

The [template](#) we are following

Main Heading:

Endowment investment thesis establishes MENA-based VC's market leadership in Pakistan

The picture we will use for the right of the [heading](#)

Birds-eye view:

3 markets surveyed

15+ funds benchmarked

35 potential beneficiaries highlighted

The Challenge:

Our client operates as one of the premiere VCs in the MENAP region, but they wanted to build an ancillary endowment arm next to their existing Venture Capital practice. In doing so, they wanted to understand how existing world-leading endowment funds invest their money, and they wanted to pinpoint investment opportunities for themselves that are high-impact and high-return.

Our Approach:

> Market Selection:

Co-opting the Yale Endowment model, we surveyed over 10 potential markets, and eventually settled for the top 3 markets with the highest ROI potential.

>Fund Benchmarking:

Researching 15 of the top funds we found in our selected markets, and some of the most successful global endowment funds, we were able to gather insights for a framework that balances ROI and social impact.

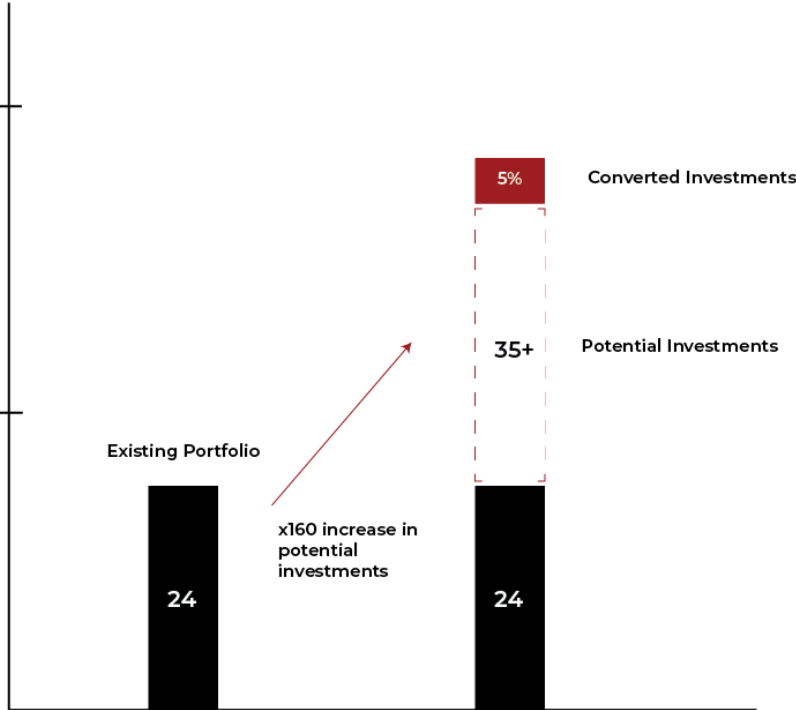
>Investment Thesis:

Leveraging our insights from the benchmarking, we coalesced our learnings, indigenized them to our selected markets, and created an investment-impact thesis for our client, which would enable them to evaluate potential investment beneficiaries who ranked high on ROI and who would fit our client's vision of high social impact

> Beneficiary Selection:

Surveying 60+ potential beneficiaries that were solving for some of the most pressing challenges with high potential social impact, we eventually created a list of 35 potential beneficiaries that our client could consider as part of their ramp-up investments

The Impact:



#VC & Endowment investments