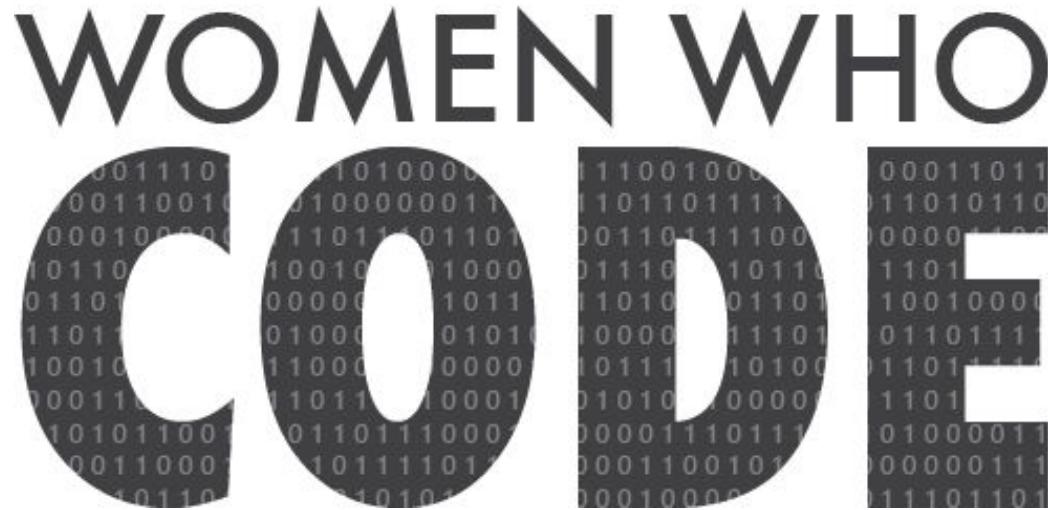


# WOMEN WHO CODE

The word "CODE" is written in a large, bold, sans-serif font. The letters are filled with a binary code pattern (0s and 1s) that repeats across each letter.

## SILICON VALLEY

INSPIRING women to EXCEL in technology careers  
and PIONEER new industries

WWCode-SV Directors: Guiti Nabavi, Snehal Patil  
Leaders: Josine Verhagen, Alexandra Kaputerko  
[www.womenwhocode.com/sv](http://www.womenwhocode.com/sv)  
Tax ID: 46-4218859

Alaina Percival, CEO  
[alaina@womenwhocode.com](mailto:alaina@womenwhocode.com)  
[www.womenwhocode.com](http://www.womenwhocode.com)  
Tax ID: 46-4218859

# WWCODE Silicon Valley

## Thank YOU for extraordinary Achievement !

- Established May 13, 2014
- Produced over **245 Events, Seminars, Workshops**
- Increased membership from 2 to **3118 members**
- Added **X Hack Club** for groups of coders creating MVP using X technology (python, iOS, ROR...)
- Added **Venture Hack Club** for entrepreneurial members
- Added **Career Hack Club** to help women coders career
- **Hack for Safe Campus**

**WWCODE Silicon Valley**

**2017 Strategic Plan**

# Corporate MISSION

WWCode is a **global** nonprofit dedicated to inspiring women to **excel** in **technology** careers.

*“We connect amazing women with like-minded women leaders around the globe who unite under one simple notion – the world of technology is much better with women in it.”*

-Alaina Percival, WWCode CEO



# WWCode-sv MISSION

There are industries that women are not participating as much as they should and some of these industries are the leaders of the future. As women technologists, we need to understand and anticipate the technology needs of these industries.

*“When you are a pioneer you have a seat at the table, at the head of the table, actually you have made the table!”*

-Guiti Nabavi, WWCode-sv, Director



# WWCODE Silicon Valley

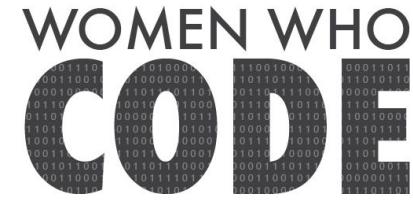
## WWCODE MISSION

WWCode is a **global** nonprofit dedicated to inspiring women to **excel** in **technology** careers.

## WWCODE-Silicon Valley MISSION

WWCode-SV is the Silicon Valley Chapter of WWCode and is dedicated to inspiring women to **excel** in **technology** careers and **pioneer** new industries.

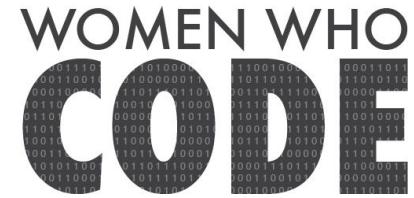
# INDUSTRY NEEDS



- **1.4M** software engineering jobs will be available in 2020
- **1M** jobs are expected to go unfilled by traditional avenues.
- Women hold **51%** of all professional occupations

**Note:** Women could have the early adopter advantage to new industries (WWCode-sv)

# Industry focus

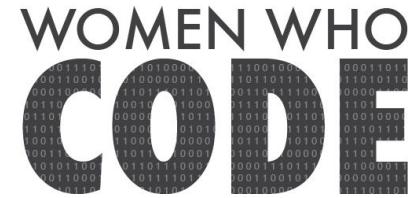


The study, “[The Digital Dividend-First Mover Advantage](#),” was published by Harvard Business Review Analytic Services and sponsored by [Verizon Enterprise Solutions](#).

“Big Five” technologies—mobile, social, cloud computing, advanced analytics and machine-to-machine communications

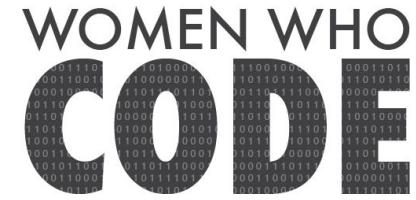
1. [Connected and Autonomous Cars](#)
2. [IOT](#)

# 2017 strategic plans



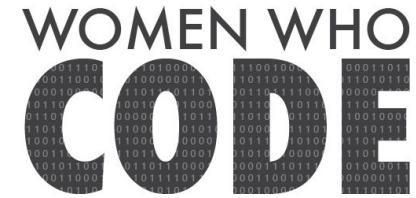
- Increase the membership by 50%
- Increase the quality of events and quantity of attendance by 25% each
- Provide more training, better networking and more career events. Increase events by 10% and survey satisfaction by 10% each quarter
- Increase 2017 budget to \$10,000

# 2017 tactical plans



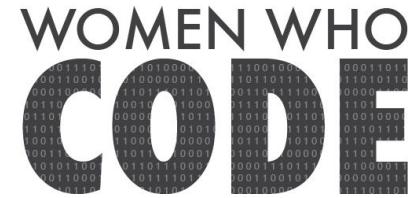
1. Monthly tech talks
  - a. Data Science, iOS,
2. Quarterly Hack club or Workshops
  - a. Machine Learning
  - b. Interview Prep
3. Quarterly Venture Hack Club
4. Quarterly Career Hack Club
  - a. Mini job fairs
  - b. Agile training
5. Industry focus event
  - a. Smart City, TBD
6. Hackathon

# 2017 tactical plans



- Leaders to remain in Active standing
  - Remove inactive leader access
  - Attendance in Quarterly meeting
  - Measurement of Key metrics (attendance, satisfaction)
- Research processes to increase attendance
  - Charging for events, provide coupons for next that will only be given to those who attend?
- Infrastructure
  - Google Docs will be moved

# 2017 Risk Analysis



## Needs:

- Resources
  - Need Project Manager
  - Need Evangelist help
  - Process professionals
- Risks
  - Lack of focus
  - Lack of effective PM
  - Lack of defined processes & roles
- Budget
  - We will charge for Hackathon
  - We will charge for IOT and/or Smart City event

# THANK YOU

WOMEN WHO  
CODE