

#empowHERaccess is an annual digital advocacy campaign by Women in Cloud to generate greater economic access awareness for women in technology. The inaugural 2020 campaign focused on the disruptions women in technology founders were facing, and anticipating, in the early days of the COVID-19 pandemic, while WIC's 2020 programming aimed to offer the access and opportunities women technology professionals need for recovery and continued success.

Now, a year later, we are only beginning to truly understand the impact that COVID-19 has had on women in tech. According to the Bureau of Labor Statistics, due to COVID-19 pandemic more than 2.2 million women are unemployed globally as a result of the pandemic. A new report from Kaspersky found roughly half of the 6,500 women surveyed believe the pandemic has hurt them professionally.

The 2021 #empowHERaccess campaign will bring together a number of facets to better understand the Global Crisis the pandemic has created for women entrepreneurs, and celebrate the many stories of pivots and perseverance.

MARKET CHALLENGES & OPPORTUNITIES:

- **Lack of representation:** 30 years ago, the computing women workforce was 36% and 2019, that number has fallen to 27%. This has created a gap of 8M women in the tech workforce while every business on the planet is becoming a digital business driven by a pandemic.
- **Increased displacement of women-held jobs:** According to the Bureau of Labor Statistics, due to 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.
- **Lack of supplier diversity allocation:** Today, only 3% of corporate procurement dollars and 5% of federal contracts are going to women-owned firms. This situation is exacerbated by investors reducing their investment in women led tech companies taking it to less than 2%.
- **Enterprise opportunities:** IDC predicts \$500B in enterprise ecosystem. Industry leaders like Google, Apple, Microsoft and Amazon are spending nearly \$20 billion collectively on AI products and services resulting in revenue generation. We are seeing significant lack of representation of women tech founders participating in digital transformation opportunities.

SOLUTION:

The **#empowHERaccess** campaign is focused on providing turn-key equity advancing solutions to collectively solve the global crisis facing women entrepreneurs as a result of the COVID-19 pandemic.



Social Media Spotlight Campaign: A digital campaign to spotlight 50 women-led cloud and SaaS solutions, and 50 individuals, including women in tech role models who have pivoted and/or persevered during the pandemic; mentors, advisors and corporate pass companies and annual sponsors who have allowed WIC to provide women in tech with access to meaningful digital programming to continue their personal and professional development during the pandemic.



#empowHERaccess Awards: Recognition in the following categories

- **Digital Transformation Project of the Year Award** (entrepreneurs who implemented digital transformation to advance the economy in partnership with cities, corporations or communities)
- **Cloud Solution of the Year Award** (powerful case studies of entrepreneurs who created solutions during and/or as a result of the pandemic)
- **Supplier Of the Year Award** (corporate companies who provided access to women technology entrepreneurs during the pandemic and increased their DEI ecosystem. Must have awarded digital transformation projects)
- **Advisor of Year Award** (WIC advisors and mentors who continued to support women entrepreneurs during the pandemic. Advisor who unlocked their rolodex to help entrepreneur growth during the pandemic)
- **Investor of Year Award** (investors who continued to provide economic access to women entrepreneurs during the pandemic by investing \$1M+)
- **Innovative Partnership Award** (companies that have partnered to cosell their solutions into the enterprise ecosystem)
- **Cloud Technology Deal of the Year Award** (corporate companies and women technology entrepreneurs who have collaborated to create revolutionizing solutions in the tech industry)
- **Women in Technology Outstanding Leadership Award****(Annual Sponsor) (women tech leaders who have dedicated their time and energy to being accessible and a consistent resource to those in need)

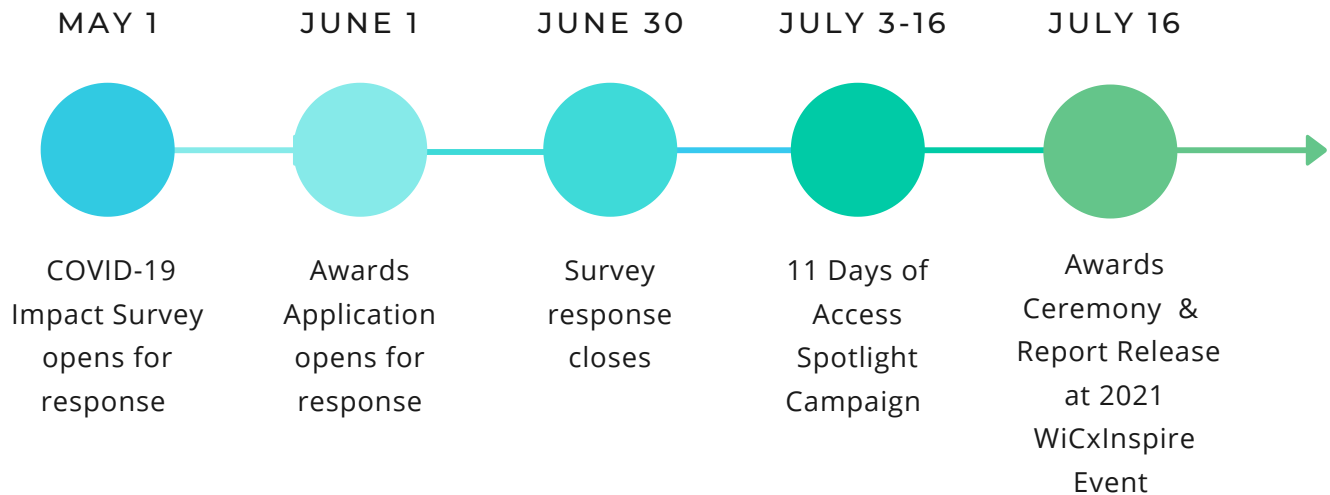


Pledge: Fortune100 brands and corporate executives are invited to take the pledge to double their company's supplier access and opportunities for women.



Research & Reporting: A 2021 edition of the COVID-19 impact survey and report comparing and analyzing results between 2020/2021 around the impact and recovery expectations and needs of women entrepreneurs as a result of the pandemic.

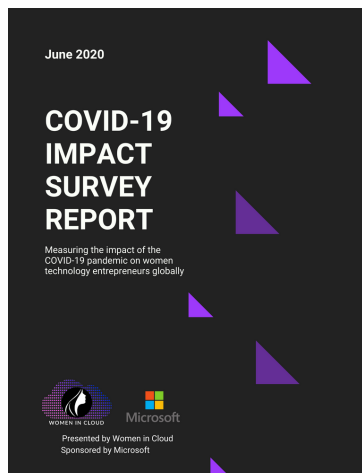
2021 CAMPAIGN TIMELINE:



2020 CAMPAIGN IN REVIEW:

The inaugural **#empowHERaccess** campaign in 2020 saw:

- #EmpowHERaccess Hashtag had 600,000+ total reach.
- 75% campaign participants were women, 25% men
- Engagement across 11 countries & 3 continents
- Keynote Speakers: Rt. Hon. Kim Campbell, 19th Prime Minister of Canada; Kate Roberts, Co-Founder of Maverick Collective
- 60 Community Attendees with high satisfaction
- The COVID-19 impact survey was responded to by 57 women working in or across 16 industries



INVESTMENT OPPORTUNITIES:

Women In Cloud presents three investment opportunities available for our #empowHERaccess campaign, giving corporations the ability to showcase their support of this Global Crisis and empowering women from around the world to build their brands and enhance their professional development.

ANNUAL CAMPAIGN SPONSOR

\$50K annual partnership

SPONSOR BENEFITS

- Campaign Ownership
- Campaign Branding
- 20 Tickets
- Speaking Opportunities
- Research Report Sponsor
- Women in Technology Outstanding Leadership Award Sponsor

AWARD CEREMONY SPONSOR (WiCxINSPIRE)

\$10K annual partnership

SPONSOR BENEFITS

- Branding at Event (Ceremony sponsored by your company)
- Opening Remarks
- 20 Event Tickets
- Meet the Winners
- Event Branding
- Special Swag Kit for Winners with sponsor company branding
- Speaking Slot

INDIVIDUAL AWARD SPONSORSHIPS

8 awards to sponsor at \$7K each

SPONSOR BENEFITS

- Branding on Award (Award sponsored by your company)
- Announce Winner & Present Award
- 5 tickets
- Meet the Winner
- Dedicated Table
- 30-45 second pre-recorded video Interstitial



If you are a brand or company interested in taking advantage of this opportunity for recognition while providing invaluable support for women tech entrepreneurs in their economic recovery, please contact our sponsorship lead, Erin Northern, at erinn@womenincloud.com.

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.

