

Anima women investors

Redesigning the future

Capital shapes the future. It determines which innovations and technologies scale, which companies lead markets, and which problems receive attention.

For decades, capital allocation has been concentrated in homogeneous circles. Not necessarily out of bad intent, but out of inertia.

But when decision-makers share similar perspectives, the system develops blind spots. Talent is underestimated, solutions are incomplete, and opportunities are missed.

The result is not just a question of representation. It is a question of efficiency. When more perspectives participate in capital allocation, decisions improve and impact multiplies.

Today, women control nearly a third of global private wealth and make around 80% of consumer decisions¹. Yet they remain underrepresented in venture capital: the space that drives which innovations, technologies and companies will shape the future.

Anima is a movement initiated by women asset owners seeking to transform venture capital from within, to make it more inclusive, more responsible, and impact-oriented.

Not as observers of the system, but as architects of its evolution.

Our purpose is clear:

We want more women allocating capital, more women leading companies, and more solutions designed for a diverse society.

Because when capital flows into more diverse hands, innovation improves, markets expand, and solutions better address the real challenges of our society. Companies with greater diversity in their leadership teams generate 19% more revenue from innovation².

And we do this from an impact-oriented investment perspective: understanding capital not only as a vehicle for returns, but as a tool with responsibility towards people, society, and the natural environment.

We come together to multiply our impact:

Anima works to build a community of investors of all genders who invest, reflect and act together to expand their capacity for influence and contribute to transforming the investment ecosystem.

We invest today to influence the future.

¹ BCG; Nielsen

² BCG, *The Mix That Matters*