

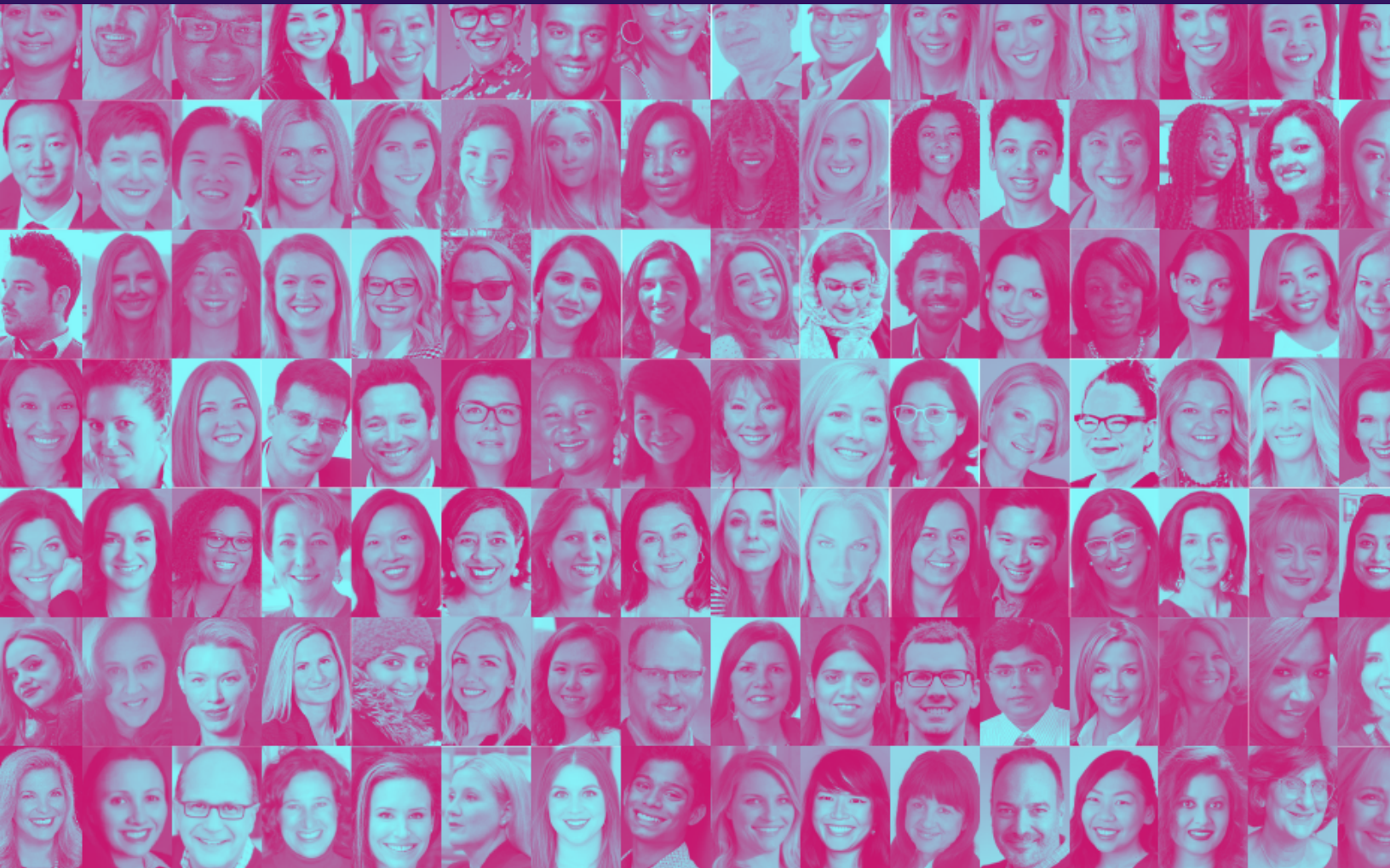


WOMEN IN CLOUD'S

Collective Influence

IMPACT PACKET

Taking collective action to solve gender equity challenges while creating \$1B in economic access for women in technology.



2021 LANDSCAPE



According to the International Data Corporation (IDC), "[the] total worldwide spending on cloud services, the hardware and software components underpinning cloud services, and the professional and managed services opportunities around cloud services will surpass \$1.0 trillion in 2024 while sustaining a double-digit compound annual growth rate (CAGR) of 15.7%."

Data also suggests that Fortune 1000 companies make up over \$14.2 trillion in revenue, making up two-thirds of the U.S. economy, according to the latest numbers. Digital transformation powered by cloud computing is estimated to be around \$700 billion and 80% of B2B sales interactions between suppliers and buyers will occur in digital channels by 2025, according to Gartner.

Today, only 3% of corporate procurement dollars and 5% of federal contracts are going to women-owned firms. This situation is compounded by investors reducing their investment in women-led tech companies taking it to less than 2%. It is no wonder that only 2% of women-owned businesses ever make it to \$1 million in revenue, which is 3.5 times less than their male counterparts.

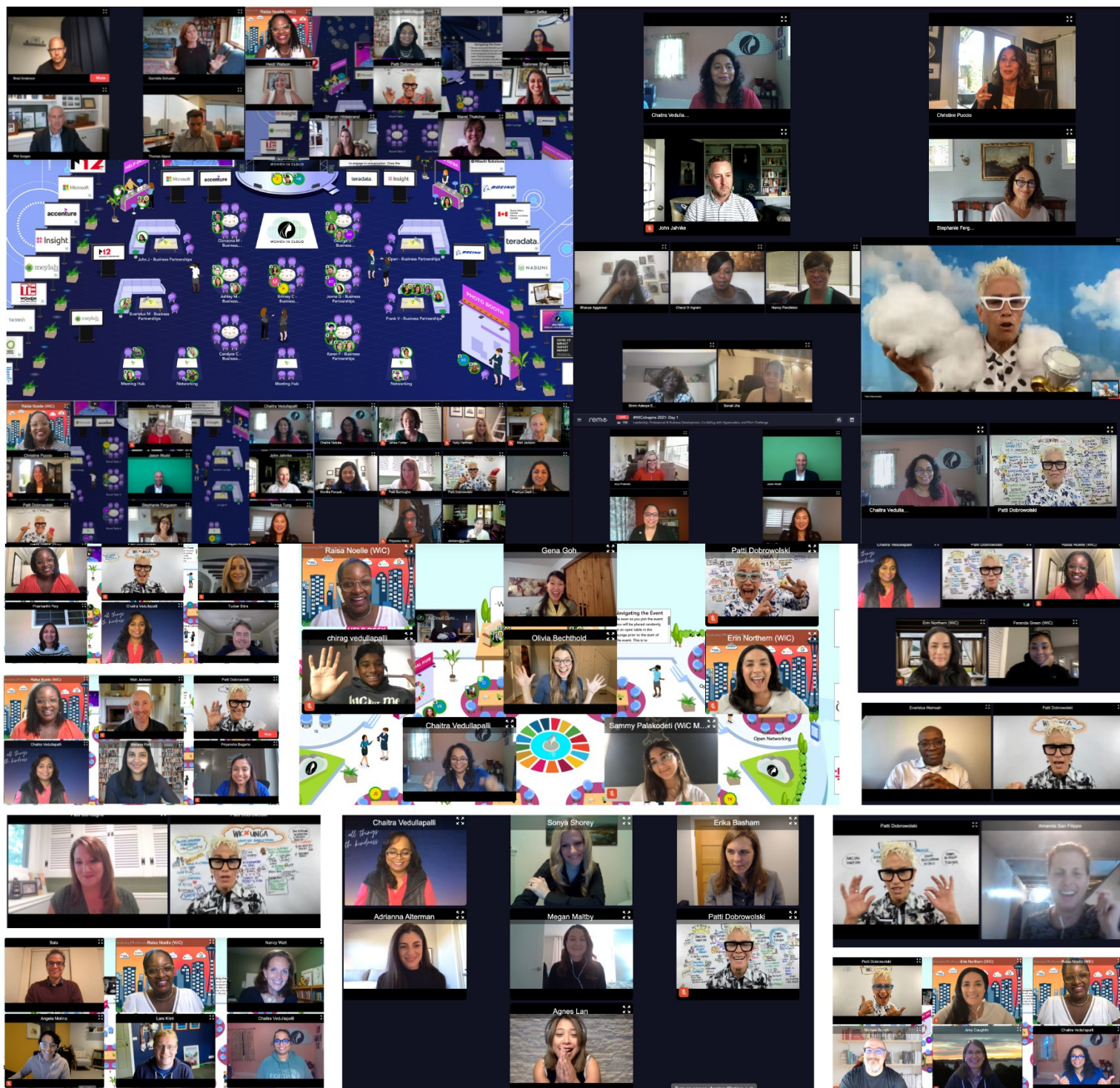
As an economic development organization, we at Women in Cloud are on a global mission to take action with global leaders, corporations, and policymakers to help women technology entrepreneurs create \$1 billion in economic access and opportunity by 2030.

2021

A YEAR OF IMPACT

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- We have seen 500% Expansion and Growth of our community with 60% engagement rate on a month to month basis across all channels
 - In partnership with Insight Success magazine, 10 Women in Cloud entrepreneurs have been recognized as Top 10 Most Successful Entrepreneurs in the Industry
 - Women in Cloud has launched the first digital marketplace showcasing over 50 cloud solutions developed by female founders in the tech industry catering to Fortune brands and enterprise companies.
 - To create greater access, Women In Cloud has expanded our industry-recognized stages to provide access for over 1200 women to represent their voice, become advisors, share their learnings and create access for others this year.
 - In partnership with M12, we've also launched the #empowHERaccess digital advocacy campaign to spotlight more than a hundred champions, including thought leaders, technology entrepreneurs, role models, advisors, mentors and other allies of women in tech. The digital spotlight campaign reached more than 1.4M impressions and 144K people across social media channels.
 - Women in Cloud rolled out the Fortune 100 Initiative, a turn-key equity advancing solution for Fortune brands to come together and collectively solve gender-equity challenges through representation, recruitment, and relationship building.
 - To address COVID crisis in India, #empowerHERfamily, a cross-sector economic relief initiative has been launched to empower 1M women in India to have an effective future by curating actionable digital solutions to provide economic relief.
 - Finally, over 1500+ azure training and certification scholarships were made available to skill for women in-demand cloud jobs.

2021 A YEAR OF IMPACT



THANK YOU TO STRATEGIC PARTNERS



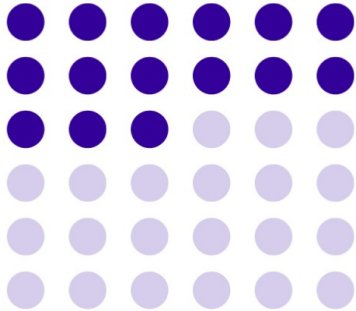
2021

OUR COMMUNITY

Who We Serve

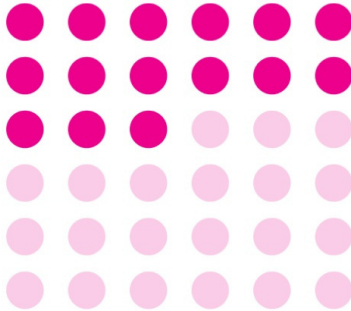
~38,000 members and growing, 8 countries

40%



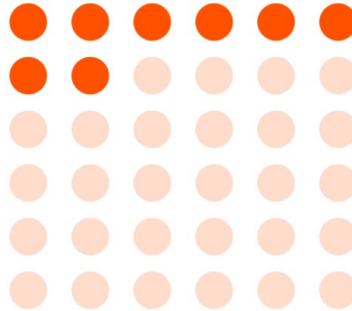
Core Audience
Female Tech Founders

40%



Strategic Partnerships
Fortune 1000 Leaders, Buyers,
Influencers, Procurement
Officers

20%



Community
Community Partners, Policy
Makers, Aspiring Leaders,
Investors, SAAS Company
Leader

What Our Community is Saying

“ I am very proud to be part of the WIC [Cloud Accelerator] cohort 3.0 that transformed me and Volantsys Analytics to serve our customers with success in their AI journey and upskill their workforce to make them successful in this data economy. ”



Gowri Selka
CEO & Founder
Volantsys Analytics

“ Women in Cloud is wondrously inclusive. It presents all of us with the good fortune to work in this industry with the opportunity to effect changes today that will lead to a tomorrow in which our daughters and granddaughters can realize their full potential. I encourage everyone to get involved. ”



Dan Langille
Director, Marketplaces and Alliances
Armorblox

“ We need to do more when it comes to impacting legislation that creates solutions and access for women in the marketplace. ...[WiC] is how we scale through each other and create access - through collective power. ”



Gavriella Schuster
Influencer & Ex-Microsoft Executive

2021

AWARDS & RECOGNITION

Press Releases

- [Women Technology Entrepreneurs Report Devastating Financial, Economic and Emotional Impacts of COVID-19](#)

Women in Cloud, in partnership with M12, Microsoft's venture arm, today released a report highlighting the results of their recent survey of the impacts of the COVID-19 pandemic on women technology entrepreneurs.

- [Insight Unites with Women In Cloud to Accelerate Workplace Diversity in Technology](#)

Insight Enterprises (NASDAQ:NSIT), the global provider of Insight Intelligent Technology Solutions™ for organizations of all sizes, today announced a partnership with Women In Cloud, an economic development organization dedicated to advancing gender inclusion in technology, for the #WICxFortune100 Initiative.

- [Women in Cloud Appoints Accenture's Gina Fratarcangeli to its Board of Directors](#)

Women in Cloud, a community-led economic development organization dedicated to advancing gender equity in the technology industry, has named Gina Fratarcangeli, Managing Director at Accenture, to its Board of Directors.

- [Women in Cloud, Microsoft, Coursera and IAMCP Partner to Provide Azure Training and Certification Scholarships to Women in India](#)

[Read all press releases here](#)

Awards

Women in Cloud is proud to announce that we have been recognized as [the Best Women-Led Businesses Accelerator in Seattle by Benzinga Magazine](#). The "10 Best Accelerators in Seattle, Ranked" article highlights 10 local accelerators with different niches which provide access to training, funding, mentorship, and scaling for startups in a variety of industries.



ABOUT WOMEN IN CLOUD

MISSION

Women in Cloud is a community-led economic development organization taking action to generate \$1B in net new global economic access for women entrepreneurs by 2030 through partnerships with fortune brands, corporations, community leaders, and policy makers. We focus on three core areas:

- **Entrepreneurship:** Cloud Solution Acceleration In Enterprise Ecosystem
- **Community:** Develop Diverse Cloud Talent & Business Network
- **Policy:** Public Policy Advancement

ECONOMIC DEVELOPMENT SOLUTIONS

- **Entrepreneur Focused**
 - Cloud Accelerator
 - Solution Marketplace
 - Signature Events
 - #empowHERaccess Campaign
- **Enterprise Focused**
 - Diverse Recruiting
 - Billion Dollar Access Coalition
 - Leadership Development
- **Community Focused**
 - Skilling & Certification Scholarships
 - Digital Network
 - #AIEthics Public Policy Coalition



MOMENTUM

FEMALE ENTREPRENEURSHIP

67 | Number of Microsoft Cloud Accelerator Graduates

74 | Number of enterprise-ready solutions

Number of jobs created | 113

Number of enterprise brand wins | 30



1,540

Number of Female Entrepreneurs

223

Number of B2B Female Tech Entrepreneurs

6

Fortune brands engaged to advance equity and access for women in technology



100M

Total Reach of WIC Collective Network



39,327

Number of individuals in the Women in Cloud Digital Network

26

Number of community partners engaged worldwide for scale and support women in tech



CONTACT US

Website: <https://www.womenincloud.com/>

#WICxDigitalNetwork: <https://women-in-cloud-network.mn.co/>

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