

BRAND CO-CREATION

for Women-Powered
Funds in Africa



A Practice Guide by IconiQ Creative Group

Real talk.

*Brand is not decoration.
Brand is power.*

For women-powered funds in Africa, the brand gap is costing real capital. Here's what the data says.

*The performance gap is wide.
The funding gap is wider.*



The numbers you need.

78¢

returned by women-founded startups — vs 31¢
for all-male teams

per \$1 invested

63%

in portfolios with at least one female founder

higher returns

17%

went to female African founders in 2023.
Only 17. We need to talk.

of equity funding

So what IS brand co-creation?

(Glad you asked. It is not a workshop. Not a survey. Not a full-day retreat nobody has time for.)

Co-creation means shaping your brand WITH the voices of your investors, founders, and communities. Not around them. Not about them. WITH them. The result is a brand that feels real because it is.



Inclusive

Diverse perspectives, not just whoever's in the boardroom.



Authentic

Lived realities woven in, not abstract mission statements.



Evidence-Rich

Data and stories together. Unignorable.



Resilient

Adapts as your ecosystem evolves. Never locked in time.

7 Practices You Can Start Monday Morning

Yes, Monday.

01

5-Minute Feedback

Two-question poll after your LP update. Done.

02

Story Harvesting

90-sec WhatsApp voice note after a milestone. Edit lightly.

03

A/B Design Fly-Bys

Two options. Gut reactions only. Capture the why.

04

Feedback Rituals

Steal 5 min at your quarterly call. Test a tagline. Vote.

05

Proxy Voices

3-person founder council. Transparent. Representative.

06

Co-Created Case Studies

Build stories WITH founders. Let them edit the words.

07

Community-Infused Brand

Beneficiary voices in. Do not sanitize. Rawness is the point.

Make co-creation a rhythm, not a one-time event.

Monthly

Add ONE brand question to your LP or founder update. 'What word describes our role in your growth this month?' Patterns emerge over time.

Quarterly

Run ONE micro-interview. Ten minutes. Three questions. Capture a quote or voice note. Use it everywhere.

Every 6 Months

Test ONE brand element. A tagline, a design, a case study. A or B. What resonates and why. Done.

What you actually gain.



Authenticity

A brand that feels like a mirror, not a mask. Stakeholders recognize themselves in it.



Trust

Investors and founders who shaped it will pitch it to their peers. Voluntarily.



Differentiation

Logos get copied. A brand built from lived voices cannot be faked.



Amplification

Stakeholders become your loudest storytellers. No ad budget needed.

When women co-create the brand, they co-create the future.

Women-powered funds in Africa are not just capital vehicles.

A brand co-created with your investors, founders, and communities is not extra work. It is the work.

Ready to build yours? Let's talk.

iconiqcreative.com/contact
info@iconiqcreative.com

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We build brands that make bold Visions impossible to overlook.

Brand is power. Let's build yours together.

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