THE OPPORTUNITY PLEDGE
ACCELERATING EQUITY IN TECHNOLOGY STARTUPS

VENTURE CAPITALISTS

VENTURE BACKED FOUNDERS

GOAL

Increase Investment to Underrepresented Founders and Fund Managers

10X by 2025

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BENEFITS OF THE OPPORTUNITY PLEDGE:

1. Existing managers tap into extended deal flow networks of underrepresented to achieve alpha.

2. Diverse emerging managers establish an investment track record to launch their careers.

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.

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

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

-Kauffman Fellows Research

See the full pledge and sign-on / support!
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