EQUITIVE

Enabling a more diverse and inclusive workforce

Mickey Katz, Grace Lang, Lucas Davis, Francesca McDowell

EQUITIVE

IT PAYS TO IMPROVE D&I

Diversity improves
revenues by

19%[1]

Opportunity for
profitability reaches

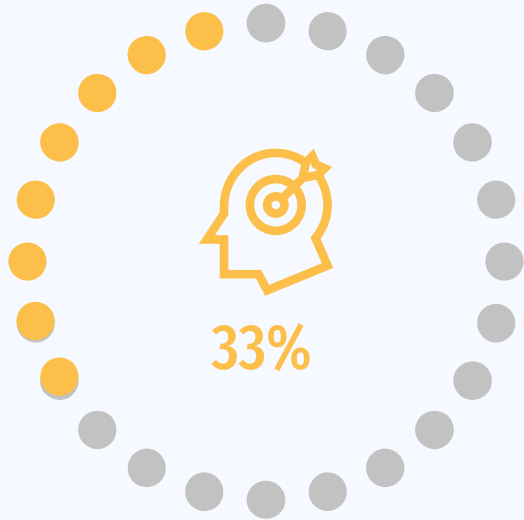## $1.05BN[2]

Diverse teams
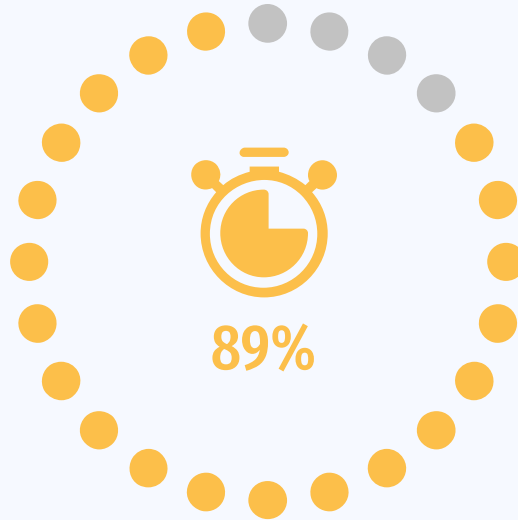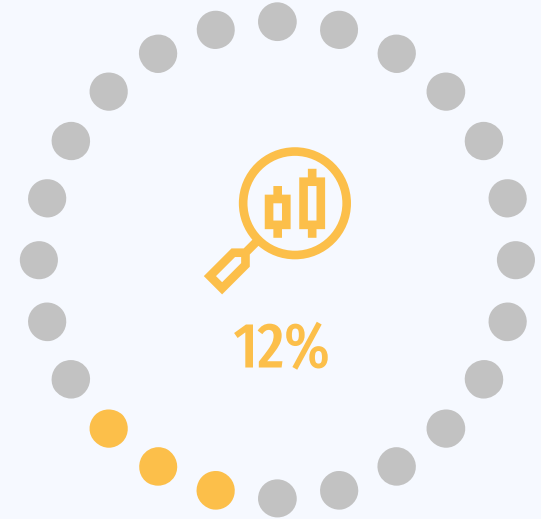outperform others by

60%[3]

MARKET OPPORTUNITY

33%

Only ⅓ of existing tools are solely D&I focused

89%

Majority of D&I focused technologies are under 4 years old

12%

Less than 1/5 of D&I tools are focused on engagement and retention

Source

MARKET OPPORTUNITY

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TOTAL
D&I MARKET — $9.3bn

TOTAL D&I
TECHNOLOGY
MARKET — $100mm

$97mm

SAM

SOM — $5.82mm
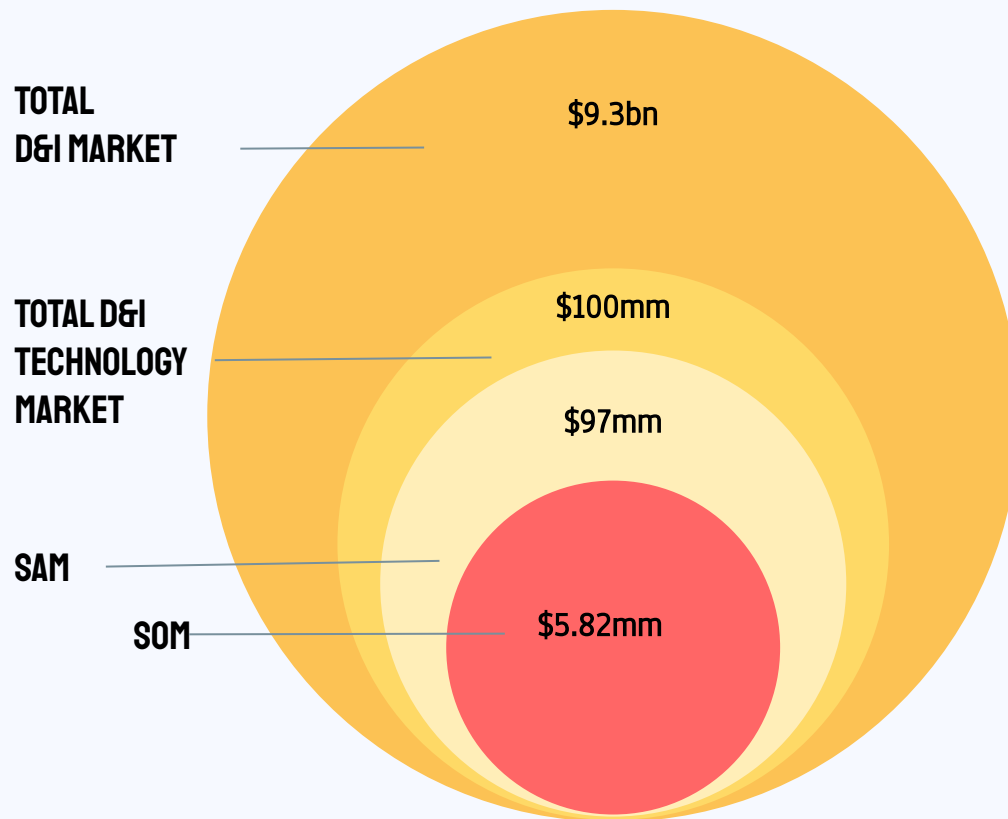
EQUITIVE

WE OFFER A TARGETED TRAINING PLATFORM FOR **ALL** EMPLOYEES TO IMPROVE DIVERSITY, EQUITY, AND INCLUSION BEST PRACTICES FROM HIRING TO ONBOARDING AND **BEYOND**

HOW IT WORKS

01 CREATE CUSTOMIZED PROFILE

02 COMPLETE GAMIFIED TRAINING MODULES

03 STAY UP TO DATE THROUGH SLACK INTEGRATIONS

EQUITIVE HOME CONTACT PRODUCT LOG IN SIGN UP

HIRE BETTER.

BE BETTER.

Integrate customized DE&I tools for every employee at every step of the hiring process.

SIGN UP

DEMO - SLACK BOT

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BUSINESS MODEL
B2B SaaS, per seat license

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PRODUCT PRICING

BASIC
1-50 users
$20/mo/user

START-UP
51-150 users
$19/mo/ user

ENTERPRISE
151+ users
$18/ mo/ user
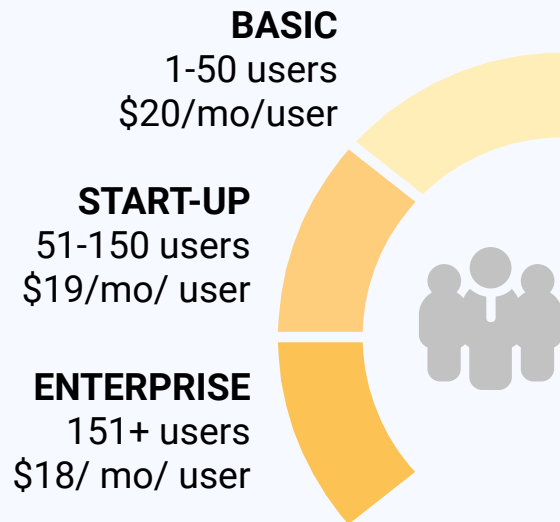
INITIAL TARGET CUSTOMERS

Tech startups, scale ups and MNEs

Professional services organizations

CUSTOMER VALIDATION

SYDNEY GOODFELLOW
DIRECTOR OF CAPACITY BUILDING, CDTS

"I see 2.5 reasons that people want to address D&I - compliance (have requirements for gov investments), performance (need to track them) and the .5 being because they should. Equitive addresses all of these reasons through its customizable platform approach that engages all employees. **I'd definitely buy a tool like this and would encourage my clients to as well."**
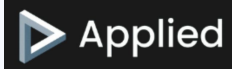
SONJA BAYLOR
STAFFING CONSULTANT, CORNELL UNIVERSITY

We are trying to figure out how to deliver just in time training for managers and this tool would address exactly that.
There is not something like this in the market currently and **it is exactly what we are looking for. I love it!**

ECOSYSTEM CONTEXT

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FEATURE	EQUITIVE	affirmity	GapJumpers	Applied	HRDQ	greenhouse
D&I training	✅	✅	✅		✅	
Just in time delivery	✅	✅		✅		✅
Gamification	✅					
DE&I Focused	✅	✅	✅	✅		
Integration	✅			✅		✅

PRODUCT ROADMAP & MILESTONES

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		NOW	NEXT	LATER	IDEAL
Technology	**WEB/ FRONT END**	Prototype/ wireframes Web platform v1.0.0 Slackbot v0.1.0	Web platform v2.0.0 Slackbot v1.0.0	Suite of tools to complement learning modules	Full DE&I platform, integrated with any existing HR software
	BACK END	Web server and slackbot server		ML algorithms for JD sanitization, resume anonymization	
Business	**STRATEGIC PARTNERSHIPS**		LinkedIn advertisement partnership & thought leader SEO	Greenhouse integration Possible acquisition (e.g. Textio)	Full suite of integrations across ATS/PEO ecosystem
	ADMIN	DE&I experts/ counsel	Hiring: software eng, sales people	Hiring: customer success & BD team Financing: fundraising pre-seed round	Hiring: in-house DE&I experts
	G2M	Onboard 5 discounted paid pilot partners	Target tech start-up and scale ups	Target professional services companies	Expansion to MNEs

ETHICAL RISK ASSESSMENT

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ECONOMIC INEQUALITY:

Inaccessibility of tool self-perpetuates D&I challenges

MACHINE ETHICS & ALGORITHM BIAS:

Product roadmap includes incorporating tools that use algorithms to reduce bias but are themselves susceptible

IMPLICIT TRUST & USER UNDERSTANDING:

Risk of greenwashing - purchasing the tool to simply check a box

TRUTH, DISINFORMATION, AND PROPAGANDA:

Responsibility to ensure module content is up-to-date, accurate, informative, and objective

IMPACT MEASUREMENTS & KPIS

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01
Improved employee diversity

Analyze diversity metrics

02
Improved employee retention

Reduced employee turnover

03
Higher employee satisfaction

Fewer complaints and high engagement survey results
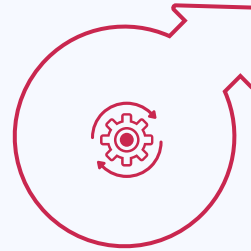
04
Easily meet compliance

Increase funding and minimize litigation

05
Increased productivity

Higher output, lower ticket time, etc.

TEAM

Mickey Katz

MBA

Grace Lang

ORIE

Lucas Davis

CS

Francesca McDowell

MBA

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DE&I STARTS WITH YOU

https://equitive-demo.web.app/
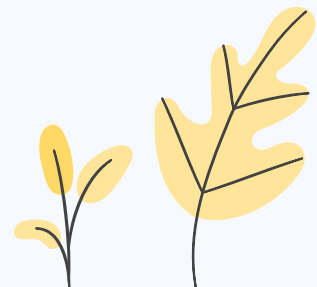
APPENDIX

A1: CUSTOMER DISCOVERY

SYDNEY
MANAGEMENT AT NOT-FOR-PROFIT

"We use so many tools between our CRM, Slack, WebEx, Github, email, and I am worried about adding yet another one into my workday, even if it is important."

MOHAMMED
CEO AT TECH SMB

"I want my employees to keep thinking about D&I after our annual training is over but to be honest it is hard to prioritize."

JAYSHON
SOFTWARE ENGINEER AT TECH MNE

"I have done so many diversity workshops through work but I still don't know how to apply it in a way that is relevant to me.."

Income Statement

	STARTUP PHASE												LAUNCH PHASE											
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	-	-	1,000	1,000	3,425	4,850	8,700	19,750	19,750	22,175	30,375		40,000	48,200	57,825	62,850	72,475	81,600	87,625	100,850	110,475	116,500	126,125	132,150
COGS	-	-	300	300	300	300	300	400	400	400	400	400	500	500	500	500	500	500	500	500	500	500	500	500
Gross Margin	-	-	(300)	700	700	3,125	4,550	8,300	19,350	19,350	21,775	29,975	39,500	47,700	57,325	62,350	71,975	81,100	87,125	100,350	109,975	116,000	125,625	131,650
Marketing	-	-	-	150	150	150	150	150	7,150	7,150	7,150	7,150	9,250	9,250	9,250	9,250	9,250	9,250	9,500	9,500	9,500	9,500	9,500	9,500
R&D	27,000	27,000	35,500	44,000	44,000	54,800	49,800	49,800	49,800	49,800	49,800	49,800	58,300	58,300	58,300	58,300	58,300	59,000	61,500	61,500	61,500	61,500	61,500	61,500
G&A	9,800	3,800	4,550	2,250	2,550	11,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250
Total Expenses	36,800	30,800	40,050	46,400	46,700	66,200	57,200	57,200	64,200	64,200	64,200	64,200	74,800	74,800	74,800	74,800	74,800	75,500	78,250	78,250	78,250	78,250	78,250	78,250
EBITDA	(36,800)	(30,800)	(40,350)	(45,700)	(46,000)	(63,075)	(52,650)	(48,900)	(44,850)	(44,850)	(42,425)	(34,225)	(35,300)	(27,100)	(17,475)	(12,450)	(2,825)	5,600	8,875	22,110	31,725	37,750	47,375	53,400
Starting Cash	1,000,000	963,200	932,400	892,050	846,350	800,350	737,275	684,625	635,725	590,875	546,025	503,600	2,969,375	2,934,075	2,906,975	2,889,500	2,877,050	2,874,225	2,879,825	2,888,700	2,910,800	2,942,525	2,980,275	3,027,650
Investment	$1,000,000											$2,500,000												
Ending Cash	963,200	932,400	892,050	846,350	800,350	737,275	684,625	635,725	590,875	546,025	503,600	469,375	2,934,075	2,906,975	2,889,500	2,877,050	2,874,225	2,879,825	2,888,700	2,910,800	2,942,525	2,980,275	3,027,650	3,081,050

Notes
Assume 1M start up capital and 2.5M pre-seed raise

REVENUE and COGS

	STARTUP PHASE												LAUNCH PHASE											
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Start Up				$1,000	$1,000	$2,000	$2,000	$3,000	$4,000	$4,000	$5,000	$6,000	$7,000	$8,000	$9,000	$9,000	$10,000	$10,500	$11,500	$12,500	$13,500	$14,500	$15,500	$16,500
Enterprise						$1,425	$2,850	$5,700	$8,550	$8,550	$9,975	$9,975	$11,400	$11,400	$12,825	$14,250	$15,675	$17,100	$18,525	$19,950	$21,375	$22,800	$24,225	$25,650
Premium									$7,200	$7,200	$7,200	$14,400	$21,600	$28,800	$36,000	$39,600	$46,800	$54,000	$57,600	$68,400	$75,600	$79,200	$86,400	$90,000
Revenue	-	-	1,000	1,000	3,425	4,850	8,700	19,750	19,750	22,175	30,375	40,000	48,200	57,825	62,850	72,475	81,600	87,625	100,850	110,475	116,500	126,125	132,150	
Internet Infrastructure			300	300	300	300	300	400	400	400	400	400	500	500	500	500	500	500	500	500	500	500	500	500
AWS credits	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COGS	-	-	300	300	300	300	300	400	400	400	400	400	500	500	500	500	500	500	500	500	500	500	500	500

Pricing Model

Discount	Price per user	# of Users	
	$20.0	Start Up	<50
5.00%	$19.0	Enterprise	51-150
10.00%	$18.0	Premium	151+

				Users per tier																		
			2	2	4	4	6	8	8	10	12	14	16	18	18	20	21	23	25	27	29	31	33
						1	2	6	6	7	7	8	8	9	10	11	11	13	14	15	16	17	18
								2	2	2	4	6	8	10	11	13	15	16	19	21	22	24	25

Notes:
G2M strategy is small start-ups first while developing additional features and testing product. Aiming to target large clients throughout the first year (longer sales cycles) for adoption of tool at year 1 in launch phase.
Customer service costs accounted as lump salary sum in R&D costs
Assumption on hosting costs based on aggregation of different SaaS hosting solutions ranging from $25 to $$$ per month. Don't know storage and bandwidth requirements at this time
Pricing model based on HR software tools; priced lower; could consider increasing the price per user to increase revenue
Assumed number of users over a slow growth model due to long sales cycle to bring companies on board (~2 per tier per month) but very conservative in this figure
Have not accounted for growth of companies into new tiers
Standardized average company size to the median of each tier group for the sake of easier calculations ($20*25 etc)

Marketing

Salary Yr 1	Salary Yr 2	
$96,000	$102,000	Marketing Lead
		Email Marketing
		Basic SEO
		LinkedIn Advertising
		Thought Leadership SEO
		Marketing TOTAL

Staffing

		CEO

Salary Yr 1	Salary Yr 2	
$108,000	$135,000	Head Product
$96,000	$108,000	Sr. Software Eng
$67,500	$78,000	Jr. Software Eng
$105,000	$120,000	Head of Sales & BD
$69,600	$78,000	Customer Service Rep

Non Staffing

		D&I Consultant 1
		D&I Consultant 2

Source: Excel

A3: COURSE CONTENT/ METHODOLOGIES RESOURCES

Frameworks

REAL

[Centre for Creative Leadership REAL framework](): shifts mindsets, behaviors, and practices toward more equitable and [inclusive leadership]() for individuals, teams, and organizations in a 4 step process

OPEN MIND

[Open Mind]() has a collection of existing practices around D&I into a framework that fills in the missing pieces around using data to pinpoint and close workforce representation gaps.

Resources

Canadian Institute of Diversity and Inclusion

[CIDI]() helps employers, business leaders, human resources ("HR") and D&I practitioners effectively address the full picture of diversity within the workplace by providing innovative and proven strategies, research, tools, events, and educational supports with the goal of helping improve the overall inclusivity

Cornell D&I Toolkits

Leveraging Cornell [resources]() and [course content]() including the perpetual and psychological processes that impact the way that individuals interact with people who are demographically dissimilar from them.

Topics

Inclusion & You
Exploring Bias
Neurodiversity
Allyship Nudges,
Introductions and
Topic-Specific Learning
LGBTQ+
Sounds of Disability
Microaggressions
Racial diversity
Insensitivity

TYPES OF DIVERSITY TRAINING

Awareness Training
Skill-based training
Diversity Audits
Intermediate Diversity Training
Basic Diversity Training
Mobile Learning

A4: ECOSYSTEM MAP V4.0

Hiring Businesses

Agencies & Insititutions
Government

Large Businesses
Small Businesses

Work Tools

Slack, Teams, Webex
Chat Bots
Training Videos

Employees

Tools & Resources For Diverse Recruiting

A5: FEATURE OVERVIEW

1   **GAMIFICATION**

Interactive training modules that your employees will enjoy taking

2   **CONTINUATION**

Slack Integrations with Bias Check Ins - keep educating after the initial training is complete

3   **STANDARDIZATION**

Deploy company-wide hiring standards - interview guides, rubrics, etc.

A6: BUSINESS SUCCESS KPIS

NORTH STAR

Because of anticipated long sales period goal is 4:1

Low churn of companies using the platform month over month

Weekly Active Users

CAC:LTV Ratio

NPS

Customer Churn

Weekly Active Users engaged with the platform (finished quizzes, click thrus)

Customer engagement score through NPS of 50+

A7: PRODUCT
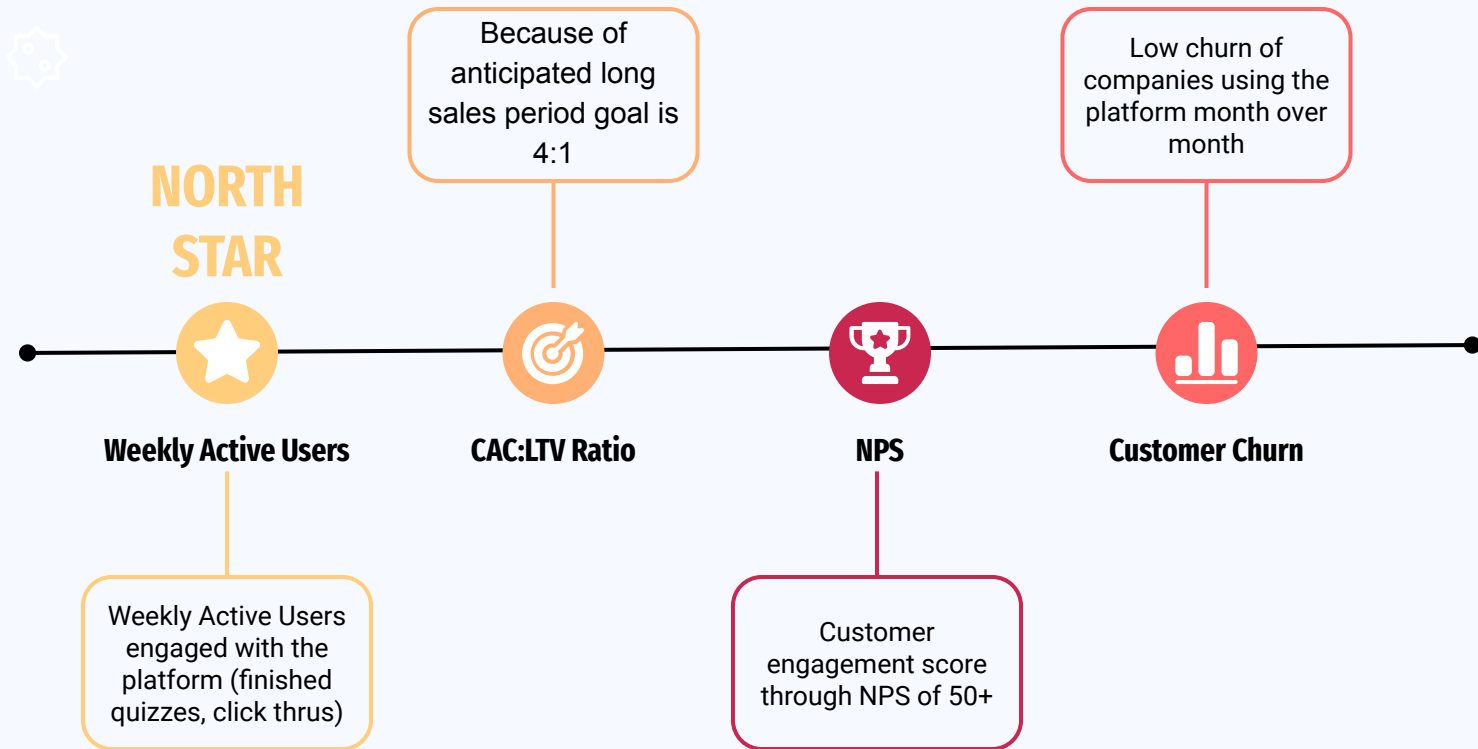
- https://equitive-demo.web.app/
  - Note password must be 6+ characters
- https://github.com/LucasBondDavis/Equitive_slack_app
- https://github.com/gracelang15/Equitive/tree/studio-fork

A8: LOGIC MODEL

Impact	Outcomes	Outputs	Activities	Inputs
Individuals from underrepresented backgrounds in different industries are empowered to seek and retain employment to increase opportunity, reduce the gender/minority wage gap, and improve diversity of thought within organizations.	Companies are able to conduct more equitable hiring practices to ensure a more diverse workforce. Employee and company incentives are aligned.	Serve 12 million tech employees across 500,000 tech companies in the United States	- Create modularized DE&I content - Enable continuous learning - Create a gamified, interactive learning experience - Integrate with existing HR software for frictionless experience	- Money (start-up capital) - Expertise (Diversity Equity & Inclusion)

https://drive.google.com/file/d/1sVzSaDszM5IIkzJ5dH9ckYJFa3k41Zom/view?usp=sharing

AIO: SOURCES

1. [Best Practices or Best Guesses? Assessing the Efficacy of Corporate Affirmative Action and Diversity Policies](#)
2. [Getting to Equal, Accenture](#)
3. [A Study Finds, Forbes](#)
4. [Diversity Drives Better Decisions, PeopleManagement](#)
5. [Diversity and Inclusion Technology: The Rise of a Transformative Market](#)