

TERMS OF REFERENCE

Case Study Analysis Consultant

Case Study Analysis

Position Title: Case Study Analysis Consultant

Type: Company

Engagement: Contract

Location: Nairobi, Kenya | Remote.

Reports To: Programme Manager

ABOUT AVPA

The African Venture Philanthropy Alliance (www.avpa.africa) is a unique Pan-African network of social investors working together to increase the flow of capital into African social investments and ensure its effective use for maximum social impact. Broadly, AVPA aims to address the SDG financing gap on the continent by not only mobilizing more philanthropic capital but also attracting private capital into social investments. We collaborate with various social investors deploying grants, debt, and equity (the full spectrum of capital) into social investments. These include foundations, corporations, family offices, individual philanthropists, angel investors, impact fund managers, PE & VC funds, bilateral and multilateral donors, governments, DFI, and non-financial service providers. Our network strives to enhance and apply innovative finance approaches and models.

AVPA has its headquarters in Nairobi, with regional offices in Johannesburg and Lagos. AVPA is aligned with thriving sister networks in Europe (Impact Europe), Latin America (Latimacto), Asia (AVPN), and the newly launched Arab Impact Network, thus forming a dynamic global force for social impact.

BACKGROUND

There is a growing market for impact investment funds to provide solutions to the world's most pressing challenges in areas such as sustainable agriculture, renewable energy, microfinance, and affordable basic services, including housing, healthcare, and education. There are huge differences among impact investors. Some of them specialise in the education sector, the health sector, SME development, or agriculture, depending on the impact investment theme they are involved in.

Their investment process is also diverse: some of them employ debt investments, others engage in equity investments or both. All performance investors have actual performance management, which means systematic measurement of the key performance indicators of their investments.

In 2020, AVPA conducted its inaugural **Africa Social Investment Landscape Mapping Study**, which provided a baseline assessment of social investment trends in 18 African countries.

In the realm of impact investing, the theoretical principles and investment strategies can be best understood through concrete examples. Given the rapidly evolving social investment ecosystem, AVPA seeks to conduct a case study analysis to track progress, identify emerging trends, and assess new opportunities for collaboration among social investors.

The case study is part of AVPA's approach to enhancing knowledge sharing and learning anchored under the AVPA Knowledge Sharing and Learning Centre with a goal: *To be recognized as the leading provider of learning opportunities and knowledge resources on Africa's social investment landscape, using events, programmes and thought capital to provide a robust learning experience for all categories of social investment stakeholders.*

Positioned as Africa's premier hub for social investment intelligence, AVPA's Knowledge Sharing & Learning Centre delivers transformative learning experiences through cutting-edge programs, strategic events, and actionable thought leadership.

The Assignment: Best Practices and Market Insights

Africa faces an annual SDG financing gap of \$500 billion – \$1.2 trillion, requiring innovative financing models beyond traditional aid. AVPA's 2020 study identified over 820 social investors in sub-Saharan Africa, but information gaps persist on:

- Effective impact investing models
- Barriers to scaling capital flows
- Lessons from successful interventions
- Emerging trends (e.g., tech-driven solutions, diaspora investments, blended finance)

These case studies will document real-world examples of impact investments that have driven measurable social and financial returns, providing insights for investors, policymakers, and development stakeholders.

Objectives

The case studies will:

- Showcase successful impact investments across Africa (by sector, geography, and investor type).
- Analyze key success factors (e.g., deal structuring, stakeholder collaboration, policy enablers).
- Identify challenges & lessons learned (e.g., regulatory hurdles, exit strategies, impact measurement).
- Provide actionable recommendations for scaling impact investing in Africa.

Scope of Work

The consultant(s) will undertake the following:

- Select 6-8 high-impact cases (covering philanthropy, impact investing, corporate social investment, and private capital).

- Ensure the case studies prioritize geographic diversity (East, West, Southern Africa), Sectoral diversity, and Investor diversity.
- Develop a feasible research methodology.
- Conduct interviews with a diverse group of stakeholders drawn from: *Investors (fund managers, DFIs, angel networks), Enterprises (social businesses, startups, NGOs), and Intermediaries (incubators, accelerators, policymakers)*
- Review financial data, impact reports, and market analysis.
- Validate findings with AVPA's network and sector experts.

C. Case Study Development

Each case study will include:

- Background (investment thesis, target impact)
- Deal structure (instrument, size, tenor, returns)
- Key stakeholders (investors, investees, enablers)
- Impact metrics (lives reached, jobs created, SDG alignment)
- Challenges & lessons learned
- Scalability & replication potential

D. Synthesis Report & Dissemination

- Comparative analysis of case studies (cross-cutting themes, trends).
- Policy & investment recommendations.
- Executive summary & infographics for advocacy.
- Presentation at AVPA events/webinars.

Consultant Qualifications

The ideal consultant(s) should have:

- Proven experience in social investment research, impact investing, or development finance.
- Strong financial analysis & case study writing skills.
- Knowledge of Africa's social investment landscape
- Strong data analysis skills (quantitative & qualitative).
- Knowledge of Africa's investment ecosystem (DFIs, impact funds, philanthropy).
- Excellent report writing and presentation skills.
- Regional expertise in East, West, and/or Southern Africa.

Duration

Timeline: 30 days between July - September, 2025

Submission Requirements

Interested consultants/firms should submit:

A. Technical proposal (not exceeding 10 pages)

- A summary/profile of the consulting firm or individual consultant, including experience with similar research.
- Proposed approach and methodology.
- Work plan and timeline.

B. Financial proposal/Quotation

- Detailed cost breakdown

C. CVs of key team members.

How to apply

- Interested and qualifying candidates to complete the online application form here: [AVPA Consultancies](#)
- Please submit one soft copy (by email) of your technical and a tentative financial offer with a detailed cost breakdown (To compare prices, bid prices shall be converted to USD) to jobs@avpa.africa with a copy to learning@avpa.africa with the subject line: **AVPA Case Study Analysis** by the **15th of July, 2025**

Language skills

The program of work requires that the consultant have a strong working knowledge of English.

Misrepresentation.

The process of AVPA making its decision is largely reliant upon the information supplied by the bidder. Should it be found that aspects of such information are incomplete, untrue, or misleading, AVPA reserves the right to terminate /disqualify the bidder.