



FOUNDATIONS

Transparent insights build
diverse cultures

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

McKinsey 'Diversity Matters' – December 2023



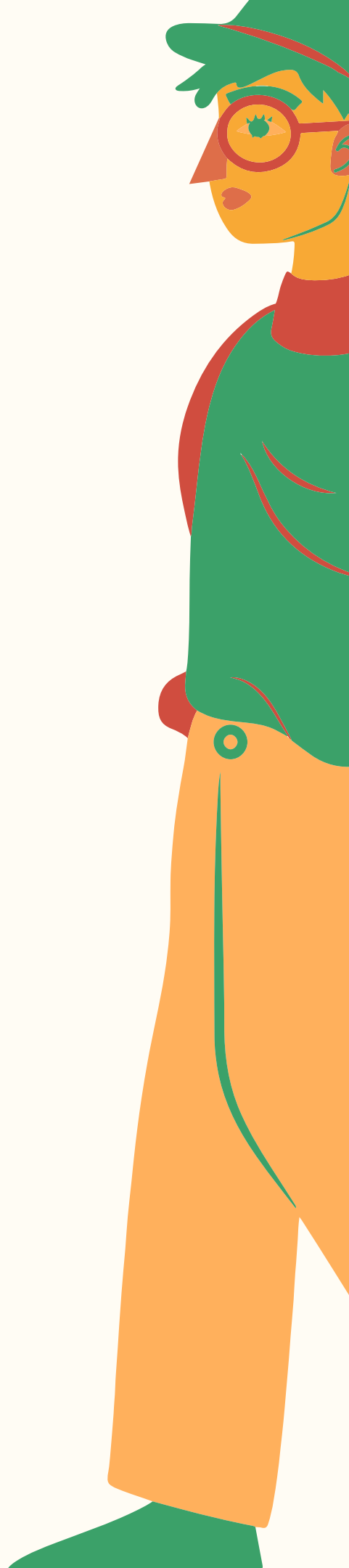
Transparency

- **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**



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.



Amina

Meet Amina, jobseeker

She wants to know...

Maternity policy

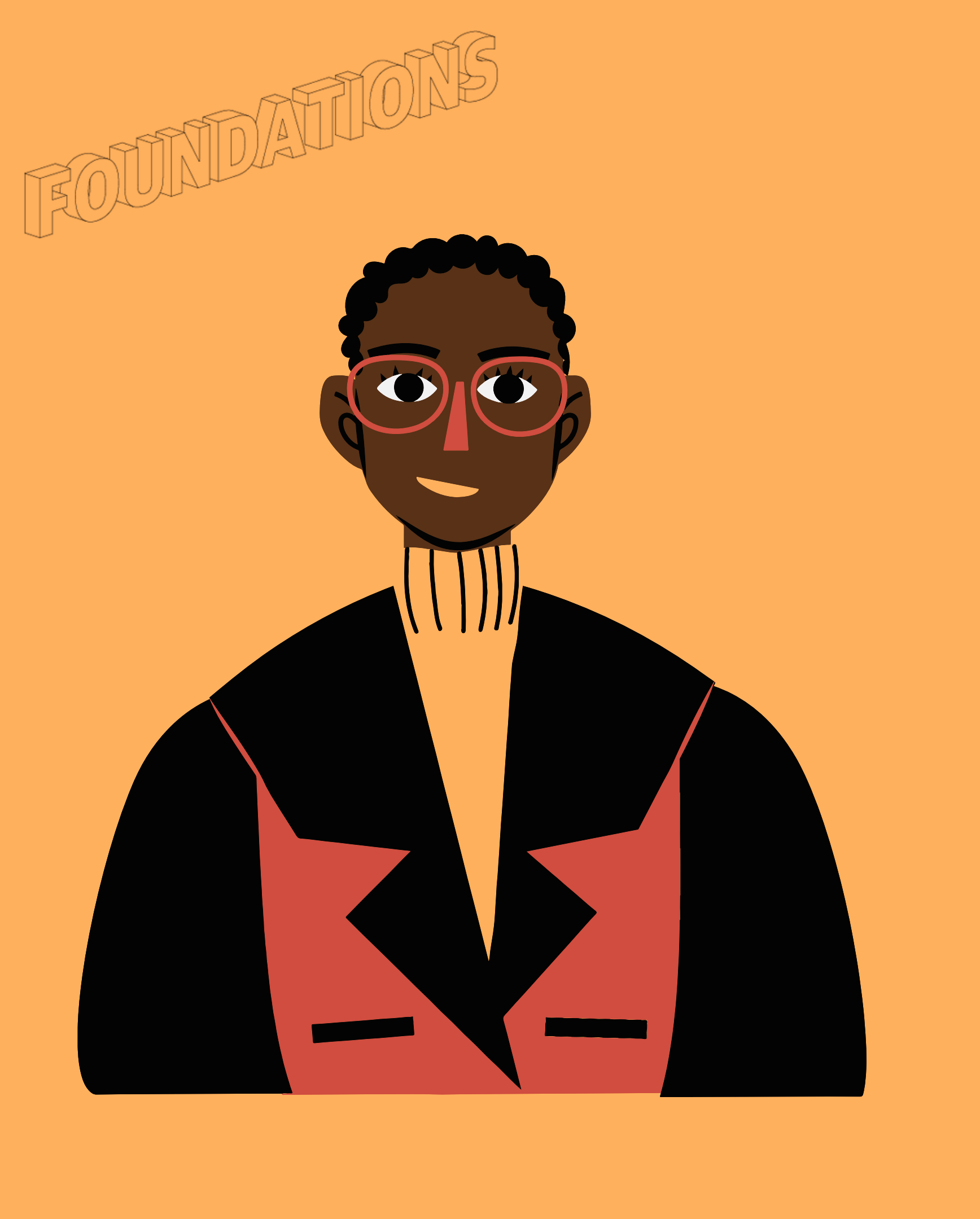
Support for religious holidays

She's frustrated because...

Tried Glassdoor & Linked In –

Barrier to entry. DEI stats are heavily underrepresented & inaccessible





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

The Bigger Picture

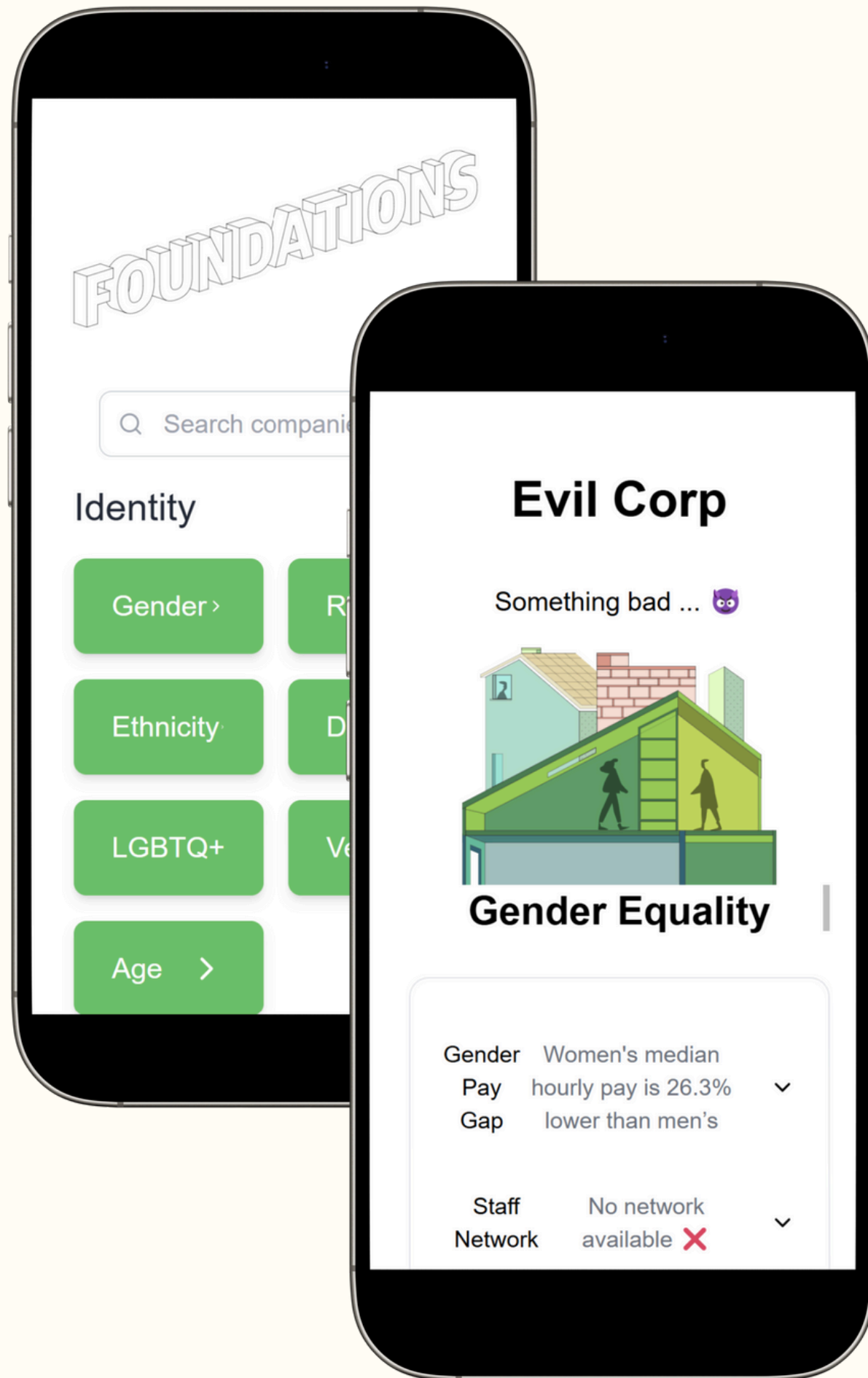


In a world that values diversity, why is it so hard for people to find the information that matters?

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

.... Well good news. There is!





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

Let's follow Amina's journey...


Demo

Home

Evil Corp

Something bad ... 🐱

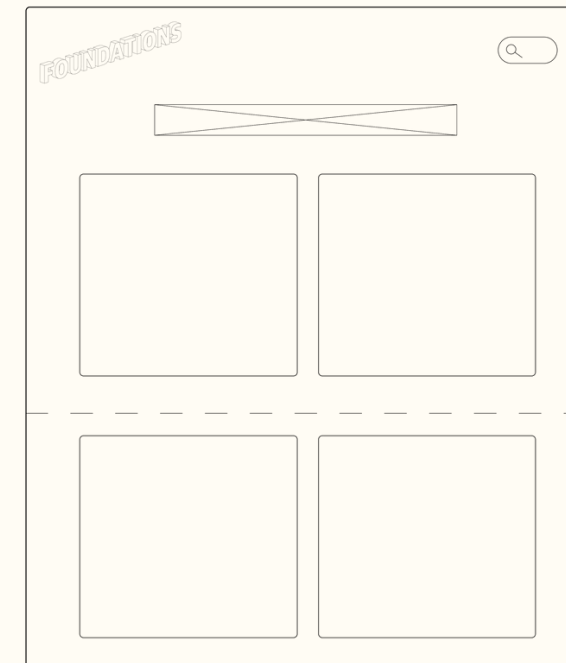
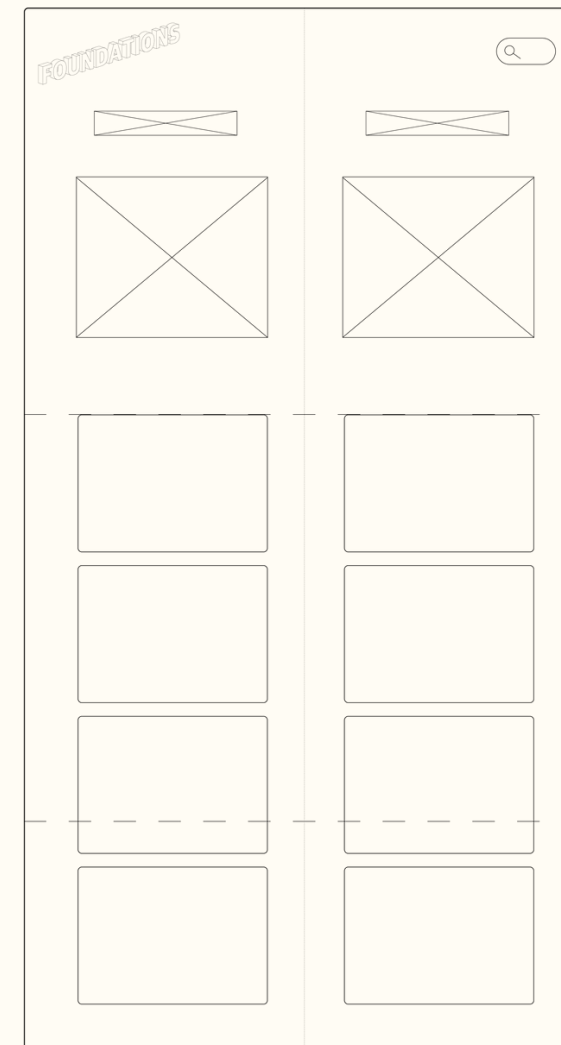
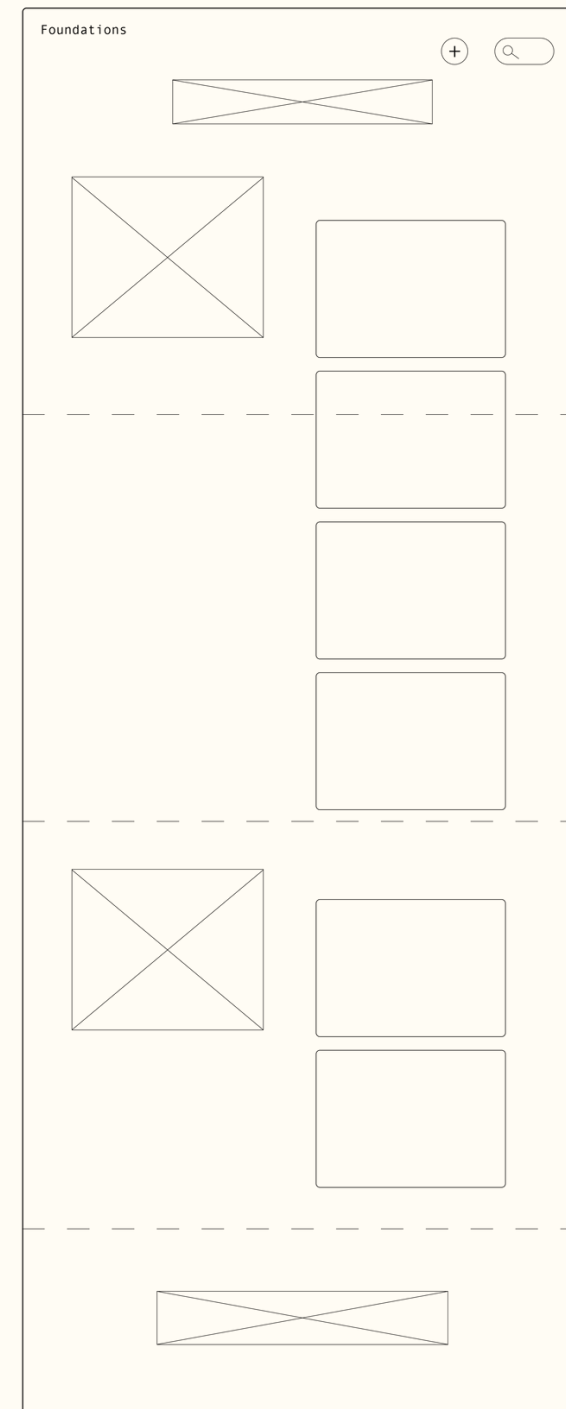
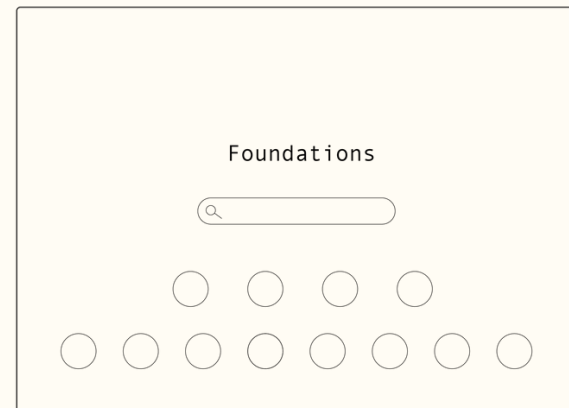
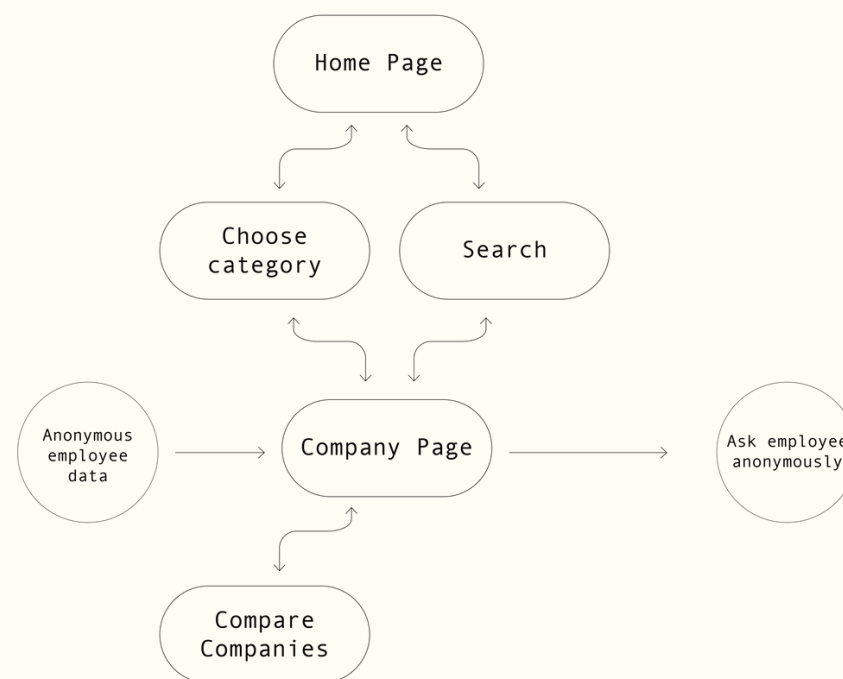
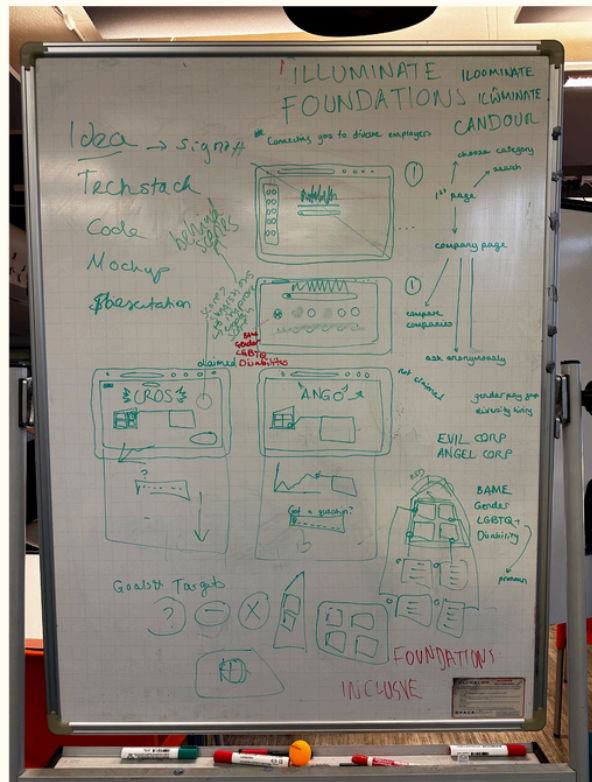
Gender Equality



Gender Pay Gap	Women's median hourly pay is 26.3% lower than men's	▼
Staff Network	No network available ❌	▼
Parental Leave	Not equal policy ❌	▼
Return-to-Work	Not reported ⚠️	▼
Leadership Roles	Not reported ⚠️	▼
Mentorship Program	Not reported ⚠️	▼

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Wireframe



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Mock-Up

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Angel Corp

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+

ANGEL CORPORATION

2

Ethnicity

Staff Network

Prayer Spaces

Religious Observance

Cultural Training

Targeted Mentoring

Cultural Celebrations

Gender Equality

Gender Pay Gap

Staff Network

Parental Leave

Return-to-work

Leadership Roles

Mentorship Program

LGBTQ+

Staff Network

Pronoun Policy

Inclusive Facilities

Partner Benefits

Transition Support

Pride Participation

Disability

Staff Network

Workplace Adjustments

Mental Health Support

Accessibility Training

Flexible Working

Disability Confident

Gender Pay Gap Over Time

Ask Angel Corp employees an anonymous question!

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Help us understand diversity & inclusion at your company

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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 positions
- 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



Ruksan Emirali
Engineer



Isabella Lloyd
Engineer



Natasha Buckham
Engineer



Joshua Tuddenham
Engineer



Angharad James
UX Designer

Try it out!

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



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