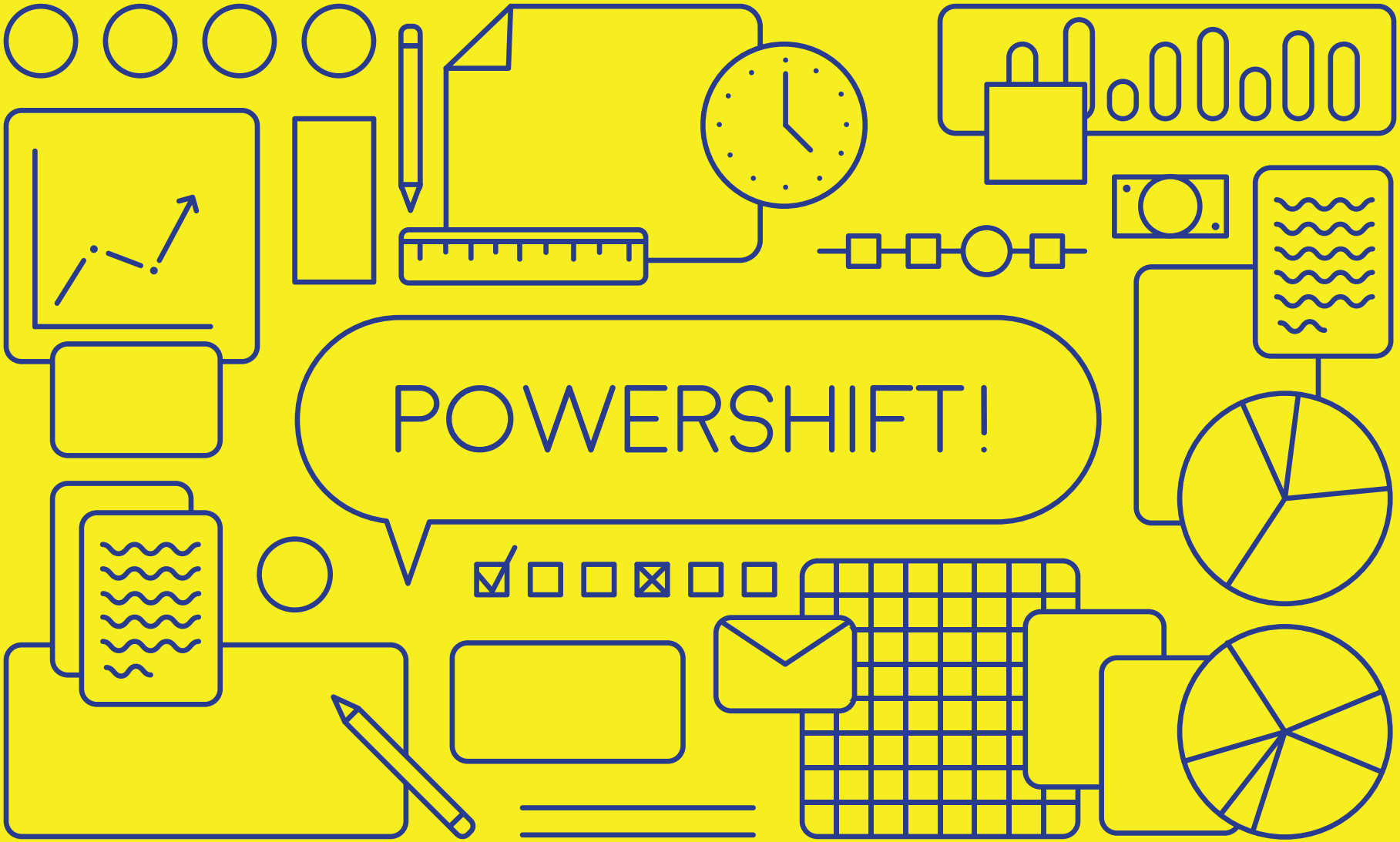

POWERSHIFT!

HI! I'M LUCY!

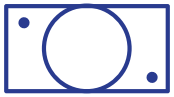
LUCY...

...is **23** years old

...graduated with her bachelor's degree **one** year ago

...has held **two** different jobs since graduating

THE PROBLEM



Lucy currently has a job, and she knows she is not paid well enough.

Even after doing research, she was never quite able to figure out what the appropriate number would be for her to ask for.

THE ISSUE

IN A SURVEY WE CONDUCTED OF **79 PEOPLE**

77% said they had negotiated their pay in their working lifetime

82% said they look up the median salary for their position to figure out how much to negotiate for yet.

38% said they feel like they might face negative consequences if they ask for too much.

47% of survey participants said they had the most difficult time negotiating for higher pay when they were a recent college grad.

Data shows that on average women get paid **79** cents per every $1 men are getting paid, and that inequity starts with the fact that only **16%** of women negotiate their pay to begin with.

OUR VISION

END THE GENDER PAY GAP!

At Powershift, our goal is to empower women with data and best practices to help understand their value and navigate salary negotiations with employers.

GOAL #1

Shift the power from employers to employees.

GOAL #2

Empower women to better negotiate their salaries by providing national salary data visualization tools so they know their work value.

GOAL #3

Encourage women to not be afraid and attempt to negotiate their offers the right way with validated information.

OUR SOLUTION

POWERSHIFT! is an online tool that provides salary data per industry, region, and other metrics.

USER INPUT

The user will answer questions about themselves (e.g. age, gender, race, state, and occupation).

OUTPUT

Breakdown of salaries for men and women.

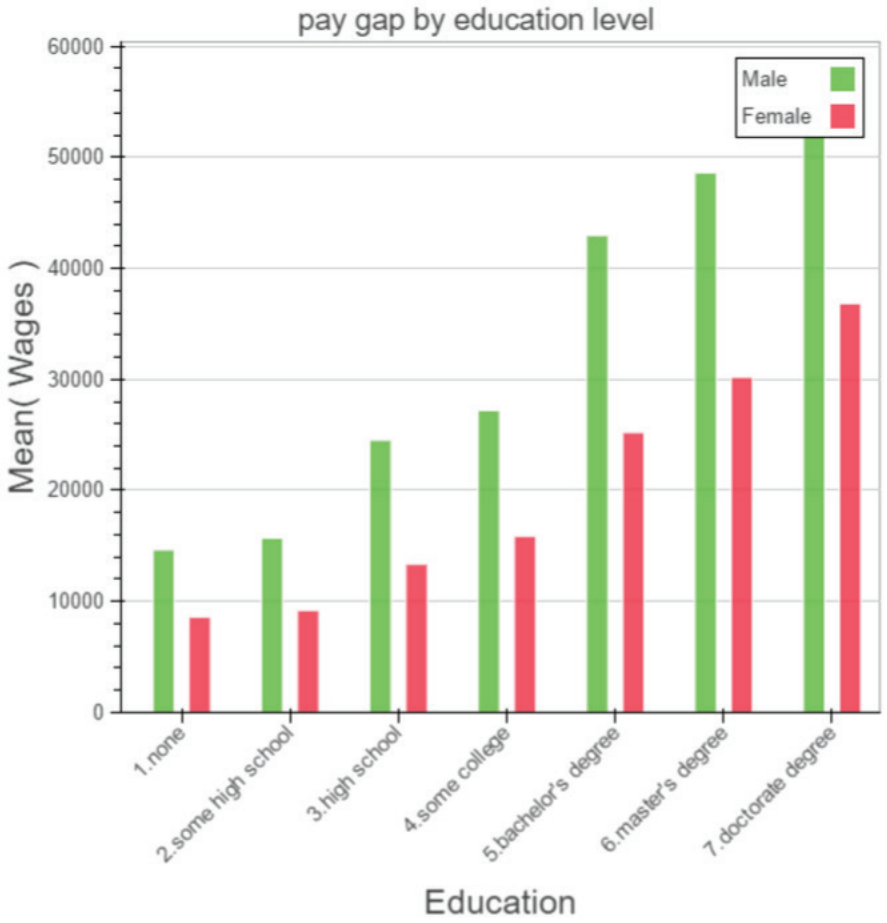
A salary **range** that they can use to negotiate.

Data on what men in a similar situation are making, which will encourage women to negotiate for higher salaries, and not for just the average they think they should be making.

HOW COULD WE VISUALIZE THIS?

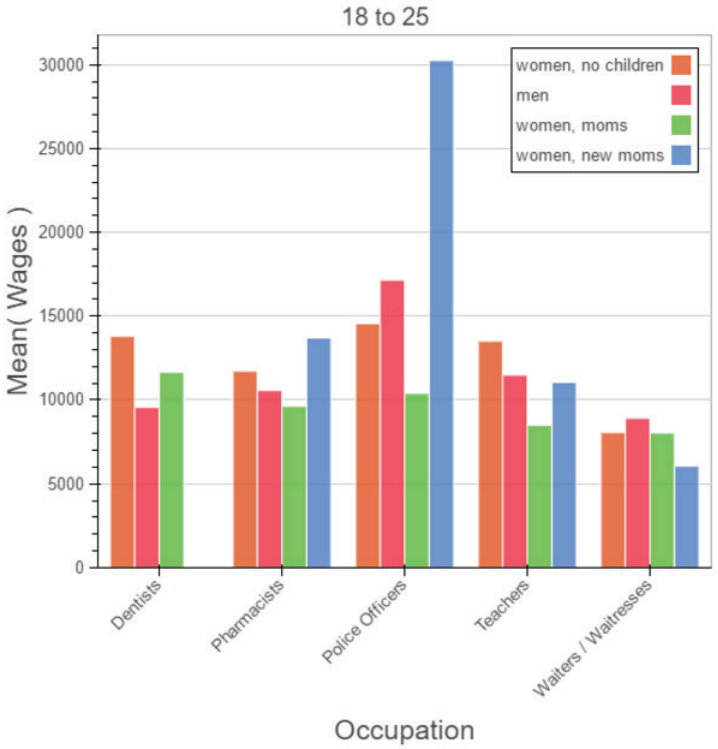
LET'S SEE SOME DATA STRAIGHT FROM THE US CENSUS

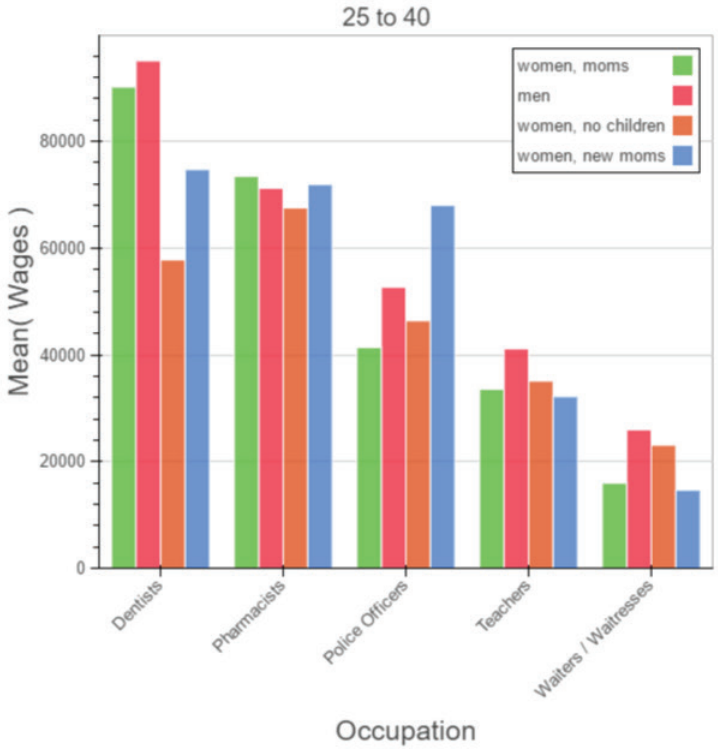
PAY GAP BY
EDUCATION LEVEL



http://www2.census.gov/programs-surveys/acs/tech_docs/pums/data_dict/PUMSDataDict14.pdf
https://www.census.gov/programs-surveys/acs

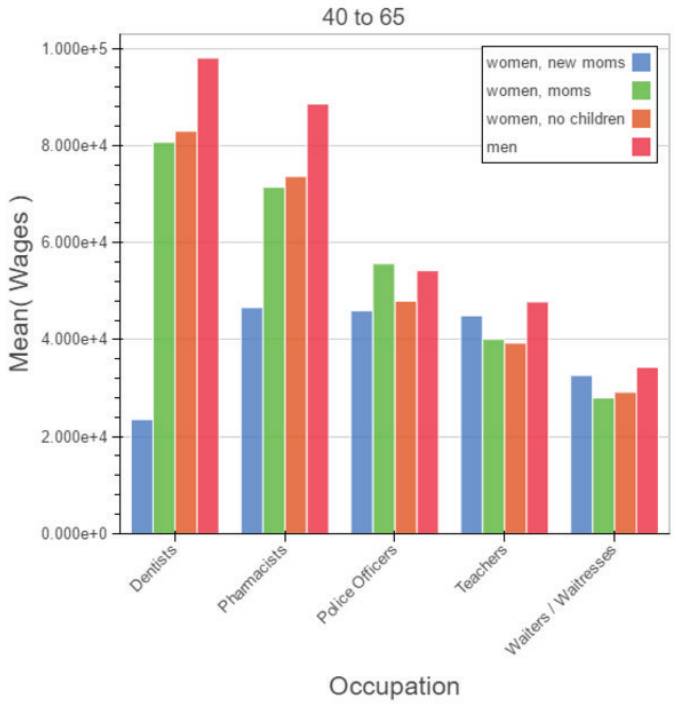
PAY GAP BY
OCCUPATION

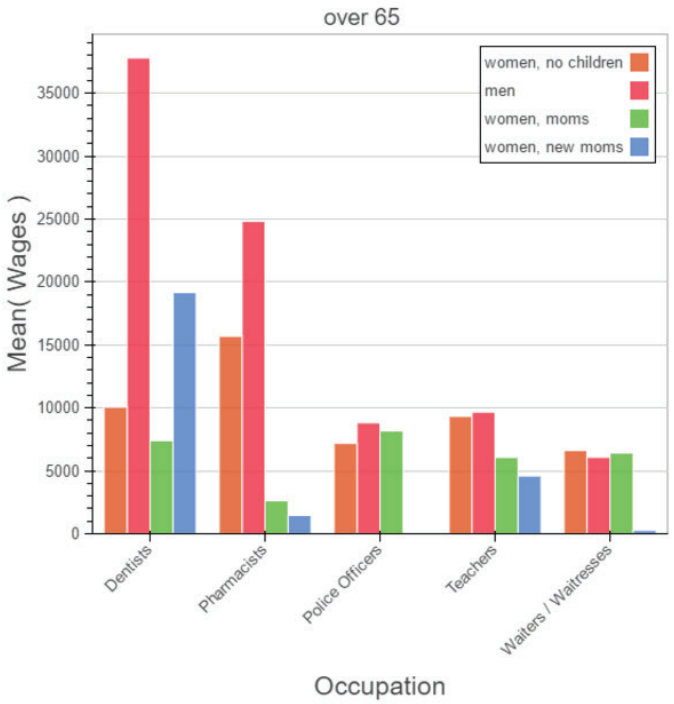




These graphs are examples of our data visualization that compare women's mean wage with different numbers of children to men's - with or without children -, broken down into four age groups.

PAY GAP BY
OCCUPATION CONT'D





http://www2.census.gov/programs-surveys/acs/tech_docs/pums/data_dict/PUMSDataDict14.pdf
https://www.census.gov/programs-surveys/acs

CHECK OUT POWERSHIFT ON GITHUB

GITHUB.COM
/OFER-IDAN/POWERSHIFT

THANK YOU TO OUR TEAM!

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