FOUNDATIONS

Transparent insights build diverse cultures

FOUNDATIONS

Top-quartile companies for diversity are **36% more likely to outperform less diverse peers.**

McKinsey ‘Diversity Matters’ - December 2023

FOUNDATIONS

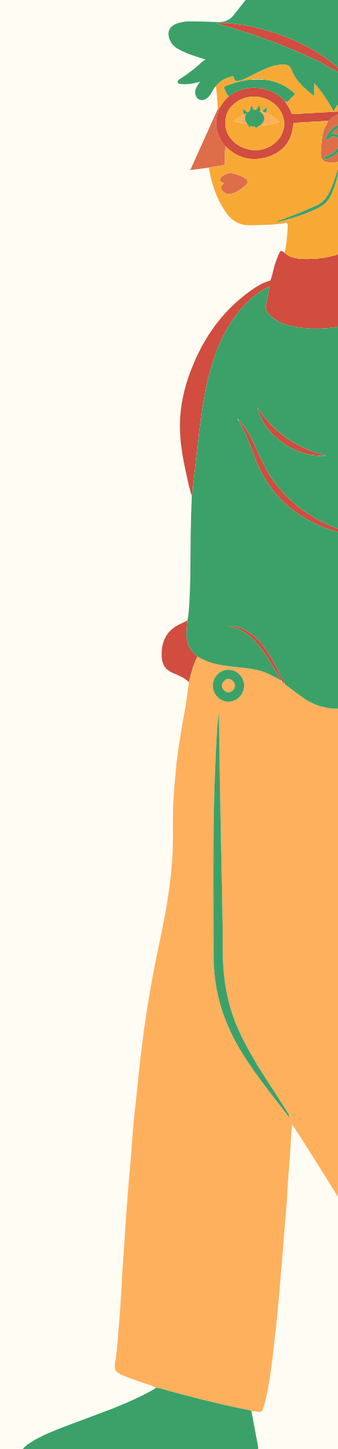
Transparency

- **Government Requirement**
  - Just **Gender Pay Gap** data
- **Company Struggles**
  - **Inadequate insights** on diversity
  - **No tools** for real change
- **Talent disconnect**
  - Job seekers blind to **diversity**
  - Employees left in the dark about **progress**

FOUNDATIONS

The Consequences of Inaction

- **Talent drain:**
  - **Struggling** to attract top diverse talent.
- **Reputation at Risk:**
  - Facing backlash for **lack of transparency.**
- **Financial Setback:**
  - **Falling behind** more diverse competitors.



FOUNDATIONS

Amina

Meet Amina, jobseeker

She wants to know…

Maternity policy

Support for religious holidays

She's frustrated because…

Tried Glassdoor & Linked In –

Barrier to entry. DEI stats are heavily underrepresented & inaccessible

FOUNDATIONS

Jordan

Meet Jordan, employee

They want to...

Champion diversity initiatives at work

Increase diversity of workforce & leadership

They're frustrated because...

Employer's job ads are poorly written

No agency to reach out and attract a diverse workforce

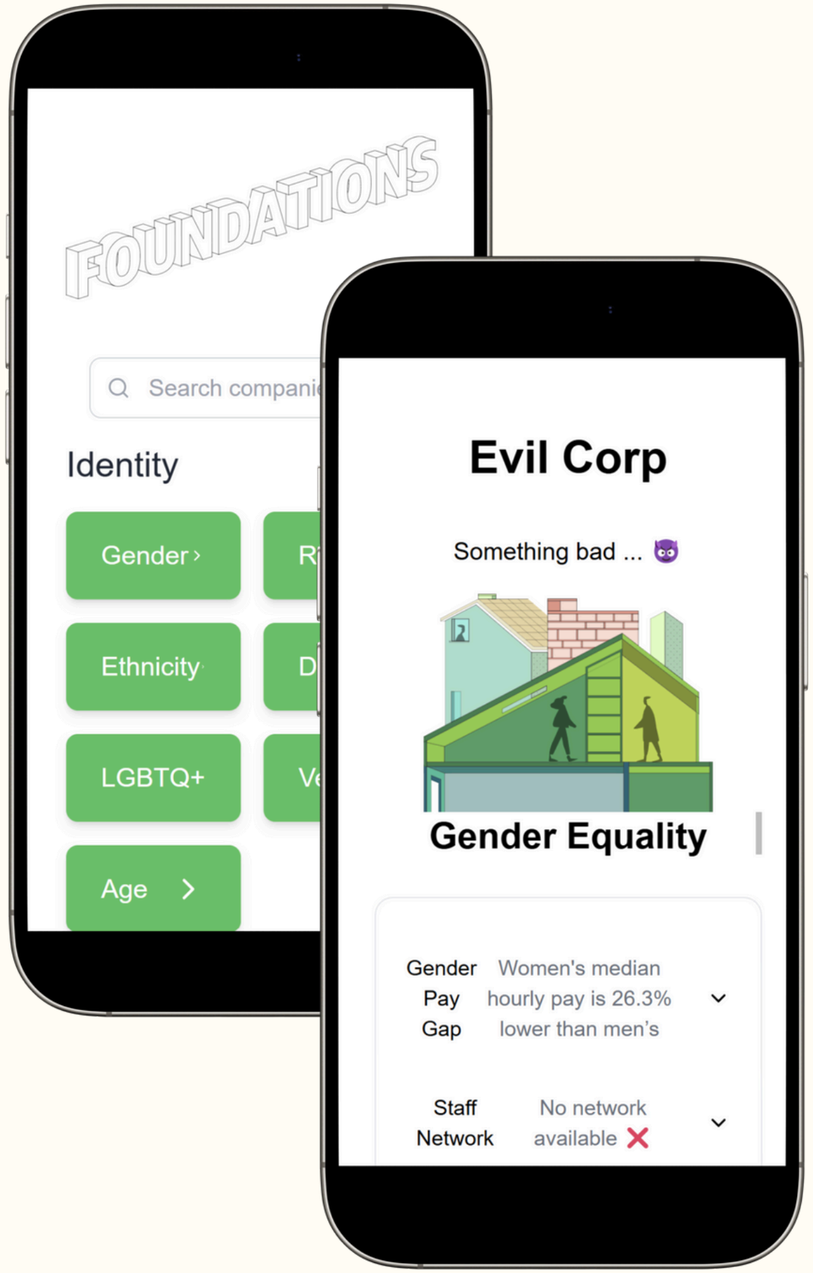
FOUNDATIONS

The Bigger Picture

In a world that values diversity, why is it so hard for people to find the information that matters?

If only there was a tool that could solve these problems...

.... Well good news. There is!



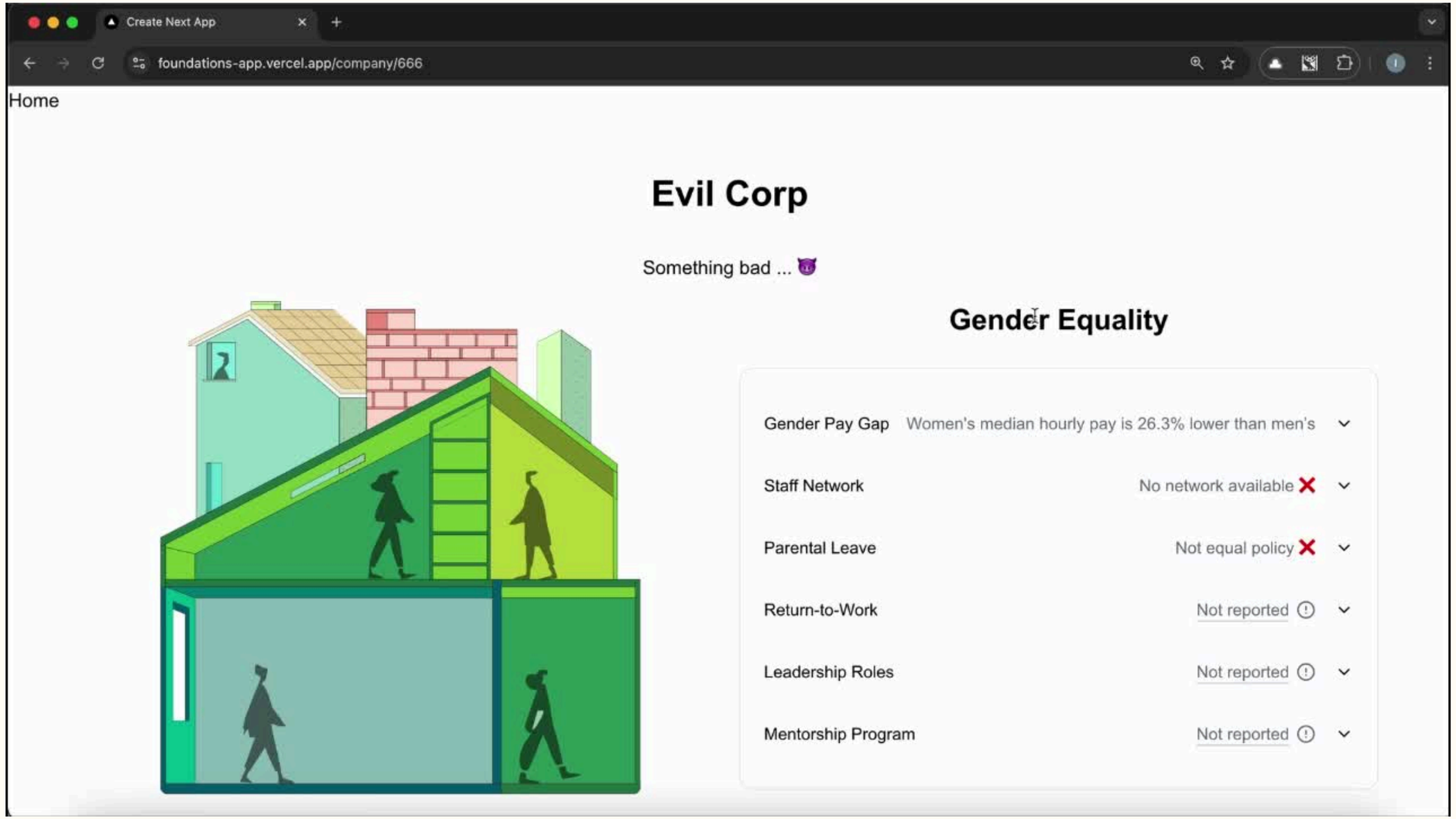
FOUNDATIONS

A platform that brings transparency to diversity data to help jobseekers & employees build a diverse workforce.

Let's follow Amina's journey...

FOUNDATIONS

Demo



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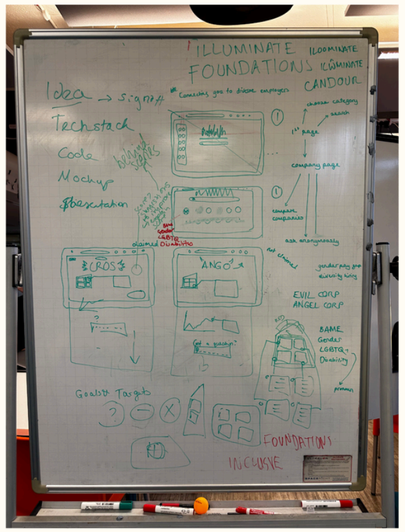
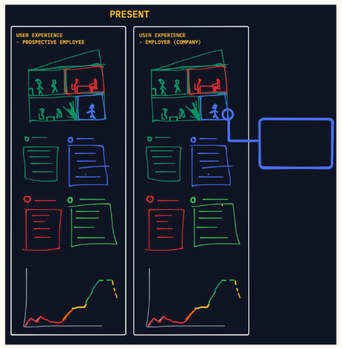
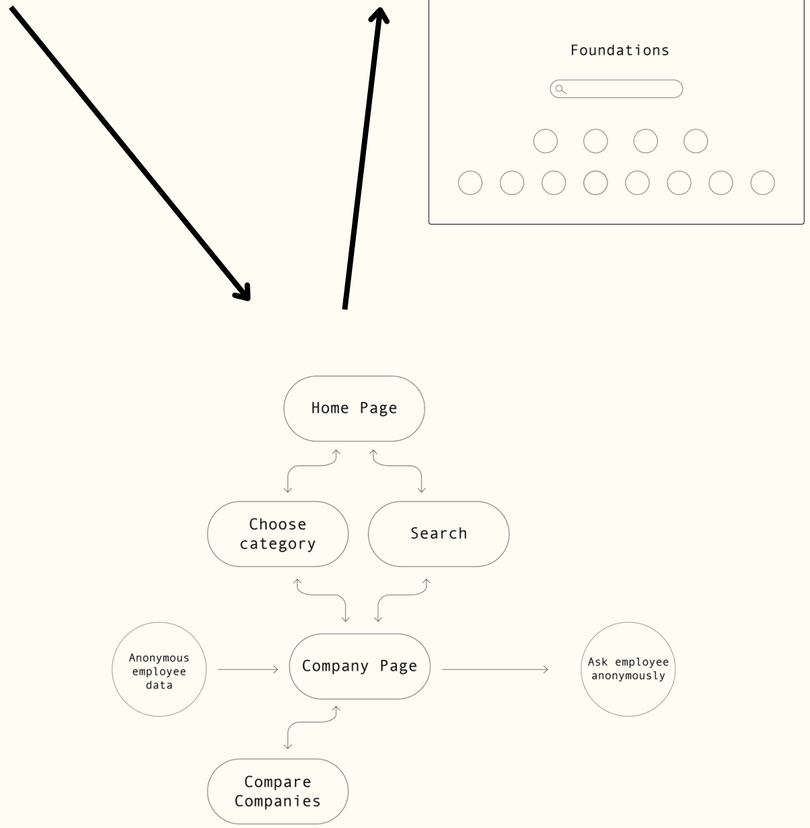
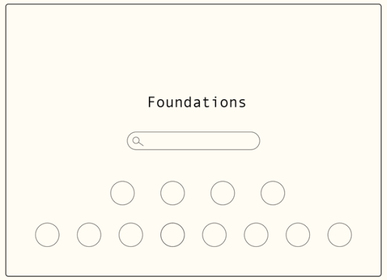
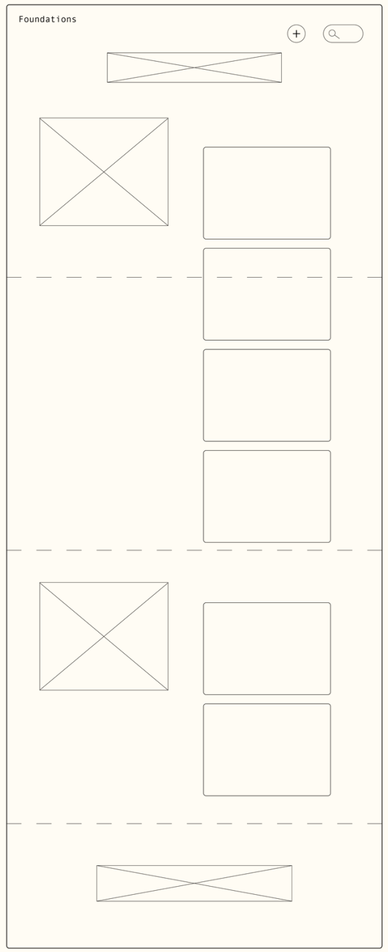
Wireframe

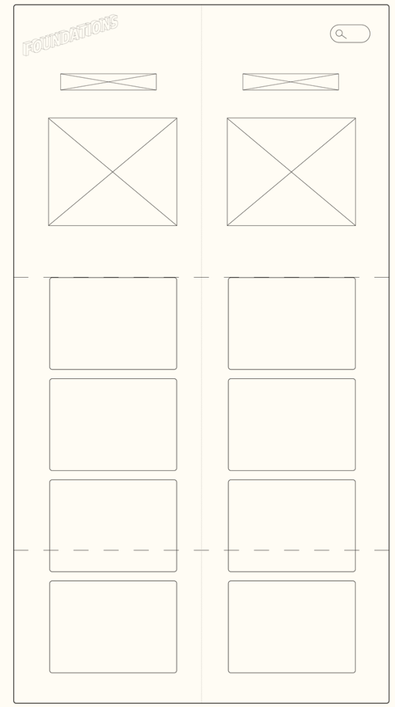


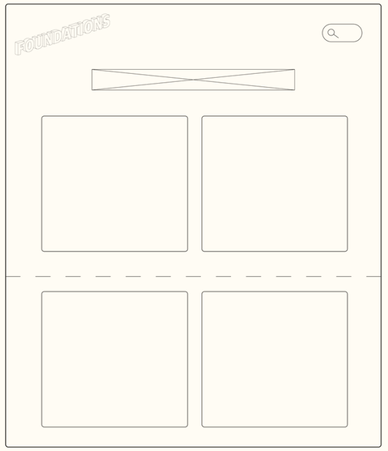












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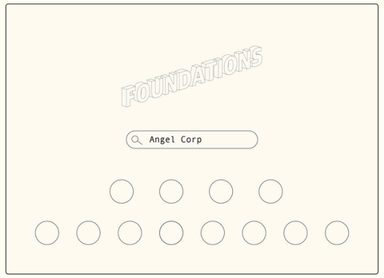
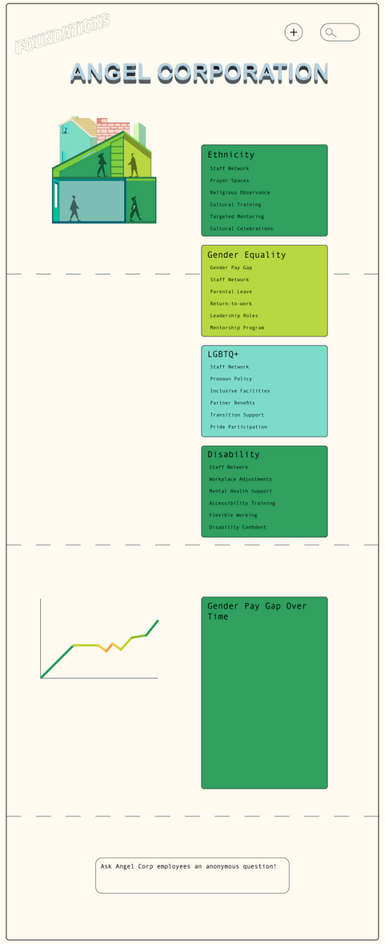
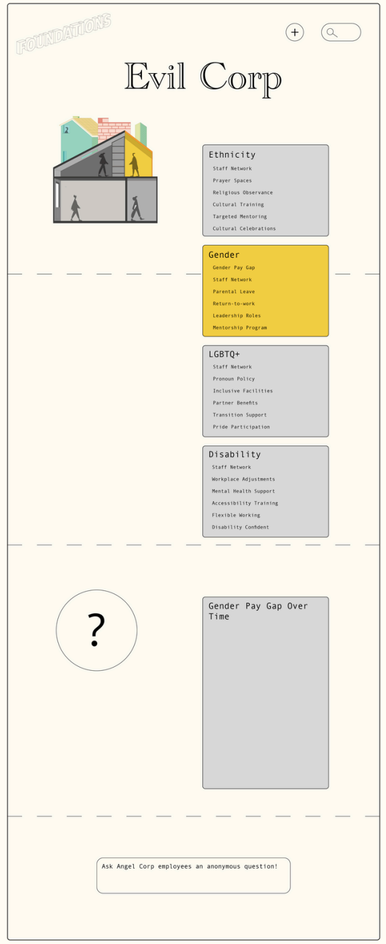
Mock-Up







Future Features

- Follow the B Corp model - provide a recognised standard for diversity and inclusion reporting
- Include more diversity categories e.g. socio-economic background, especially in leadership poisitions
- Company networking - diversity champions can share tips on how they successfully introduced diversity initiatives in their workplace
- Jobs board - sponsored jobs ads for monetisation

Crafty Coders

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Angharad James
UX Designer

Try it out!

https://foundations-app.vercel.app/

https://github.com/joshuaisaact/dei-dashboard/