

# BIAS AND MERITOCRACY

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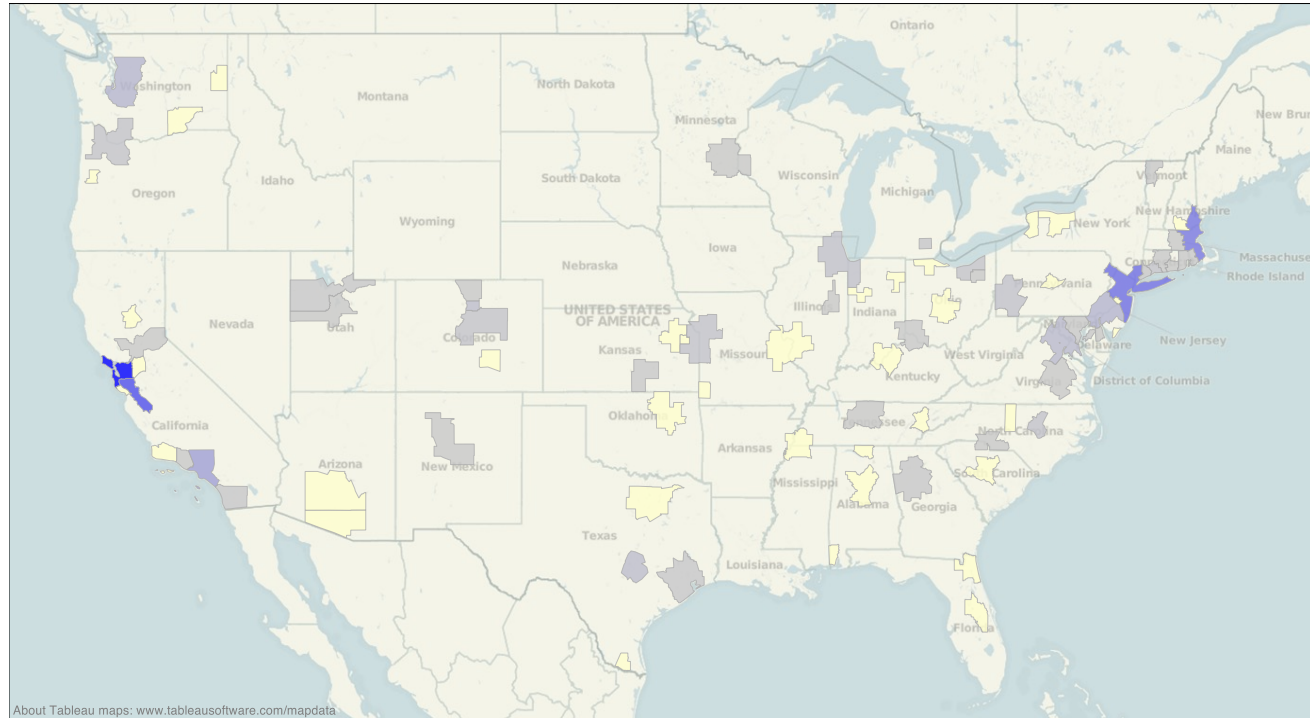
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# Bias and meritocracy in startups

- Entrepreneurship is not purely a meritocracy
- Since startups are hard to assess, it opens up decisions to bias
- Not all bias is conscious

# Geography

Locations of Technology Seed VC Investments 2009-2011  
n=83

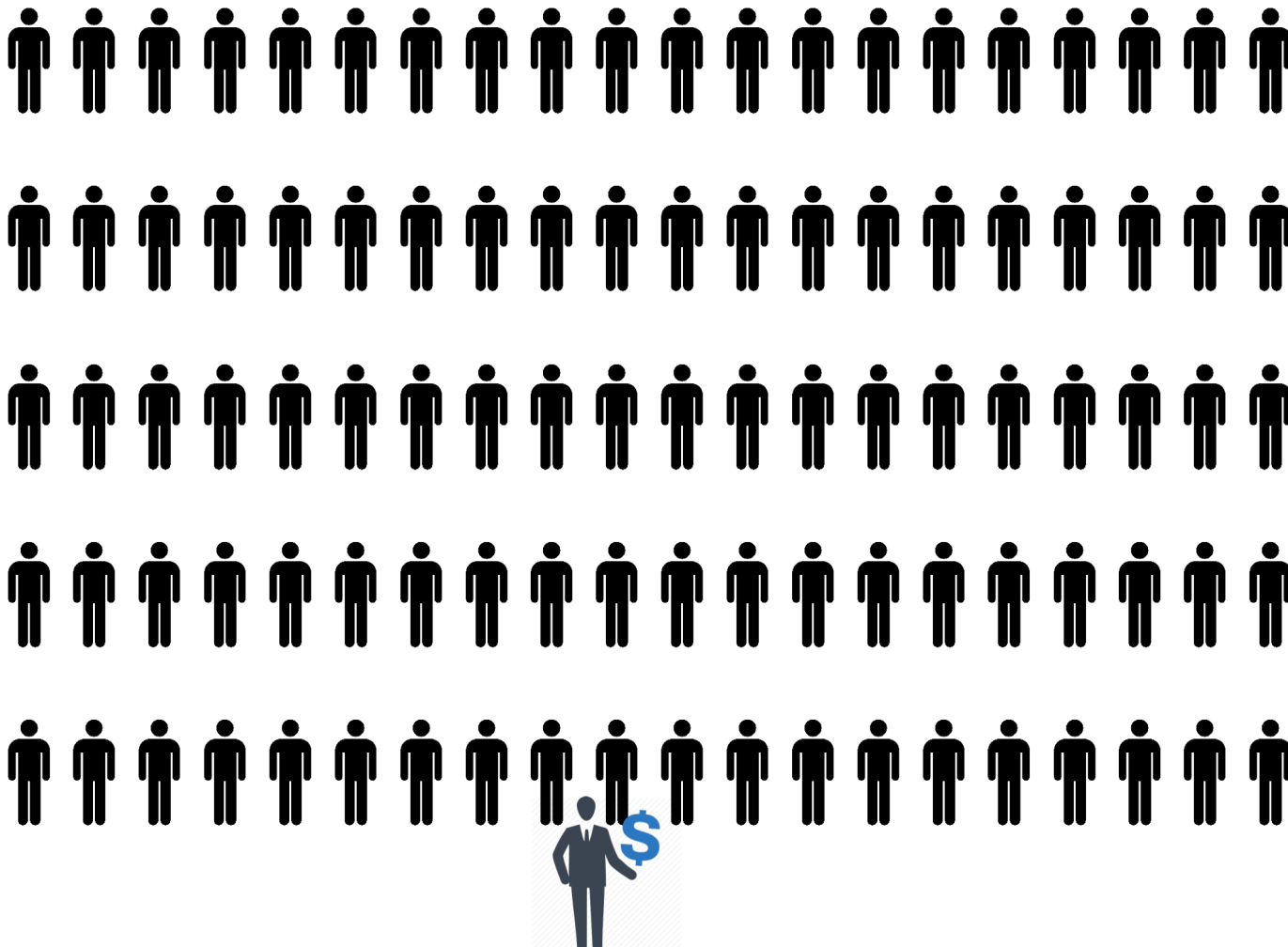


About Tableau maps: [www.tableausoftware.com/mapdata](http://www.tableausoftware.com/mapdata)

Map based on closest MSA. Color shows number of deals. Pale yellow areas have only one deal. Biotechnology ventures not included









# Why this happens

- Discrimination
- Homophily
- Network access
- Unconscious bias
  - Questions asked (Kanze, Huang, Conley, Higgins)

# What to do

- No easy answers, but recognize this is a general concern that many people are working on
- Many problems are about access
  - Work with common interest groups
  - Apply for accelerators and launch programs
  - Scour your own networks







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