co-investors, and platforms?

How appropriate and inclusive are our sourcing methods and events in accommodating FE preferences and constraints?

**SCALE**  
 (1-5, 5 is highest)

1 2 3 4 5

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