

You Need More Women at Your Startup. Here's Why, and How We Can Help.

Gender diversity expands the talent pool. IT is one of the fastest-growing sectors of the U.S. economy, yet the number of people graduating from college with tech degrees has been decreasing since 2004. As a small company competing for talent, you'll need something more than a foosball table to attract the best and brightest. Women represent a vast, mostly untapped talent pool that could double the number of recruits you bring in your door.

Gender diversity increases your ROI. Research shows that technology companies with the highest representation of women in their management teams have a 34% higher return on investment than those with few or no women¹. Tech companies with women have been shown to use 40 percent less capital and be more likely to survive the transition from startup to established company².

Gender diversity improves technical innovation. Groups with greater diversity solve complex problems better and faster than homogenous groups³. The presence of women in a group is more likely to increase the collective intelligence (problem-solving ability, creativity) of the group than the presence of individuals with higher intelligence⁴.

Creating an inclusive culture starts when you're small. If you believe diversity is important but think these "HR issues" can "wait until we're bigger", think again. Creating an inclusive company culture must start when you are small. You're going to have a company culture, by design or by default: why not design it to include diversity from the get-go?

Join the NCWIT Entrepreneurial Alliance to capitalize on the benefits women can bring to your company. NCWIT is the National Center for Women & Information Technology. We're a non-profit coalition of more than 300 universities, corporations, and non-profits working to increase the participation of women in information technology and computing. Membership in the NCWIT Entrepreneurial Alliance provides you with data-driven tools and resources, plugs you into a national network of universities and corporations, and gives you concrete advice on how to recruit, retain, and advance women within your organization.

- » Get the research and best practices you need to create and maintain an inclusive technical culture.
- » Make sure technical women learn about jobs at your startup.
- » Have access to hundreds of universities and corporations at our national [Summit](#).
- » Raise your profile as a startup that values diversity and is affiliated with the Startup America Partnership.
- » Transition to the next phase of growth and maintain a thriving company culture along the way.

Join NCWIT for just \$2,000 per year. Find out more: info@ncwit.org.

¹ Catalyst. (2004). "The bottom line: Connecting corporate performance and gender diversity".

² Cindy Padnos, Illuminate Ventures: "High Performance Entrepreneurs: Women in High-Tech," 2010.

³ Scott Page, *The difference: How the power of diversity creates better groups, firms, schools, and societies*, Princeton University Press, 2009.

⁴Science Magazine, 29 October, 2010: Vol. 330.