

# Impact investing

Realigning  
market systems to  
transform lives







As traditional investors realise the importance of their investments' social and environmental consequences, they are moving toward strategies that align with philanthropic goals. Impact investing aligns positive, measurable social and environmental impact with financial returns. These investments can target a range of returns from below-market to market rates, depending on the investors' strategic goals.

In Africa, impact investing offers a unique blend of financial returns and positive societal change. The region is the fastest-growing continent for technology adoption, natural resource opportunities, and human capital. Over 60% of the population is under 25, and it has vast potential for sustainable agriculture. However, Africa is not without its challenges. Rising conflict, climate shocks and over 400 million people living in extreme poverty pose significant threats to economic stability. These challenges are too large and complex to address with grant capital alone. Impact investments work alongside government spending and philanthropy to provide promising solutions for change.

Over the past five years, impact investing in Africa has grown significantly, with East Africa leading the way. Impact investors have access to as many different asset classes as traditional investors. These may range from green or sustainability bonds listed on exchanges to equity investment in social enterprises and small microfinance vehicles that provide loans to entrepreneurs.

Krutham sets the agenda globally at the intersection of investment strategies and development. Our impact investing team offers strategic advice and support to help you embrace impact-first investing through innovative solutions. Here is how we can help you.

## Krutham at a glance

### Founded in 2008

Intellidex was co-founded in South Africa in 2008 by well-known South African analyst Dr Stuart Theobald. In 2023, we became Krutham. While Intellidex has been an important part of our history, we are very excited about our future. We are, though, most excited about what we can do for our clients.

### A team of 35 full-time staff

Our team includes those with PhDs, MBAs and CFA charterholders with decades of financial services and research experience between them. This expertise allows us to follow a multi-disciplinary approach, adapting to the specific problems our clients are trying to solve. We integrate insights from the team's diverse backgrounds to ensure our strategies are pragmatically grounded to reflect the current trends and the future directions of the markets we navigate.

### Combining the expertise of four offices

We have offices in Sandton, Cape Town, London and Boston. From here, we serve clients across the world, including sub-Saharan Africa, Europe and the United States. In these regions we have long had good relationships with key financial services policymakers and regulators, banks and other financial services providers. This extends to the investment and assets management industry.

### A network of 40 associates

We draw on a network of 40 associates with relevant region-specific experience, backing our global reach and local insight. Their diverse backgrounds ensure we tailor our services to the region's unique cultural, economic and political landscapes. This network enhances our analytical capabilities but also ensures that our advice and solutions are grounded in specific real-world contexts.

## Impact investing at Krutham

At Krutham, we believe financial systems are powerful mechanisms to improve human well-being. That is why we provide our clients with services that improve the functioning of institutions and financial systems to deliver better outcomes for people in their societies.

We leverage a diverse capability set, spanning the entire continuum of capital from traditional and socially responsible investing to impact-first and philanthropic investing. Our unique offering to the market is being able to combine a deeply experienced capital market and financing capacity with experienced policy and social impact capabilities across the public and private sectors.

### Our services

- + Philanthropic strategy and development services
- + Development finance and investment advisory
- + Impact vehicle advisory and structuring

Also see our specialist services in these related areas:

- [ESG advisory](#)
- [Just energy transition](#)
- [Public sector policy](#)



## Philanthropic strategy and development services

We help philanthropic organisations craft and evolve their strategies for maximum impact. This includes past performance reviews and providing recommendations to guide strategy for future development. Our tailored approach ensures that our clients' unique mission and objectives align with the strategic framework, driving long-term sustainability and effectiveness. Moreover, we provide specialised expertise in impact investing, assisting clients in aligning their investments with their philanthropic mission to achieve measurable social and environmental outcomes.

### How we help

#### Comprehensive strategy development

We guide philanthropic organisations through a meticulous strategy development process. This includes assessing alternative strategic models and optimising the operating model to fit the philanthropic mission.

#### Risk assessment and mitigation

We conduct rigorous risk assessments to identify potential challenges and opportunities within the philanthropic landscape. Our team develops tailored risk mitigation strategies to ensure the effective and sustainable deployment of resources.

#### Impact investing integration

We recognise the power of leveraging investments for social and environmental good. That is why we provide specialised expertise in impact investing, assisting institutions to form a mission-aligned investing strategy to achieve measurable, positive outcomes. This includes designing portfolios that generate both financial returns and meaningful social benefits.

#### Collaboration and partnership facilitation

We facilitate collaborations between philanthropic organisations, government agencies, NGOs, and other stakeholders. This includes the creation of strategic partnerships that amplify the impact of philanthropic efforts and drive collective action towards shared goals.

#### Outcomes-oriented grantmaking

Our approach emphasises outcome-oriented grantmaking strategies. We work with clients to design grant programmes that prioritise measurable results and crowd in sustainable funding sources - all while fostering innovation and adaptability.



## Development finance and investment advisory

We collaborate with development agencies, multilateral development banks and governments to facilitate sustainable finance solutions for investments in critical sectors. Our expertise covers infrastructure finance, sustainable bonds and private equity. By combining deep market insights with innovative financial strategies, we empower clients to mobilise capital flows and drive impactful investments that promote economic growth and social progress. At the same time, our primary research capabilities ensure that our recommendations are evidence-based.

How we help

### Capital mobilisation and allocation

We collaborate closely with governments and development agencies to identify and mobilise the necessary capital for sustainable development projects. Our expertise covers a range of funding sources, including public finance, private sector investment and innovative financing mechanisms.

### Finance mapping

We specialise in mapping finance sources supporting investments to meet development objectives, particularly in the energy and wider infrastructure finance sectors. Our comprehensive approach includes recommendations for engaging with finance providers to improve the availability and accessibility of funding.

### Private sector engagement and partnerships

We facilitate collaborations between the public and private sectors to leverage the strengths and resources of both sectors. This includes structuring partnerships that promote inclusive economic growth, job creation, and sustainable development outcomes.

### Sustainable bonds and financial instruments

We work with institutions to develop and implement frameworks for green, social and sustainability-linked bonds. This includes designing financial instruments that channel investments towards projects with clear environmental and social benefits.

### Market and policy analysis

Our team conducts in-depth market and policy analyses to inform investment strategies and guide decision making. This includes assessments of regulatory environments, market capacities and potential barriers to investment.





## Impact vehicle advisory and structuring

We partner with governments, social enterprises and investors to design, implement and manage impact investment vehicles that address pressing social challenges. This includes the development of financing mechanisms, small business finance schemes and youth employment programmes. Our comprehensive approach encompasses policy analysis, stakeholder engagement, programme design and implementation support. We ensure initiatives are effective but also sustainable, aligning with broader development goals.

We are also committed to field building, actively contributing towards initiatives and resources that strengthen the ecosystem for impact-driven interventions. Our participation in Impact Investing South Africa and our extensive work in assessing and advancing impact investment strategies across various sectors exemplify our commitment. At the same time, our primary research capabilities strengthen our understanding of policy landscapes, ensuring strong evidence informs our solution designs.

### How we help

#### **Policy analysis and design**

We conduct rigorous policy analysis to inform the design of effective and innovative solutions for societal challenges. Our approach is data-driven while considering each community's unique context and needs.

#### **Vehicle design**

We work with the public sector, social enterprises and investors to design new legal entities and vehicles to hold portfolios of impact assets, from outcomes funds to development loan portfolios.

#### **Impact management**

Our team manages the impact vehicle on behalf of clients in line with their mandates, ensuring delivery of financial and impact objectives.

#### **Vehicle implementation**

We work with legal associates to implement designs on behalf of clients, taking care of the drafting of memoranda, registration and tax compliance.

## Some of our past experience

### Assessing Southern Africa's private equity and debt within the pension fund system

Commissioned by **FSD Africa** to conduct a detailed analysis of pension funds in eight countries in the Southern Africa region to determine obstacles to greater investment flows into private equity and debt in those markets. The project included a mixed methodology approach, including an extensive desktop research exercise, survey and interviews with investors and policymakers in each market. This required a thorough analysis of the regulatory environment in all eight countries, highlighting our detailed insight into policy issues affecting investors and access to regional investors and regulators. Read the full report [here](#).

### Evaluating South Africa's social impact bonds

We undertook a detailed independent review of South Africa's first two social impact bonds (SIBs) for **Standard Bank Tutuwa Community Foundation**. The first two SIBs in South Africa were launched in 2018: Bonds4Jobs and the Impact Bond Innovation Fund (IBIF). Both provided quality services to vulnerable youth and children. The project involved extensive research with fund managers, academics, foundation staff, service providers and others in the impact space both locally and abroad. The work led to a series of public reports to support market development for social impact bonds. Read the full report [here](#).

### Conception and development of the African Impact Investment Awards

We launched the **African Impact Investing Awards**. These awards are part of Krutham's efforts to build impact investing in Africa. The awards exist to recognise African organisations and individuals making successful impact investments on the continent, recognising their valuable work in promoting, financing and participating in investments that yield social and environmental benefits alongside financial returns. For more information, click [here](#).

### Assessing impact investment trends in South Africa

We conducted an extensive survey encompassing 49 respondents from 47 distinct pension funds for **Ashburton Investments**. Collectively they manage assets worth R2.6tn. This considerable asset base represented a significant 65% of the total R4.3tn AUM prevailing in the pension fund industry during the survey period. The resulting thought leadership report showcases the prevailing trends and practices and offers insights and recommendations to foster best practices and steer policy development. This initiative aims to catalyse positive change and drive more aligned, effective and sustainable strategies within South Africa's pension fund landscape by highlighting areas of consensus, divergence and potential. Read the full report [here](#).

### Development of an outcomes-based youth employment pilot

The **Michael & Susan Dell Foundation** commissioned us to undertake a diagnostic study of a pay-for-performance programme that forms part of the **Presidential Youth Employment Initiative**. Upon completing the initial diagnostic study, which included an extensive market engagement process, we developed a turnkey solution for the programme pilot. We developed a proposal for an R300m pilot of an outcomes-based youth employment intervention intended to scale up to a full social impact bond. We are now working with the Presidency and **National Skills Fund** to implement the model as the [Jobs Boost Outcomes Fund](#). This alternative funding approach intends to test innovative financing models in the public sector intended to improve development outcomes.

### Strategic enhancement of sustainability in key projects in Uganda and Kenya

The **African Venture Philanthropy Alliance (AVPA)**, on behalf of the **J&J Foundation**, commissioned us to undertake strategic reviews of key projects in Uganda and Kenya. This work included developing strategic recommendations on how these projects can be enhanced to improve their sustainability.



## Our team



**Nicole Martens**  
**Head of Impact Investing Research**  
*BA (Hons), MSc*

Nicole works with finance-first and social-first clients, ranging from banks to philanthropies, to develop and implement mechanisms to improve social outcomes while meeting financial targets. Her 15-year career has covered impact investing and consulting, including head of Africa and Middle East for the United Nation's Principles for Responsible Investment.



**Dr Stuart Theobald, CFA**  
**Executive Chairman**  
**Financial Innovation**  
*BA(Hons), MSc, PhD*

Stuart's works on financial solutions and policy to improve social outcomes. He has extensive experience in analysing sub-Saharan Africa and works with clients from around the world, including leaders in financial services, organised business, development agencies, philanthropic foundations, regulators and governments.



**Dr Graunt Kruger**  
**Managing Director**  
**Global Lead: Strategy and Primary Research**  
*BA (Hons), MSc, MBA, PhD*

Graunt partners with executives in banking, wealth management, investments and telecommunications to create sustainable solutions to social justice challenges. His academic and commercial backgrounds merge innovation in technology, finance and banking for financial inclusion, job creation and asset building.



**Peter Attard Montalto**  
**Managing Director**  
**Global Lead: Capital Markets, Political Economy and JET**  
*MA (Hons)*

Peter is a leading macroeconomist with extensive experience analysing the politics and macroeconomics of developing countries. Peter has worked extensively on just energy transition (JET) with clients in banking, asset management, development institutions, philanthropy and policymaking.



**Matthew le Cordeur**  
**Research Manager: Just Energy Transition**  
*BA (Hons), MBA*

Matthew is a sustainability expert, published author and journalist. After an early career as a journalist, Matthew transitioned to sustainability management consulting and annual reporting. He is focused on embedding sustainability best practices into organisations, providing integrated reporting solutions to reflect annual improvements in their sustainability progress.



**Dr Cecilia Schultz**  
**Senior Researcher: Capital Markets**  
*BA (Hons), MA, PhD*

Cecilia's expertise lies in the intersection of finance and society within the climate financing space. She has worked extensively on projects related to the just energy transition and is currently focused on climate risk and adaptation measures in Africa to enhance financial resilience and sustainability. Cecilia also heads up our work on the ESG Barometer.



**Fezeka Thwala**  
**Research Analyst: Primary and Market Research**  
*BSocSc (Hons), MSocSc*

Fezeka is a research analyst with experience in the entire market research process, from project initiation to data analysis and report preparation. She designs, tests and pilots surveys, conducts desktop research, performs telephonic and face-to-face interviews, and executes data analysis. Her expertise in report writing highlights her proficiency in communicating research findings effectively.



**Rumbie Pamacheche**  
**Data Analyst: Primary and Strategy Research**  
*BCom (Hons), MCom*

Rumbie is a data analyst responsible for ensuring the quality and integrity of research data while collaborating with research teams to analyse data, identify business solutions, and implement models to drive client success. She supports strategic initiatives, implements data-quality standards, and delivers actionable insights to inform evidence-based decision-making.



## Some of our clients



## What our clients say

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... showed a deep insights into current debates about impact and theories of change across a range of socio-economic development themes. They brought meaningful recommendations to the Foundation on how to understand and assess the impacts of its work and were always willing to engage on questions that arose post the submission of the report.

**FirstRand**

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We appointed Intellidex (now Krutham) after a process of identifying them as being best qualified to understand the nuance of both impact investing and to have the depth of experience and expertise to conduct in-depth research and analysis of the investment landscape. The subsequent report was very well received across investors and policy makers alike.

In particular, Intellidex showed a strong grasp of the conceptual issues regarding impact investing from a pension fund point of view. The research design interrogated pension funds' investment decision making processes and their compliance with FSCA guidance as well as international best practice in respect of ESG and wider impact investing. This included interrogating funds' understanding of impact measurement.

**Ashburton Investments**

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... delivered robust data quality management, analysis, and report development, along with deep insights into the retirement sector, particularly as it pertains to sustainable finance. The team worked closely with us in finalising the report to a high standard and with meaningful insights.

**International Finance Corporation**



Talk to us about how we can help you.

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