



Whitney Cox (USA)

Host organization: Lumni (Colombia)

ICats role: Global Fundraising Head

ICats duration: May 2015 – March 2016 (full-time)

Degree: B.A. Economics Columbia University, M.A. Intl Economics/Intl Relations Johns Hopkins School of Advanced Intl Studies

Professional experience: Emerging Markets Debt Portfolio Manager Stone Harbor Investment Partners, Vice President Emerging Markets Debt Sales JP Morgan, Vice President Emerging Markets Debt Sales HSBC



LETTER FUTURE

Summary

Using her lengthy finance experience, Whitney helped Lumni to create a world class fundraising group through building systems, materials and processes with the aim of reaching a larger group of global investors

The problem Lumni aims to tackle

- Limited access to financing for higher education for students with low-income
- Rates are high, loan terms are very short
- Most require guarantor or collateral excluding those who need it most from financing
- Less than half of the tertiary age population is studying in Colombia, Mexico and Peru



Lumni's Solution

- Designs and manages funds that invest in the education of diversified pools of students
- Each student pays a fixed % of income for a fixed period of months after graduation.
- Student obligation is complete at the end of the period regardless of the sum paid to date. No collateral or guarantor required



Opportunity for an ICats Fellow

Huge opportunity for growth for an ICats fellow, especially with a finance and or research expertise to support these groups. Given the lack of resources an iCat would be exposed to many aspects of the business.

“My experience as an ICats Fellow...

was a truly transformative experience. After working for nearly 15 years in large financial organizations, I gained exposure to a growth stage company in Latin America and learned how social impact can be implemented in a private sector enterprise.

“ I have gained invaluable experience in the field of fundraising and social impact, while at the same time working with an exceptional team of people who dedicate their lives to improving the lives of others”

- Whitney

Lumni's challenges

Limited resources, lack of sufficient staff to accommodate a potential rapid growth assets under management (AUM). Fundraising effort constrained due to staff limitations and expertise, as well as lack of financial education for the investor base in order to grow assets.

Whitney's achievements ...



- Improved Investor Materials
 - Created Pitch Documents and one pagers for all country funds
 - Improved financial education argument to better market the Lumni product
 - Content is more engaging, presentation flow improved
- Created formalized processes for
 - Investor Relations
 - Know Your Client
 - Fundraising
 - Updating of Fundraising Materials
- Created and maintained fundraising metrics spreadsheets in order to manage and track team progress
- Created and maintained investor database to better facilitate the investor relations process

...contributing to Lumni's growth



- Improved investor materials will improve marketing and impact with investors and increase funds raised
- New processes (IR, KYC, Fundraising) will be crucial tools when Lumni AUMs start to grow
- Measurement of fundraising metrics will help Lumni to identify issues and areas for improvement
- New Investor Database will help Lumni to track and better serve current investors
- Participated in a pitch to manage an ISA fund for a top US university

Whitney's next challenge

tbd