

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:

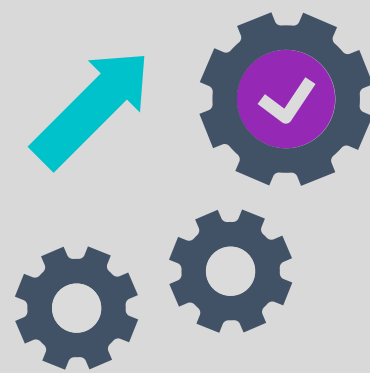
- Policy
- Governance

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

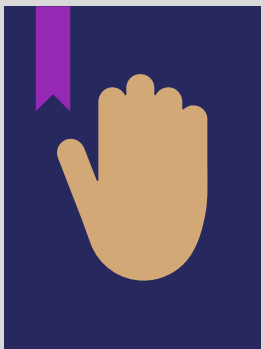
9MM

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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