



Female POCs Conquering the Business World

About SheSyndicate

SheSyndicate is a 501(c)(3) charitable organization launched through an impact partnership between The United Nations Capital Development Fund (UNCDF) and Artesian (one of Australia's leading Venture capital firms). Created to support gender-lens investing, boost female leaders in the corporate workplace and support women's economic empowerment in the world's 47 Least Developed Countries (LDCs) - SheSyndicate is dedicated to the economic empowerment of women and girls everywhere.

Our vision is a world where all women and girls everywhere can fulfill their human potential.

Women of Colour Conquering the World

A SheSyndicate working group providing actionable advice from trailblazing BIPOC female entrepreneurs and investors, set to educate, inspire and empower female POCs in conquering the business world.

Foreword:

As we honor the centennial celebrations that commemorate the historic victory guaranteeing women's institutional rights in many western nations. We must acknowledge the stories painfully remind us that the 19th Amendment excluded all non-white women and in many of these nations (Australia and the United Kingdom included) it took half a century more for 'Black, Indigenous & People of Colour (BIPOC) women to achieve equality. A century later, women of color still face enormous barriers and are often left to fight for a seat at the table within a system of institutional oppression, suppression and apathy.

In this decade, the need for a greater focus on driving gender investing has become undeniable, particularly given that global investing in women-founded companies and women co-founded companies has sat at a meager 13% for the last 3 years (Crunchbase). Considering women represent over 40 percent of all entrepreneurs in the global west, and plenty of statistics showing that women significantly outperform men in business, a lot more needs to be done. Whilst thankfully, numerous efforts and initiatives are underway, supported by the UN's SDG Gender Equality Goal (SDG 5) to drive for financial parity (from capital allocation to wage disparity).

Yet it is sadly notable, that once again, there is little to no dialogue occurring on the intersection between gender equity and racial justice that uniquely affects women of colour, who represent a staggering **80% of all women globally**. In a 2020 study, Crunchbase found that Black and Latinx founders represented just 2.6% of the total \$87.3 billion in venture capital funding. The stats were even grimmer for women of colour founders,

who accounted for only 0.64% of all venture capital funding. Despite representing the fastest-growing demographic of new businesses, and accounting for 89% of the net new women-owned businesses per day.

We simply cannot afford to repeat the injustices of the past, the world cannot afford to wait half a century to gain the diverse perspective women of colour bring to business. We must start an active global dialogue with change makers, and launch initiatives that seek gender and racial equality simultaneously. Together we can educate, inspire and empower women of colour, and dismantle the structures that seek to limit the potential of women of colour around the world.

"Gender lens and racial justice investing are no longer a case that needs to be made, but an approach that is sought after and becoming a fundamentally necessary approach for any impact investing strategy," said Heather Marie Burke of Mission Driven Finance (MDF), an impact investing firm dedicated to building a financial system that ensures good businesses have sufficient affordable access to capital.

Phases

The Working Group will bring together BIPOC women in business, policy and academia working on specific issues related to gender and racial equality. The group will share best practice on programming, joint advocacy, research, networking and knowledge exchange and learning. Meetings take place every 6 weeks – 3 months, depending on the needs of the group. Outside of the meetings, members will share updates and resources or ask questions via email lists. The group will have two or three co-chairs who are responsible for drafting and consulting with the group on an annual work plan, ensuring the group meets regularly, setting meeting agendas and reporting back to SheSyndicate Advisory Group on activities.

Phase 1: Create working group

- Set working group vision and goals, and create expression of interest/outreach material.
- Shortlist participants (trailblazing BIPOC female entrepreneurs, investors and thought leaders) and reach out to obtain group members.

Phase 2: Program scoping

- Set working group objectives, agenda and ways of working.
- Data gathering - examine gender and racial equality in the business world, with a focus on investment and entrepreneurship.
- Identify initiatives already in play and potential partnerships.





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- Create programs and clearly outline how these programs will achieve the objectives and who will need to be engaged (governments, industry, grant giving bodies, academia, etc).
- Example of program:

Gender & Racial Equality Roundtable

A virtual roundtable will be held with working group members and guests with 6-8 speakers. The roundtables meeting will focus on consensus-building to explore specific issues and identify creative solutions in a safe and non-judgemental environment, where all participants have equal standing and can speak freely on the subject.

It will be an opportunity for the speakers to talk freely about their experiences with gender and/or racial bias in their professional pursuits, and provide advice on how they overcame it. A discussion will also be opened, at which all participants and guests will have a chance to express their views and propose measures on how to ensure and implement gender and racial equality and equity in the business world.

Phase 3: Program Launch

- Launch global programs
- Use a multi-channel approach to engage stakeholders
- Measure against working group objectives

Get Involved

We are creating an expert-level advisory council composed of 6-8 speakers. Please get in touch with us at contact@shesyndicate.org or connect with our working group founder, Tando Matanda, on [linkedin](#).

