



IMPACT-LINKED
FINANCE FUND

ILF FOR GIF
Latam Window



OUTPUT-OUTCOME MENU



TOOL 1



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HOW TO USE TOOL 1: OUTPUT-OUTCOME METRIC MENUS

Tool 1 translates the evidence map and key informant interviews (KII) insights into three business model specific menus¹:

Menu A²: Digital lending fintechs serving individual women customers (B2C).

Menu B: Digital lending fintechs serving women-led MSMEs (B2B/B2B2C).

Menu C: Digital remittance fintechs serving women migrant customers (B2C).

Each menu:

- Groups output metrics under a small set of outcome areas (e.g., Improved Access to Finance, Improved Financial Control, Improved Business Growth) exhibiting the strongest linkage.

- Lists a handful of operational metrics that fintechs can realistically measure, such as:

- Year over year growth in first-time women borrowers.
- Percentage of women borrowers returning for a second or third loan.
- Percentage of women-led MSMEs graduating to larger loan products.
- Percentage of women users completing their first digital remittance transaction.
- Percentage reduction in remittance transfer costs compared to traditional channels.

- Provides a short evidence-based rationale for each output–outcome link, drawing on the studies reviewed.




1 Output metrics can lead to multiple outcomes. Therefore, the outcomes linked to the relevant output metrics on Menus A, B, and C exhibit the strongest correlation given the research evidence.

2 As it can sometimes be difficult/imprecise for fintechs to distinguish between women borrowers (Menu A) and women-led MSME borrowers (Menu B), there exists a certain degree of interchangeability between the metrics on both menus. Broadly, to differentiate between the two, Menu B focuses more on business-related aspects while Menu A emphasizes livelihood improvements.

IMPORTANT DISCLAIMERS




- 1. Output metrics can lead to multiple outcomes:** The outcomes linked to the relevant output metrics on Menus A, B, and C therefore exhibit the strongest correlation given the research evidence.
- 2. Impact attribution and confounding variables:** Fintechs exhibit relatively weaker impact attribution claims to certain outcomes, such as improved agency or improved household income stability, primarily due to confounding variables influencing the outcome materializing. Both of these outcomes have purposely not been included in Menus A, B, and C. While these outcomes could arise in the future for women customers served by fintechs, it is nearly impossible to isolate, measure and claim any causal connection due to behavioral change and other factors outside the fintech's sphere of influence. A more rigorous impact evaluation, such as an RCT, would be needed, which is beyond the scope for Impact-Linked Finance (ILF) consideration.
- 3. Time duration:** Only outcomes expected to materialize within typical ILF time durations (2-3 years) have been listed. These are classified as short or short/medium-term outcomes and can be measured by fintechs at regular intervals. Outcomes likely to materialize over longer timespans (e.g., 3+ years), such as improved economic empowerment or improved socioeconomic mobility, for example, have not been listed as a result.
- 4. Complementary fintech products:** Some of the output metrics – particularly those not focused on loans specifically – could also be relevant for fintechs offering different products to women or migrant users, such as savings or payments products.
- 5. Overlap between Menu A and Menu B:** As it can sometimes be difficult/imprecise for fintechs to distinguish between women borrowers (Menu A) and women-led MSME borrowers (Menu B), there exists a certain degree of interchangeability between the metrics on both menus. Broadly, to differentiate between the two, Menu B focuses more on business-related aspects while Menu A emphasizes livelihood improvements.
- 6. Target-Setting Guidance:** Specific performance targets should be determined during ILF transaction design based on fintech baseline performance, market context, growth stage, and operational capacity. These menus provide metric selection guidance; targets must be customized to individual transaction contexts.
- 7. Survey-Based Enhancement:** Some fintechs with stronger IMM capacity may wish to supplement operational metrics with periodic customer surveys capturing self-reported outcomes (e.g., improved financial confidence, reduced reliance on informal sources). These outcome metrics require dedicated survey infrastructure and should be clearly distinguished from operational output proxies during transaction design.

Output-Outcome Menu A: for digital lending fintechs serving women customers in Latin America (B2C)

 Outcomes	 Relevant Output Metrics	 Rationale
Improved Access to Finance	Year-over-year growth rate in number of new first-time women borrowers	Research shows that in high-gender bias environments (including Latin America), women often self-select out of loan applications due to perceived discrimination. Tracking first-time women borrowers captures the fintech's success in overcoming these psychological and structural barriers to financial inclusion.
	% of loans given to women as a proportion of the total base of borrowers <i>Suggested to pair with absolute #, potentially as a scale multiplier: Total number of new women borrowers acquired annually</i>	Research evidence shows that once women gain initial access to digital credit platforms, they tend to become repeat customers with higher loyalty rates compared to male customers.
	% of women customers receiving credit limit increases within [24 month] (measured among customers maintaining 95%+ on-time repayment)	Repeat borrowing indicates successful loan utilization and improved creditworthiness, demonstrating sustained and deepening access to formal credit markets. The progression from initial access to increased credit limits – often offered by fintechs after sustained on-time repayments – represents financial access expansion, moving beyond basic inclusion to robust empowerment.
	Average speed of loan disbursement (minutes vs. days) for women using digital vs. traditional channels <i>Improved time savings (above) correlates with two outcomes, namely Improved Access to Finance and Improved Income</i>	Faster money transfer enables better emergency response and financial planning capabilities, particularly important for migrant women supporting families across borders. Reduced reliance on predatory loans from informal "traditional" lenders/loan sharks, as an immediate result from switching to fintech products, also correlates to improved income (savings).
Improved Financial Literacy (short-term outcome) / Improved Financial Control (short/medium-term outcome)	NPS gap between women and men customers, measured [annually]	Higher satisfaction among women customers indicates the fintech is meeting their specific financial management needs and enabling greater autonomy over their finances. For example, the 60 Decibels MFI Index demonstrates that NPS strongly correlates with "clients' confidence and ability to make decisions about their money," while gender-differentiated NPS captures whether women are gaining enhanced control compared to men using the same platform.
	% of women borrowers who use digital lending platform for [3+ consecutive months]	Regular platform usage indicates sustained engagement with formal financial services, leading to enhanced financial decision-making capabilities and increased control over personal finances. Research shows women who consistently use Digital Financial Services (DFS) develop greater financial autonomy.
	% of women borrowers who return for their 2nd+ loans within [12 months]	Repeat borrowing behavior demonstrates trust in the lender and confidence in managing credit obligations effectively. Women who return for additional loans signal that credit access has strengthened rather than compromised their financial control, making this operational metric a validated proxy for improved financial management capacity
	% of women borrowers who complete digital financial literacy modules within [6 months] of first loan	Completion of financial education correlates with improved financial decision-making and empowerment outcomes. Digital financial literacy directly impacts women's ability to manage finances effectively.
Improved Disposable Income	Average % point reduction in annual interest rate paid by women borrowers using digital lending fintech compared to prevailing informal lending rate	When fintechs provide access to formal digital credit at rates significantly below informal alternatives, women borrowers gain immediate income benefits because they can redirect savings from lower borrowing costs toward productive investments.
Improved Financial Resilience	% of increased women borrowers maintaining on-time loan repayments compared to the previous [6-month period] (as proportion of total women borrower portfolio)	Consistent repayment behavior through digital channels strongly correlates with women's improved ability to manage financial shocks and maintain household stability, even despite potential income volatility. <i>Measuring this metric assumes the fintech has access to borrowers' past repayment behavior in their credit profiles.</i>
	% of women borrowers accessing multiple financial DFS products <i>Only relevant for fintechs adding other financial products for the same user group, such as payments, savings, or insurance.</i>	Cross-selling success in 2-3 complementary financial services indicates optimal deepening of financial inclusion without overwhelming users. Research shows this range provides access to diverse financial tools that enhance resilience against economic shocks while avoiding choice overload that can reduce effectiveness.




Note: Time indications are illustrative and can change depending on the fintech business model

Output-Outcome Menu B: for digital lending fintechs serving women-led MSMEs in Latin America (B2B2C)

 Outcomes	 Relevant Output Metrics	 Rationale
Improved Access to Finance	% of active lending customers identified as women-led MSMEs (businesses w/ majority women ownership or women in primary decision-making roles) <i>Suggested to pair with absolute #, potentially as a scale multiplier: Total number of new women-led MSMEs served annually</i>	<p>Research shows that women-led MSMEs typically operate in the informal economy and lack traditional collateral, making alternative fintech solutions particularly valuable. Therefore, fintechs expanding financial access for women helps overcome such barriers and build credit history relevant for eventual access to banks and other formal financial institutions.</p> <p><i>Similar to the rationale for Menu A, absolute growth numbers ensure fintechs expand access for women entrepreneurs while scaling their overall business, preventing the constraint that percentage-only targets could create on business growth.</i></p>
	Average loan size to women-led MSMEs (vs. male-led MSMEs)	Loan size parity indicates equal access to growth capital; persistent gaps suggest bias or risk aversion toward women-owned businesses
	Average time between loan application and disbursement for women-led MSMEs	Reduced processing time demonstrates improved access to capital, reduced reliance on informal money lenders/loan sharks, and enables women entrepreneurs to respond quickly to business opportunities.
Improved Financial Control	NPS gap between women-led MSMEs and male-led MSMEs, measured <u>[annually]</u>	Gender-differentiated NPS for MSMEs indicates whether women entrepreneurs are gaining satisfaction with financial management tools that enhance their business decision-making autonomy. Research from Value for Women shows that satisfied women entrepreneurs report greater confidence in business financial decisions, while the metric avoids subjective "confidence" measures by focusing on measurable satisfaction outcomes that correlate with improved financial control capabilities.
	% of women-led MSMEs maintaining loan repayment schedules for <u>[18+ consecutive months]</u>	Consistent repayment demonstrates improved financial management capabilities and business sustainability, indicating successful integration of credit into business operations.
	% of women-led MSMEs accessing integrated financial management tools (e.g., accounting, invoicing)	Adoption of financial management tools signals business professionalization and strengthened financial control. Tool usage enables systematic tracking of business finances, improving cash flow visibility and decision-making capacity – validated pathways to business resilience and growth for women entrepreneurs.
	% of women-led MSMEs accessing multiple financial products (credit + savings/insurance)	Multi-product usage demonstrates financial sophistication and proactive resilience-building. Women entrepreneurs accessing credit, savings, and insurance show enhanced financial control through diversified risk management strategies, reducing vulnerability to business shocks while maintaining growth capacity.
	% of women MSME owners who establish business bank accounts separate from personal accounts	Business account separation indicates formalization and improved financial management practices, essential for long-term business sustainability.
Improved Business Growth	Average loan amount increase for women borrowers between first and third loan	Progressive loan size increases indicate business growth and improved earning capacity, reflecting successful economic advancement through expanded access to capital.
	% of women-led MSMEs that graduate to larger loan products within <u>[36 months]</u>	Graduation to larger financial products indicates business growth, improved creditworthiness, and enhanced economic empowerment through expanded access to capital.

Note: Time indications are illustrative and can change depending on the fintech business model

Output-Outcome Menu C: for digital remittance fintechs serving women migrant customers* in Latin America (B2C)

 Outcomes	 Relevant Output Metrics	 Rationale
Improved Access to Finance	% of women users completing their first digital remittance transaction as a proportion of the total new remitters	Women migrants often rely on informal remittance channels due to access barriers, paying higher costs and receiving less security, despite often controlling remittance decisions within households. Accessing formal digital remittance channels for the first time, therefore leads to cost savings and more stable household income flows.
	Average speed of remittance delivery (minutes vs. days) for women using digital vs. traditional channels Improved time savings (above) correlates with two outcomes, namely Improved Access to Finance and Improved Income	Faster money transfer enables better emergency response and financial planning capabilities, particularly important for migrant women supporting families across borders. Reduced reliance on predatory loans from informal “traditional” lenders/loan sharks, as an immediate result from switching to fintech products, also correlates to improved income (savings)
Improved Financial Control	% of women remitters maintaining balanced financial management (regular remittances + personal savings retention) within [18-month period]	Balanced financial management indicates genuine financial control and autonomy over money management. Research shows women who can support families through remittances while maintaining personal financial reserves demonstrate enhanced decision-making power and avoid over-remitting that could reduce their own financial resilience.
	% of remittance transactions within recommended parameters (2 transactions monthly, <20% estimated monthly income for sender)	Balanced remittance patterns signal sustainable financial management that supports recipient families without compromising sender financial security. Transactions within research-validated parameters (2 monthly, <20% income) demonstrate financial control through judicious resource allocation, preventing over-extension while maintaining reliable household support.
Improved Financial Resilience	% of women remittance senders who use digital channels for non-remittance financial activities	Digital remittance usage serves as a gateway to broader financial inclusion, with women leveraging digital channels for savings, payments, and other services.
	Number of women recipients who open savings accounts linked to digital remittance receipt	Opening formal savings accounts indicates integration into the formal financial system and improved long-term financial security.
Improved Disposable Income	Average transaction value increase for women using digital vs. cash remittance channels	Higher transaction values through digital channels indicate reduced costs and improved efficiency in money transfers, leaving more funds available for household use.
	% reduction in remittance transfer costs for women using digital channels vs. traditional methods	Cost reduction directly translates to increased disposable income for recipient families, improving overall household financial wellbeing.

Note: Time indications are illustrative and can change depending on the fintech business model



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