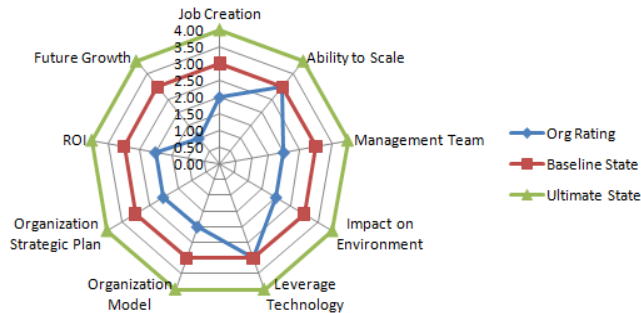


THE KHANA GROUP CASE STUDY: DELIVERING STRATEGIC ADVISORY SERVICES TO A GLOBAL INVESTMENT FIRM ON SOCIAL IMPACT INVESTMENT IN THE SMALL AND MEDIUM-SIZED BUSINESS SECTOR IN AFRICA

Project Context & Scope

A global investment firm sought to diversify its portfolio by investing in a fund specialized in serving the small and medium-sized business sector in Africa. The Khana Group was retained to assess and evaluate companies with potential for high performance and growth and recommend those that could provide the most attractive financial returns while ensuring a strong economic and social impact. TKG was able to provide the client with an understanding of the African business climate to then engage and evaluate companies with potential for high performance and growth that could provide the most attractive financial returns while ensuring a strong economic and social impact.

Excerpt of TKG Assessment/Evaluation Model



TKG Approach

TKG developed and leveraged its model for evaluating organizations with potential for high performance and growth. The model consisted of twenty (20) key criteria and focused on high ROI and economic and social impact such as poverty reduction through job creation and positive environmental impact.

TKG conducted an assessment of thirty-five (35) small and medium-sized businesses in East and West Africa using its model and delivered an executive report and presentation to the client.

Key Results

TKG's assessment, evaluation and strategic report led to investment in eight (8) companies with total investment of over \$15M. The client gained market entry with minimized risk while delivering economic and social impact to the continent.

The Khana Group (TKG) is a social impact advisory firm with a mission to develop sustainable solutions that will positively impact and transform societies globally. We work primarily in West Africa and have offices in Ghana, Liberia, and Nigeria. Our work spans girls, women and youth empowerment, evaluating various projects including safe drinking water projects, building capacity for farmers and conducting research to support policy decisions.