



FORTUNE100

Connecting Fortune100 Companies to WiC Female founders to collaborate on digital transformation projects while doubling on supplier diversity allocation to accelerate gender equity goals and economic recovery.

MARKET CHALLENGES:

The data tells us that when we activate women, we activate the economy! By doubling down on investments and engagements with female founders, the world's largest organizations could succeed in abolishing the gender gap in entrepreneurship while accelerating economic recovery.

Lack of Leadership Representation: Though female participation in the labor force has increased and the number of women in executive-level roles has risen, growth has been painfully slow. The percentage of female CEOs in Fortune 500 companies has climbed from zero in 1995 to only 4.8 percent in 2018. Just one in eight start-up CEOs are women and the most highly compensated executive roles continue to be dominated by men. Overall, women technologists make up 28.8 percent of the tech workforce today. When we act with intention, we can put more women in leadership roles which will lead to a stronger economy.

Lack of Supplier Diversity Allocation: Today, only 3 percent of corporate procurement dollars and 5 percent of federal contracts are going to women-owned firms. If men and women worked together to double their supplier diversity allocation – not spend, JUST their budget allocation – we will generate \$1 billion in revenue for women entrepreneurs.

Lack of Access to Investment: Although total global venture funding increased by 4 percent year-over-year, funding to female-founded startups decreased by 27 percent. Investors have reduced their investment in women-led tech companies taking it to less than 2 percent. It's no wonder that only 2 percent of women-owned businesses ever make it to \$1 million in revenue, which is 3.5 times less than their male counterparts.

Increased Displacement of Women-held Jobs: According to the Bureau of Labor Statistics, due to the COVID-19 pandemic more than 2.2 million women were unemployed and it is estimated 180 million women's jobs will be eliminated over the next 20 years as a result of AI transformation.

SOLUTION:

The **#WiCxFortune100** initiative is focused on providing turn-key equity advancing solutions for Fortune 100 companies to come together and collectively solve gender-equity challenges through representation, recruitment and relationship building.



Representation - Provide an economic opportunity platform to amplify brand leaders and employees while making significant advancements towards UN Goals #5 (gender inclusion), #9 (innovation & infrastructure), #17 (global partners).

- **Signature Events:** leadership representation and participation at high-profile events such as WIC Summit 2022, WICxIWD, Microsoft Inspire, WIC at UN Global Assembly.
- **Billion Dollar Access Coalition:** participation in quarterly meetings with other coalition partners to advance opportunities for the WIC community and provide insight and feedback on research and reporting projects.
- **#EmpowHERaccess Campaign:** representation among leaders spotlighted during the annual #EmpowHERaccess digital campaign.



Recruitment - Leverage WIC ecosystem to connect and recruit employees, channel partners and suppliers

- **#CloudJobs Recruitment Lounge:** participation in #CloudJobs digital job fair offering a meet and greet experience with women technology professionals seeking employment opportunities.
- **Co-Sell Accelerators:** participate and get direct access to solution portfolios
- **Expand Supplier Diversity** Network with WIC Cohort Founders



Relationship Building - Connect Fortune 100 companies and women entrepreneurs to collaborate on digital transformation opportunities and accelerate gender equity

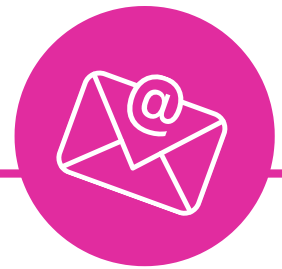
- **#CloudExecConnect:** participation and representation in the #CloudExecConnect program, providing women tech founders an opportunity to meet, collaborate, and learn from your organization
- **Fortune 100 Lunch & Learn Series:** participation and representation at monthly Lunch & Learn networking sessions and connect with up and coming women technology entrepreneurs.
- **Delegation to UN General Assembly:** representation during the delegation to the UN General Assembly and an opportunity to help further the advancement of UN Sustainable Development Goals #5, #9 and #17.

INVESTMENT OPPORTUNITY:

The #WiCxFortune100 puts brands and companies in the spotlight to mentor and recruit technology professionals, and provide female tech founders with invaluable professional and economic access.

For the **commitment of a \$100K annual partnership for the #WiCxFortune100**, your brand will gain access to our exclusive speaking, marketing and networking opportunities, signature events, campaigns and research projects within Women in Cloud's programming.

Your impact and participation in the opportunities outlined above will be shared with you in a quarterly **Equity Access Acceleration Scorecard** to include with your organization's DEI initiatives.



If you are a brand or company interested in taking advantage of this opportunity while providing invaluable opportunities and access for your organization and female tech founders, please contact our sponsorship lead, Erin Northern, at erinn@womenincloud.com.

ABOUT WOMEN IN CLOUD:

Women in Cloud is a community-led economic development organization taking action to generate \$1B in net new global economic access for women entrepreneurs by 2030 through partnerships with corporations, community leaders, and policy makers.

