GEN - Competitor Analysis

About GEN

GEN (Gender Equity Now) is a leading Gender Equity Certification firm that adopts a data-driven approach to transform organizations from mere diversity, fostering equity and inclusion by eliminating systematic barriers within an organization.

GEN SWOT Analysis

STRENGTHS	WEAKNESSES
1. Recognized as the national gold standard for intersectional gender equity in the U.S. workplace. 2. Offers a separate certification model for small organizations 3. Offers a network of other GEN-certified organizations 4. More rigorous as compared to other certification programs as it offers a comprehensive evaluation by encompassing factors like Bias Neutrality, Employee Resonance, Accessibility Score, Experience perception gap, and Visible Advocacy, beyond just gender pay and opportunity gaps. 5. Specifically measures the experiences of women of color and other marginalized groups	1. More expensive than Edge (one of its key competitors) 2. Assessment process can be time-consuming 3. Most of the process is manual and coordinated over back-and-forth email 4. Lacks visual representation of assessment progress, results, and recommendations
OPPORTUNITIES	THREATS
1. Increasing demand for gender equity certifications. 2. Growing awareness of the importance of intersectional gender equity.	1. Competition from other gender equity certification providers 2. Changes in the regulatory environment

3. Organization tailored certification programs 4. Partnerships and collaborations	3. Reluctance due to data security and privacy concerns 4. Limited awareness or prioritization of gender equity certifications

EDGE SWOT Analysis

EDGE Certified Foundation is the custodian behind EDGE Certification, the leading standards for DEI, centered on a gender and intersectional equity approach.

STRENGTHS	WEAKNESSES
1. More widely used gender equity certification in the world. 2. Offers a variety of resources and support to certified organizations.	1. Not as rigorous as GEN 2. Does not specifically measure the experiences of women of color and other marginalized groups
OPPORTUNITIES	THREATS
1. Increasing demand for gender equity certifications. 2. Growing awareness of the importance of intersectional gender equity. 3. Organization tailored certification programs 4. Partnerships and collaborations	1. Competition from other gender equity certification providers 2. Changes in the regulatory environment 3. Reluctance due to data security and privacy concerns 4. Limited awareness or prioritization of gender equity certifications

WBENC SWOT Analysis

WBENC is a leading non-profit organization dedicated to helping women-owned businesses thrive by fostering their DEI initiatives

	STRENGTHS	WEAKNESSES
	1. Recognized by the U.S. government as a third-party certification program 2. Offers a variety of benefits to certified organizations, including access to government contracts and procurement opportunities	1. Does not specifically measure gender equity 2. More focused on women-owned businesses than on gender equity in the workplace
	OPPORTUNITIES	THREATS
	1. Increasing demand for gender equity certifications. 2. Growing awareness of the importance of intersectional gender equity. 3. Organization tailored certification programs 4. Partnerships and collaborations	1. Competition from other gender equity certification providers 2. Changes in the regulatory environment 3. Reluctance due to data security and privacy concerns 4. Limited awareness or prioritization of gender equity certifications

Competitor Analysis - Certification Firms

GEN has two direct competitors, EDGE and WBENC, along with two indirect competitors, IDC and Diversio. EDGE and WBENC offer services closely resembling those of GEN. However, IDC distinguishes itself by offering individual and group certifications rather than certifying entire organizations. Diversio, meanwhile, offers an end-to-end service, with certification being just one component.

		DIRECT COMPETITORS		INDIRECT COMPETITORS	
Criteria	GEN	EDGE	WBENC	IDC (Individual)	Diversio (End-to-End)
Company Overview	A leading intersectional Gender Equity Certification firm that adopts a data-driven approach to foster	EDGE Certified Foundation is the custodian behind EDGE Certification, the leading standards for DEI,	A leading non-profit organization dedicated to helping women-owned businesses thrive by fostering their DEII	Offers industry-leading DEI certification programs, empowering leaders to achieve tangible	Diversio is a DEI platform leveraging AI and expert insights to measure and improve workplace inclusivity

	diversity, equity and inclusion	centered on a gender and intersectional equity approach	initiatives	results through innovative practices and expert guidance.	globally.

Products/ Services Offered	● GEN Certifications
	● Smart-Workshops
	● Assessments and Consulting
		● EDGE Certification
		● EDGEPlus Certification
		● EDGE Insights
		● EDGE Empower Pay Tool (Gender Pay gap assessment)
		● EDGE Knowledge
		● EDGE Connections
		● DEI Dashboard
			● WBENC Certification	● Offers different certifications for DEI:
				  ○ CDP
				  ○ CDE
				  ○ Group Certifications
				● Certifications are for individuals rather than the whole of organization and offer prep course and guides
					● DEI Data and Analytics
					● Industry Benchmarking
					● DEI Consulting
					● Employee Engagement Software
					● DEI Training
					● DEI Certifications

Unique Value proposition	● Unique metric assessment based on years of academic research that goes beyond asking the stereotyped gender based questions. ● Focuses on intersectional gender equity ● Focus centric to a comprehensive report from not just survey results but also Audit results, Leadership interviews and overall an all rounded 360 degree approach	● EDGE Empower Pay Tool is an independent tool that organizations can run to conduct gender pay gap assessments ● Offers access to DE&I and HR professionals for mutual learning ● Focuses on intersectionality gender equity ● Organizations can be globally certified ● Can create highly personalized assessments to focus the analysis on dimensions of diversity that are relevant to the organizations	● Certifies only women owned businesses	● Provides individual/group certifications so better for organizations that wish to get only DEI leaders certified	● Leverages AI to measure and improve workplace inclusivity ● Offers different levels of certifications depending on goals of organization ● DEI Dashboard ● Track progress
Pricing	Varying	Varying	● Under $1 million: $350 ● $1 million – $5 million: $500 ● $5 million – $10	● CDP: $599 - $3305 ● (depending on the offerings opted) ● CDE: $599 -	● DEI training courses: $250 each ● Individual professional

			million: $750 • $10 million – $50 million: $1,000 • >$50 million: $1,250	$4139	certification: $1,000
Market Space	U.S only	Used by 250+ organizations in 56 countries across 27 industries sector	U.S and U.S Territories having 14 Regional Partner Organization in U.S	Global	Global and across all industries and sectors
Process Time	~ 8- 12 weeks	Varying	~ 3 months	Varying (Self-driven)	~ 2 weeks
Eligibility	• All organization sizes • Separate assessment model for organizations having < 50 employees	• Medium to large organizations	• Women-owned organizations	• At least 2 (5 for CDE) years of experience • A passing score on the Candidate Project or approved professional work • Compliance with IDC's Code of Ethics • Compliance with IDC's Standard of Practice	• Published public commitment to DEI • Collects meaningful anonymous Diversity data • Meets or exceeds Diversity Metrics benchmark at the Board & Executive level in their respective industry • Meets or exceeds Diversio's Inclusion MetricsTM benchmark in their respective industry metrics • Meets industry benchmark Exceed industry benchmark • Implements programs or policies across key Inclusion MetricsTM

DEI Dashboarding and Tools Firms

These firms could also be viewed as indirect competitors, however, they have an entirely different approach to promoting DEI within organizations. Some provide tools that could be effectively integrated with GEN to offer recommendations to clients or could provide some inspiration for an end to end product tool line. Others take a more comprehensive approach, focusing on cultivating a positive overall work culture, with DEI being just one aspect of their broader efforts.

Features	Crescendo	Biassync	Circa	Workhuman	Dandi	Ceipal
Training	Yes	Yes	Yes	Yes	No	Yes
Dashboard	Yes	Yes	Yes	No	Yes	No
Survey	Yes	Yes	Yes	No	Yes	Yes
Reports	Yes	Yes	Yes	No	Yes	No
Benchmarking	No	Yes	No	No	Yes	Yes
Action Planning	Yes	Yes	Yes	No	Yes	Yes
Consulting	Yes	No	No	Yes	Yes	Yes
USP	Holistic end to end service with a product	Centrally focused towards Bias in workplace	Specialize in Recruiting diverse talent	Provides services for better overall work culture	Primarily DEI Dashboarding service	Staffing software - Diversity hiring

Crescendo

Crescendo is a cloud-based AI learning suite designed for today's agile workforce. Founded in 2018, it prioritizes diversity and inclusivity as a woman-owned and Black-owned company. With AI-powered pathing and a dashboard for progress tracking, it offers personalized learning experiences tailored to individual needs. Crescendo facilitates DEI progress, offers off-the-shelf courses, and converts existing content seamlessly, empowering professionals to thrive in work.

BiasSync

BiasSync is an innovative software solution aimed at fostering fair and respectful workplaces by addressing unconscious bias. It utilizes scientific assessments to evaluate biases and cognitive processes in individuals, paired with interactive video-based content for professional development. Through its comprehensive approach, BiasSync assists organizations in mitigating bias in various aspects such as hiring, compensation, performance reviews, and surveys, benefiting both employees and employers.

Circa

Circa is a Software-as-a-Service (SaaS) platform specializing in diversity recruiting analytics, particularly beneficial for companies working with Federal contracts to ensure compliance with regulations. Originally established in 1994 as LocalJobNetwork, it evolved into Circa, offering a comprehensive suite of services. Notably, in October 2021, Circa introduced its DEI Strategy, Analytics, and Engagement service, facilitating a three-step process encompassing current assessment, planning, and goal implementation for diversity, equity, and inclusion initiatives. In April 2023, Circa was acquired by Mitratech, a global technology partner for corporate legal, risk, and compliance professionals. Leveraging its robust portfolio, Circa now provides solutions for diversity recruiting, affirmative action planning, and OFCCP compliance, supported by a DEI-focused dashboard offering content, guides, and resources. Additionally, Circa operates a job board connecting employers with diverse talent and promotes job listings across its extensive network of over 600 DEI employment sites.

Workhuman

Founded in 1999, Workhuman is dedicated to fostering workplace cultures where individuals are inspired to excel. Their employee recognition platform, combined with cutting-edge research, cultivates environments where employees are motivated to perform at their peak. Utilizing AI-driven analytics, internal consulting services, and a global e-commerce platform, Workhuman helps organizations achieve high-performance workplaces characterized by reduced turnover rates and increased employee engagement.

Dandi

Dandi is an analytics platform founded in 2018 to revolutionize how businesses tackle diversity, equity, and inclusion (DEI) challenges. Powered by machine learning, arithmetic engines, and seamless API integrations, Dandi empowers organizations to discover a myriad of valuable insights. With a focus on intersectional measurement, Dandi employs sophisticated mathematical algorithms to provide scalable and objective

methodologies for DEI assessment. Unlike traditional approaches that are costly and time-consuming, Dandi offers an affordable, always-on solution tailored for DEI teams, streamlining access to crucial data-driven insights.

Ceipal

Ceipal is a staffing software innovation, driven by a team of industry insiders dedicated to reshaping human resources and talent acquisition. Since its inception in 2015, Ceipal has been committed to creating customizable software solutions that harness the latest technology to empower businesses. Their platform caters to over 100,000 recruiters worldwide, offering automation and streamlining processes to enhance efficiency and productivity. One of Ceipal's focuses lies in diversity hiring. Ceipal prioritizes diversity hiring with its AI Diversity Assessment, which evaluates workforce distribution by gender and ethnicity. Following the assessment, Ceipal collaborates to create tailored strategies addressing any gaps. Utilizing their AI-driven sourcing platform, organizations can curate a diverse pool of qualified candidates, including temp talent from suppliers via Ceipal Procurewise. This comprehensive approach helps build a more inclusive workforce.

Survey Platforms

The most competitive survey platforms are SurveyMonkey and Qualtrics.

Along with these, we identified two other survey platforms namely Zoho Survey and SoGoSurvey. However, after looking in depth, we determined that they lacked advanced features needed for handling complex data.

Criteria	SurveyMonkey	Qualtrics
Target Audience	- Primarily caters to small organizations, startups, and individuals - User-friendly interface makes it accessible to users with minimal training	- Tailored towards enterprise customers and large organizations. - May require additional training
Functionality	Offers intuitive interface with basic survey creation and analysis tools	Provides advanced features for data collection and analysis

Use Case	● Suitable for organizations looking for a user-friendly platform to gather feedback without extensive customization or analysis requirements. ● Ideal for small-scale surveys, customer feedback collection, event evaluations, and simple employee engagement surveys.	● Suitable for large-scale surveys, in-depth market research, customer experience management, employee engagement programs, and sophisticated data analysis projects. ● Ideal for organizations seeking comprehensive insights and actionable data to drive strategic decision-making.

Key Distribution Channels	● Weblink
	  ○ URL
	  ○ QR code
	● Email
	● Social media
	  ○ Facebook
	  ○ Twitter
	  ○ LinkedIn
	● Facebook Messenger using SurveyMonkey bot
	● Embed Survey on Website
	● Mobile SDK
	● Text Message
	● SurveyMonkey App (In absence of Internet)
	● Manual Data Entry
	
	.
		● Email
		● Web
		  ○ Anonymous link
		  ○ QR code
		  ○ Survey Director
		● Social Media
		  ○ Twitter,
		  ○ Facebook
		  ○ Reddit,
		  ○ LinkedIn
		  ○ Google+
		  ○ Pinterest
		● Mobile
		  ○ Text Message
		  ○ Offline App

Features	● Easily integrates with over 100 leading business platforms, including HubSpot ● Offers 250+ ready-to-use templates for Net Promoter Score (NPS), Customer Satisfaction (CSAT), employee engagement, market research, and more ● Includes predictive survey result analysis, data visualization, and word clouds ● Allows segmentation of respondents based on specific characteristics such as	● Offers over 100 question types and ready-to-use survey templates ● Allows importing questions from previous surveys for reuse ● Ability to create and test surveys in real time ● Built-in predictive intelligence and statistical analysis features for uncovering insights ● Provides real-time recommendations for improving survey design to enhance response rates and data quality ● Access to over 30 graph types

	demographics ● User-friendly tools	and easily shareable reports in various formats (doc, PDF, CSV, PowerPoint)
Disadvantages	● Lower pricing tiers don't offer great value ● Survey design limitations ● Less number of question types as compared to Qualtrics	● Not enough pre-built integrations with business apps. (Only 5) ● Less focus on data collection and more focus on AI-drive data analytics capabilities ● Reports can take a while to load for large datasets ● Limited survey customization options
Pricing	● Team Advantage: $25/user/month ● Team Premiere: $75/user/month ● Enterprise: Price not disclosed	● Various pricing tiers but pricing not disclosed ● Can be more expensive than SurveyMonkey given that it offers more advanced features

Exported File	● Each row represents each respondents answer
	● By default, actual answer text chosen in the survey is used in the cell but the users have the option of converting it to numerical values
	  ○ Numerical values are assigned based on the order of appearance in the survey design: 1 for the first choice, 2 for the second, and so forth.
	  ○ "Other" is typically assigned a value of 0.
	  ○ For rating questions, numerical values correspond to the weighted values set in the survey design
		● Each row represents each respondents answers and each column is a question of the survey they answered
		● Actual answer text chosen in the survey is used
		● Two fields are considered numeric:
		  ○ A text entry question with the Content Validation set to Number
		  ○ Embedded data set to Number, Number Set, or Date

Appendix

Links

1. [Equity, Diversity, and Gender Equality (EDGE)](#)
   [EDGE Empower](#)

2. [Women's Business Enterprise National Council (WBENC)](#)

3. [Institute for Diversity Certification (IDC)](#)

4. [Diversio](#)

5. [Crescendo](#)

6. [Biassync](#)

7. [Circa](#)

8. [Workhuman](#)

9. [Dandi](#)

10. [Ceipal](#)

11. [Quatrics](#)

12. [SurveyMonkey](#)

13. [SurveyMonkey vs Qualtrics](#)