

Members of the NCWIT Entrepreneurial Alliance (EA) build inclusive technical cultures, increase gender diversity, and develop research-based strategies for recruiting and advancing technical women. This focus is especially important during a company's early stages when innovation is critical, executive teams form, and core values are established. The research is clear; startups can benefit from increased contributions of women as founders, collaborators, and creators of new technologies.



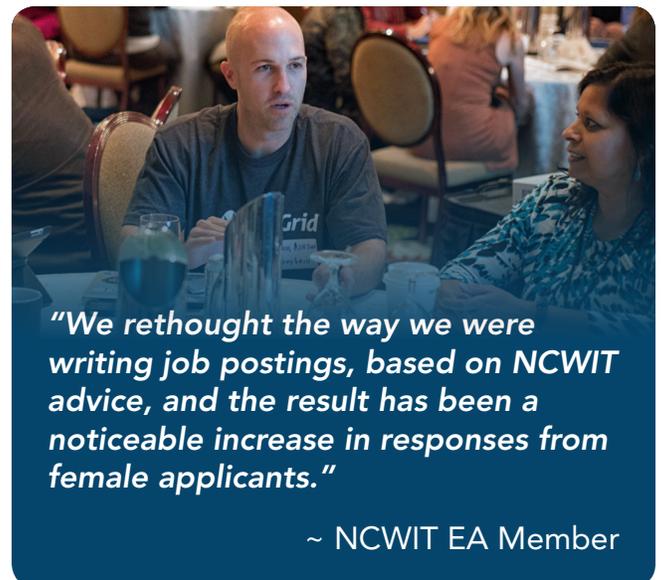
COMPANIES WITH INTENTIONAL CULTURE AND GENDER-DIVERSE TEAMS:

 <p>perform better financially, particularly when women occupy a significant proportion of top management positions</p>	 <p>produce work teams that stay on schedule and under budget</p>	 <p>demonstrate improved employee performance</p>	 <p>demonstrate superior team dynamics and productivity</p>
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Source: NCWIT Research Summary *What is the Impact of Gender Diversity on Technology Business Performance?*

RESULTS

In 2010, NCWIT launched its Entrepreneurial Alliance (EA) for small and growing companies. The EA quickly attracted companies like TechStars, Andreessen Horowitz, Lightbank, SendGrid, Return Path, SpotXchange, Gnip/Twitter, and more. EA member companies have seen positive results. For example, SendGrid was one of the first to publicly release diversity data for technical employees; TechStars has committed to doubling the participation of women in portfolio companies; and Return Path pioneered ReturnShips, a program that brings mid-career technical women back into the workforce. Building on these successes, NCWIT is now reaching even more early stage companies through Channel Partnerships with accelerators and incubators, and a new regional presence in several major cities.



The NCWIT Entrepreneurial Alliance is sponsored by Silicon Valley Bank and OpenView Venture Partners.

ncwit.org NATIONAL CENTER FOR WOMEN & INFORMATION TECHNOLOGY (NCWIT)
www.ncwit.org • info@ncwit.org • 303.735.6671 • Twitter: @ncwit

Lifetime Partner: Apple • Strategic Partners: NSF, Microsoft, Bank of America, Google, and Intel • Investment Partners: Avaya, Pfizer, Merck, AT&T, Bloomberg, HP

WHO CAN JOIN: TYPES OF MEMBERSHIPS

- **Is your company an accelerator, incubator, or co-sharing organization?** As an EA Channel Partner, you have the opportunity to embed NCWIT research and promising practices into your existing programming, helping early stage companies grow diverse teams and build inclusive cultures from the start. Your organization receives NCWIT expertise, support, and access to national programs in exchange for helping reach 10,000 founders by 2020.
- **Is your company in the seed stage?** Smaller companies may not be ready or able to join as members, but as EA Associates they still have access to NCWIT's valuable resources, and their company names are listed on NCWIT's public website.
- **Is your company in the growth phase?** Growing companies become EA members for an annual \$2K contribution. Start capitalizing on the benefits of membership now by learning how to: create an inclusive company culture, build diverse technical teams, and gain visibility through connections with NCWIT's national community of change leaders. NCWIT makes participation easy; we provide experts, researchers, and project managers to put your ideas into action.

MEMBER BENEFITS

- resources on how to build and sustain diverse teams
- tips for establishing and maintaining positive company culture during rapid growth
- the opportunity to promote job openings to a national talent pipeline of women
- access to established NCWIT programs and campaigns
- access to over 650 NCWIT member organizations including: corporations, universities, and affinity groups
- invitations to the annual NCWIT Summit

Find out more at www.ncwit.org/ea, or contact EA Director Jill Reckie at 303.735.1158 or jill.reckie@ncwit.org.

ABOUT NCWIT

The National Center for Women & Information Technology (NCWIT) is a non-profit change leader network of more than 650 universities, companies, non-profits, and government organizations nationwide working to increase women's meaningful participation in computing. NCWIT equips change leaders with resources and platforms for taking action in recruiting, retaining, and advancing women from K-12 and higher education through industry and entrepreneurial careers. Find out more at www.ncwit.org.



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