



**A venture capital fund committed to investing across Asia
using a gender lens approach for greater financial and
social returns**



Gender lens investing is defined as using gender as an objective investment criteria to inform assessments of risk and return

“ Women represent the single largest arbitrage opportunity in the market ”



Women represent an underpriced opportunity set –

They account for **85%** of global consumer spending

70% of household spending

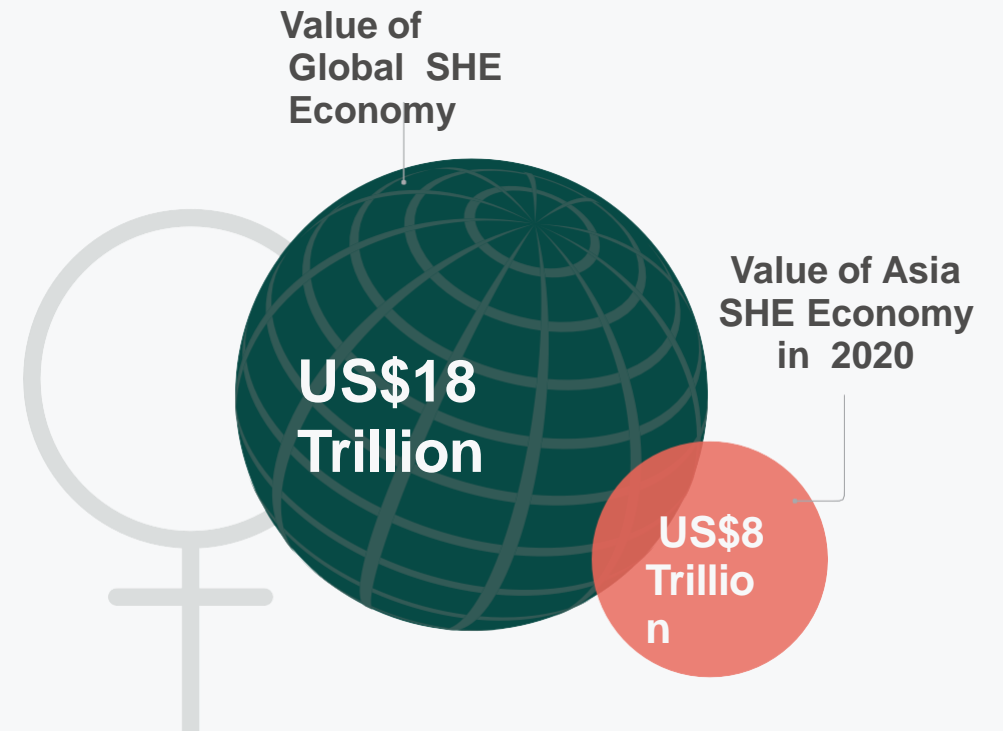
But are only allotted **2%** of capital investment.

The World's Largest Economy: The She Economy

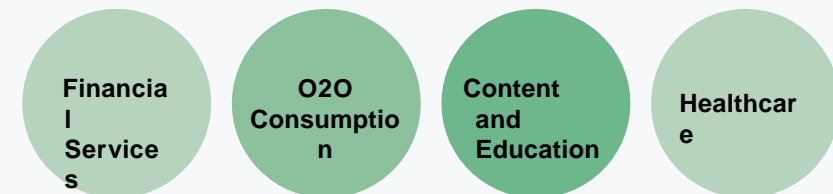
The Harvard Business Review estimates the female consumer market to be a growth market bigger than China and India combined.

In the digital age, **women as end-users and consumers often form the largest part of many markets - driving the growth of companies** regardless of whether they are female-oriented or not, particularly in internet, mobile and social media businesses.

Sources: Forbes, World Bank, Medium



We believe there are significant opportunities in the following verticals:



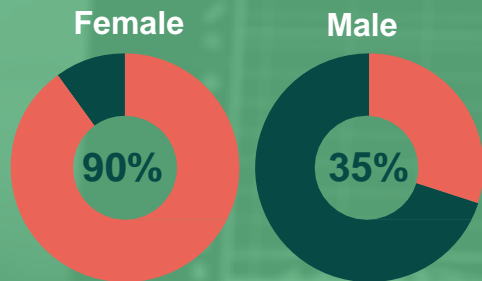
Industry Trends: Fintech and Financial Inclusion

Fintech and Financial Inclusion

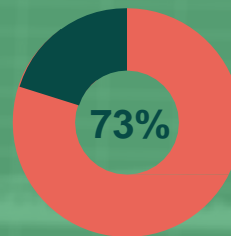
In South East Asia alone **only 27%** of its population have a bank account – **438 million** unbanked. Mobile enabled solutions for payments, remittances, P2P transfers, savings, insurances and lending can expand access to financial services for this demographic, allowing them to build financial assets. Technologies such as blockchain are poised to further facilitate the digitalization of cash and use of digital identity – which are crucial tools for the unbanked.

Gender Lens

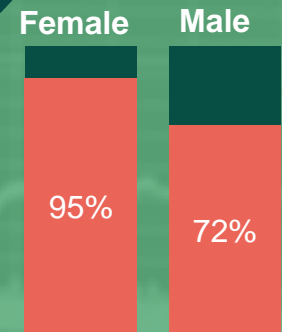
% of income invested into their own families



% of the population who are unbanked in South East Asia



Repayment Rate for MFI



Industry Trends: Female Focused Consumption

General Female consumption

The female consumer market is fueled by the explosive spending power by millennials consumers and demand from 2nd and 3rd tier cities. Luxury, healthcare, financial services, beauty are some of the sub verticals where women are the dominant consumers.

Mother and Baby consumption

With the introduction of the second-child policy in China, the mother and baby market is expected to be worth 30 billion RMB and grow at a rate of 13% annually.

Content and Education consumption

The Chinese edtech sector, during 2017, grew by 22% to 231.2 billion RMB. Female users make up 58.7% of the entire online education market, 66% of K12 education, 76.8% of early education and 58.8% of professional education markets.

Gender Lens

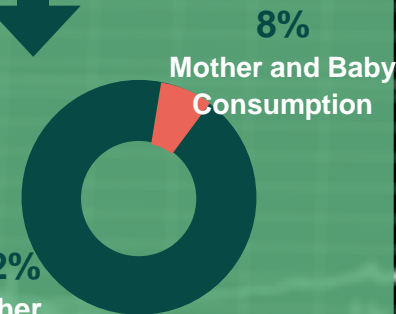
Female Consumption Market Value in China



4.5 Trillion RMB 2019

Gender Lens

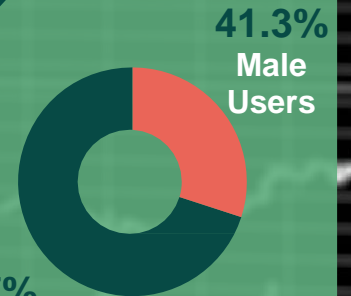
Mother and baby consumption as a percentage of the entire Chinese economy



92% Other Consumption

Gender Lens

Chinese Online Education market composition



58.7% Female Users

Successful Case Studies

Fintech and Financial Inclusion

Payments



MAPAN (INDONESIA)

- A digital microfinance platform based on the traditional savings group model
- Enables users to access funds and purchase goods through a mobile app
- Has 900,000 members and 90,000 agents. **Users are 95% women**
- **Acquired** by Indonesia ride-hailing giant Go-Jek in 2017.

Female Focused Consumption

Ecommerce



XIAOHONGSHU (CHINA)

- A e-commerce mobile app which stocks crowdsourced inventory and leverages users as online influencers
- Valued at more than USD 1 billion and **17 million users as of 2017**
- More than 90 percent of users are female

Education Consumption

EdTech



VIPKID (CHINA)

- Online K12 EdTech platform for teaching English to Chinese students using overseas teachers
- Currently has 500,000 users and 50,000 teachers, with majority of teachers female
- Previous investors include Sinovation Works, Matrix Partners and Sequoia Capital China
- The highest funded EdTech startup in the world

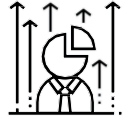
Our Investment Thesis

Why the need for a gender lens?

We believe that using a gender lens methodology to analyze investments is a way of maximizing return and mitigating risk of portfolio investments over time.



Our Investment Strategy



Calibre of Team

Leadership, experience, resilience, execution ability, understanding of local market



Product Innovation and Use of Technology

Either technology focused or technology enabled platform OR innovative product design or business model, by a solid value proposition



Addressable Market Size

Sizable market opportunity




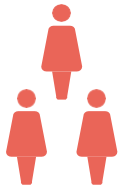
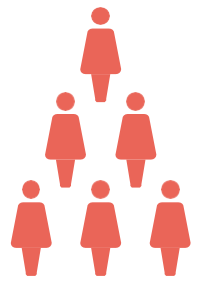
Traction and Scalability

Proven traction
Ability to scale on a cost-efficient basis

Gender Lens Methodology

Need to apply at least one of gender lenses set out in the next slide as a SCREEN

How Applying A Gender Lens Can Create Value

	Gender Lens	Value proposition
 Women-led	(1) Organizational diversity	1. Calibre of team Gender diversity enhances the performance of teams.
 Women Consumer	(2) Consumer Profile (3) Product	2. Addressable Market Size 3. Product innovation and use of technology Women consumers account for 80% of consumer purchases. If the product serves an untapped market need for this demographic, this is a strategic advantage.
 Women Impact	(4) Economic Empowerment	4. Traction and scalability Using women as sales and distribution agents and suppliers is often a cost-effective way of scaling a business. Increased employment, access to capital and higher incomes for women in turn contributes to the virtuous cycle of stimulating greater consumption power.

Fund Highlights

Teja Ventures targets investment returns of 5x +



Compelling market opportunity – *Asia's She Economy*



Investment strategy and visible seeded investments



Pipeline from **She Loves Tech** and pre-existing women's communities – *A major differentiation factor*



Dynamic investment team with a mixture of investment and entrepreneurial experience



Thank You!

**For more information, please
contact:**

virginia@tejaventures.com

+86 18600889131