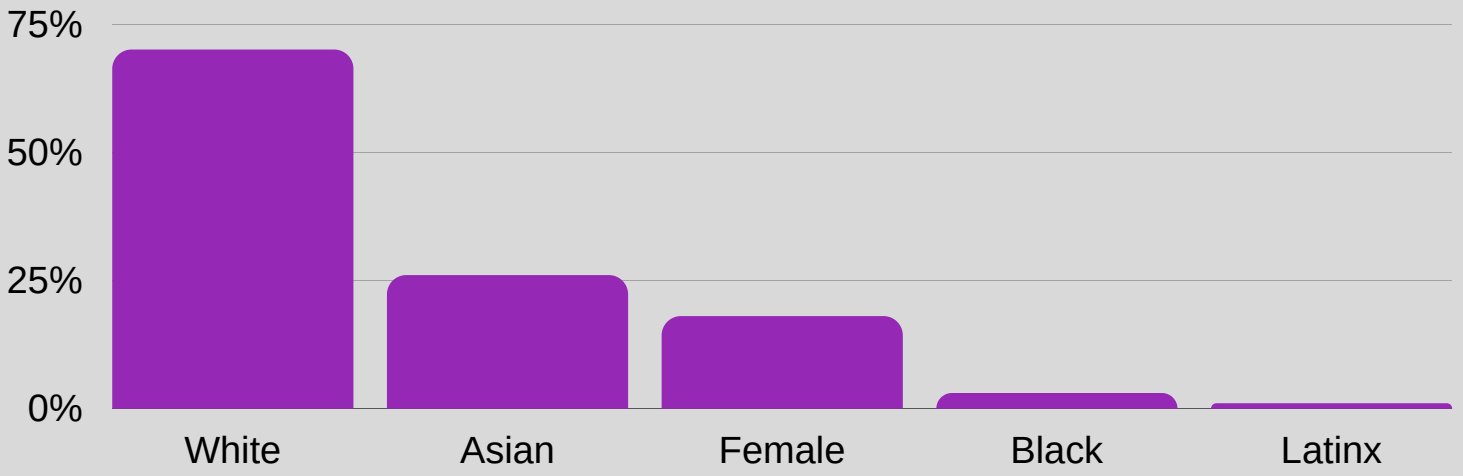


# THE OPPORTUNITY PLEDGE

ACCELERATING EQUITY IN TECHNOLOGY STARTUPS

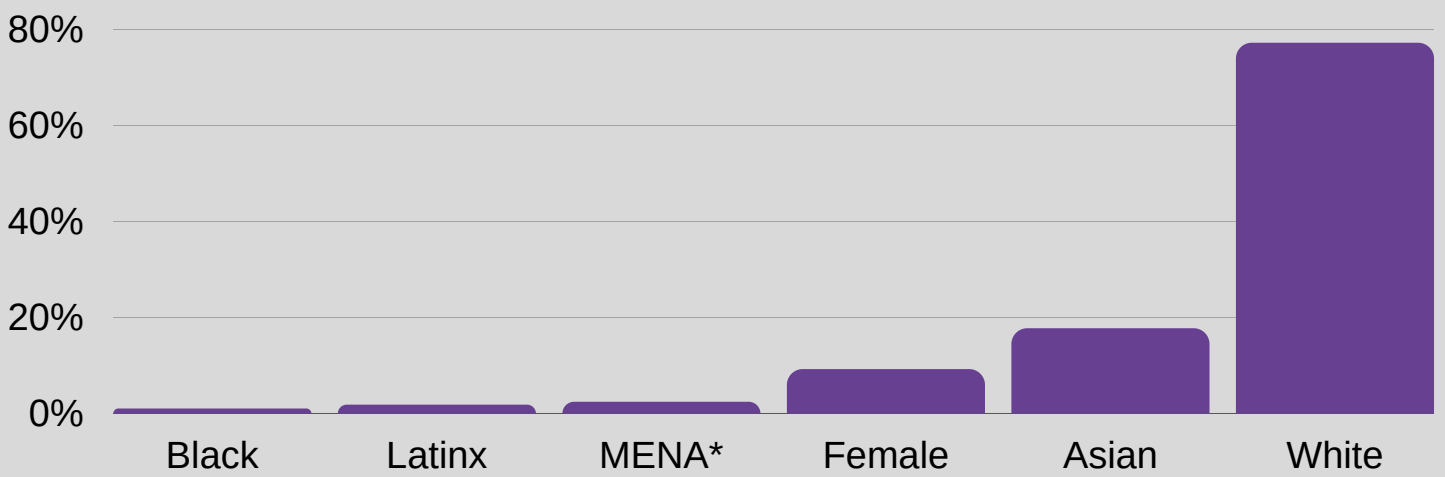


## VENTURE CAPITALISTS



<https://bit.ly/DEI-in-VC>

## VENTURE BACKED FOUNDERS



<https://bit.ly/Diversity-in-US-Startups>

\*Middle Eastern and North African

# GOAL



Increase Investment to Underrepresented Founders and Fund Managers

10X by 2025

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# PLEDGE HIGHLIGHTS

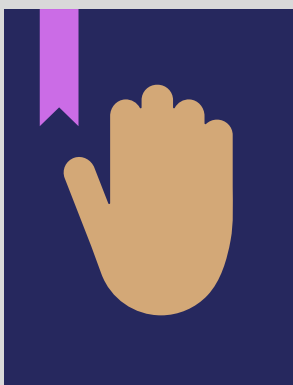
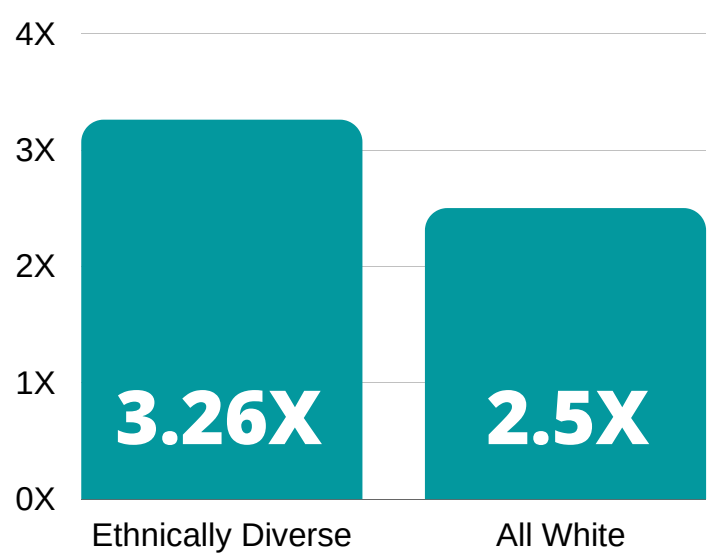
- ✓ *Commit to tech funding equity.*
- ✓ *Recognize the “race” & gender dynamics of the wealth and funding gaps.*
- ✓ *Recognize privilege and power of being in VC networks and having stewardship over resources.*
- ✓ *Exercise our ability to respond to inequities that disadvantage underrepresented founders and cost our economy millions of jobs and hundreds of billions in income.*
- ✓ *Recognizing this is a business issue, commit to engaging underrepresented emerging managers through venture scout program that trains and compensates emerging managers.*
- ✓ *Be intentional about making business decisions that promote tech funding equity.*
- ✓ *Acknowledge that doing so aligns with fiduciary duty, moral imperative, and the economic well-being of society.*
- ✓ *Engage in personal work to build relationships with diverse, emerging managers and underrepresented founders*
- ✓ *Don't take shortcuts that undermine the greater goal.*

## BUSINESS CASE FOR TECH FUNDING EQUITY

**Diverse founding teams achieve a 30% greater multiple on positive exits.**

**Diverse C-level teams have 64% greater realized return!**

-Kauffman Fellows Research



### BENEFITS OF THE OPPORTUNITY PLEDGE:

1. Existing managers tap in to extended deal flow networks of underrepresented to achieve alpha.
2. Diverse emerging managers establish an investment track record to launch their careers.

**See the full pledge and sign-on / support!**

**[WWW.TECHFUNDINGEQUITY.COM/OPPORTUNITY-PLEDGE](http://WWW.TECHFUNDINGEQUITY.COM/OPPORTUNITY-PLEDGE)**