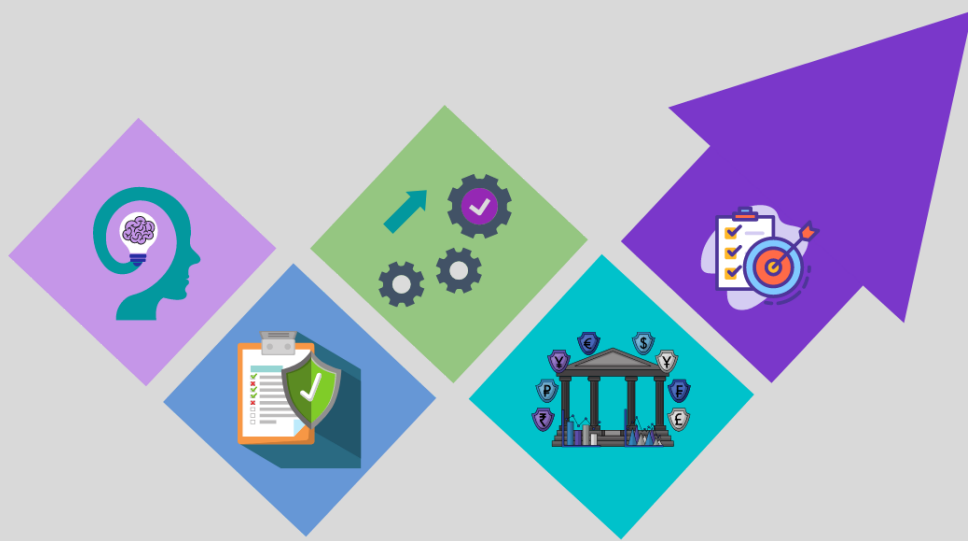


# OPPORTUNITY PLEDGE FRAMEWORK



## GOAL

Increase investment to underrepresented founders and fund managers.

# 10X

by 2025

## 1. ASSIMILATION

Not all companies or employees understand the systemic barriers to tech funding equity or why they matter. The goal of assimilation is to 1) acknowledging systemic racism; 2) seek to understand its persistent impact on underrepresented founders and emerging managers; 3) learning the business benefits of diversity; and 4) accepting the moral imperative to act now.

### Key Area of Activity:

- Awareness-Raising



## 2. ENGAGEMENT



During this phase, staff and stakeholders can coordinate efforts by reviewing / creating policies and practices – both internally and externally – setting goals for contributing to and achieving tech funding equity, and putting governance in place to support tech funding equity goals.

### Key Areas of Activity:

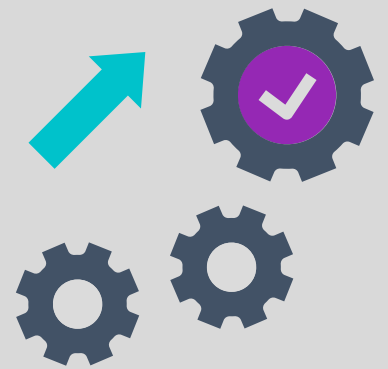
- Policy
- Governance

## 3. EXECUTION

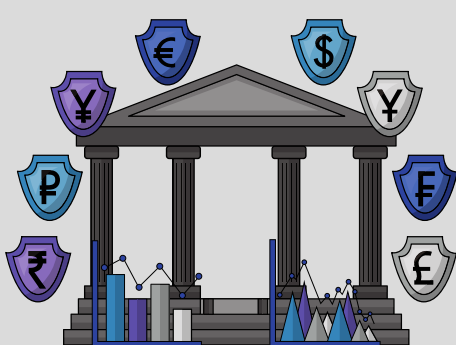
Next is taking action to hire or engage underrepresented managers, allocate necessary resources to achieve policy objectives, building capacity to carry out strategies, and collecting data to monitor progress.

### Key Areas of Activity:

- Recruitment
- Resources
- Building Capacity
- Monitoring



## 4. ENTRENCHMENT



It is important to establish wins, encourage endurance, and maintain support systems. Reenforce that tech funding equity is not a zero sum game. It can accelerate economic advancement for all, and strengthen our leadership in the global economy.

### Key Areas of Activity:

- Fundraising & Investment
- Mentoring

# ADVOCATE FOR EQUITY

COST OF  
DISCRIMINATORY  
FINANCE  
PRACTICES  
IN THE US

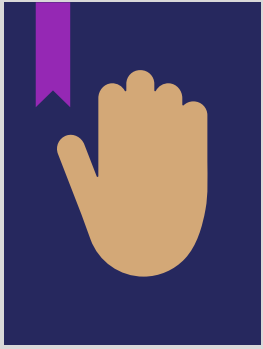
# 9MM

JOBS

# \$300B

INCOME

## HOW YOU CAN HELP



### PLEDGE

MAKE THE OPPORTUNITY PLEDGE TO INCREASE INSTITUTIONAL TECH FUNDING EQUITY.

[HTTPS://TECHFUNDINGEQUITY.COM/OPPORTUNITY-PLEDGE](https://techfundingequity.com/opportunity-pledge)



### SIGN

SIGN THE PETITION TO STOP STARTUP REDLINING & INVESTOR SEGREGATION AT THE FRIENDS & FAMILY ROUND.

[HTTPS://SIGN.MOVEON.ORG/P/TECHFUNDINGEQUITY](https://sign.moveon.org/p/techfundingequity)



### RECRUIT

HIRE / ENGAGE BLACK, LATINX & FEMALE INVESTMENT ROLES & ENCOURAGE INCLUSIVE HIRING PRACTICES IN PORTFOLIO COMPANIES.



### INVEST

FUND MORE UNDERREPRESENTED FOUNDERS & CAST A WIDER NET OUTSIDE OF WARM REFERRALS.

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