The Everyone Project

Diversity measurement, done well

A data + privacy enterprise saas startup

www.theeveryoneproject.org

Our pitch

Diversity measurement, done well

Help your organisation become stronger and more successful. Measure and benchmark its diversity with our simple survey and reporting tool.

Perform better

Diversity and inclusion works. The Everyone Project can help you ensure everyone counts.

Measure what matters

Map where you are today, and evaluate your efforts tomorrow. The Everyone Project can help you invest in diversity effectively.

Do it with care

The Everyone Project is easy and engaging whilst prioritising personal privacy, security, respectfulness and inclusion.

The problem

Billions are being spent on D&I initiatives

Much of it might be wasted

o   Diversity is valuable

o   Delivering it is difficult

o   Good data is essential

o   Getting it is hard
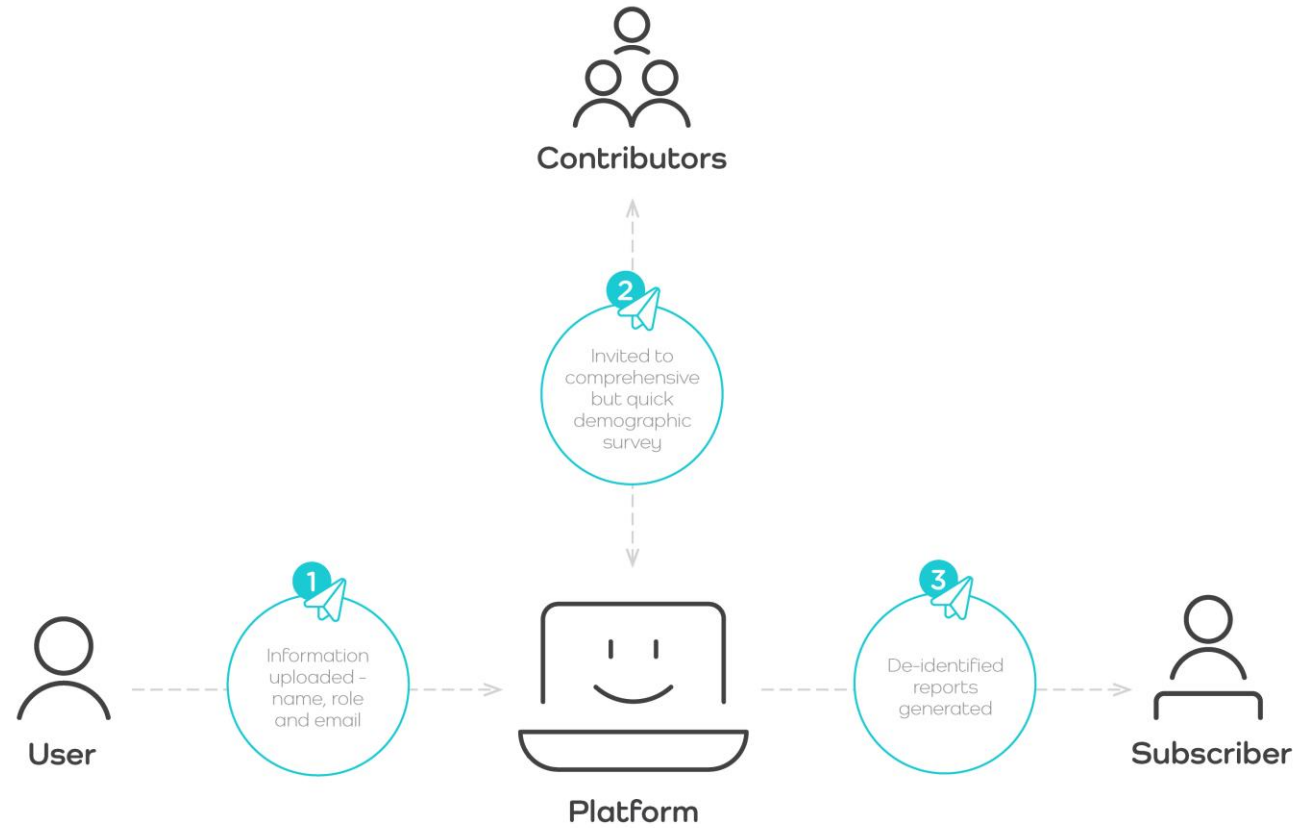
Why it's hard

Key challenges include

o How do you convince people to share their sensitive information?

o How do you ensure you don't cause offence?

o How do you keep their data safe?

o How do you comply with complex privacy laws?

o Should an employer even be asking this?

The Everyone Project

Our unique solution

We solve these problems

o **Easy & Engaging** – quick and simple to use with a data collection survey that most people take about 2 minutes to do on their phone

o **Respectful & Inclusive** – stakeholder and expert validation ensures we ask "the right questions, the right way"

o **Private** – specifically designed to protect individuals' privacy and provide strongest available technical and legal protections

o **Secure** - data encrypted and stored on locally hosted Microsoft Azure servers maintained and certified at the highest level

How it works

The Everyone Project

Contributors

2 — Invited to comprehensive but quick demographic survey

User

1 — Information uploaded – name, role and email

Platform

3 — De-identified reports generated

Subscriber

Key features

Science and tech delivering better data and better privacy

o Enterprise integration ensures ease of use

o Behavioural science smarts drive engagement

o Collect just once – no re-surveying required

o De-identified reporting enables analysis of intersectionality and power/influence, benchmarking & initiative evaluation

o Insights & targeted follow up support action

o Incorporating eco-system elements improves understanding of organisational complexity and context

o Technology innovations continuously improve data quality and controls

Current status

Prototype/MVP launched with paying customers

o All major funders in Australian Film and TV sector subscribing to prototype version in 2020

o Now building fully scalable version for all sectors and relevant countries

o Seeking strategic customers in key segments to refine product market fit and feedback on beta

o Diversity & Inclusion now more relevant than ever

About us

Our purpose is to build stronger, more dynamic communities, organisations and industries by helping everyone to put their hand up and be counted.

o We believe in using the power of business to create a positive impact on the world

o We are experienced executives with strong track records and ideal combination of relevant experience

  ▪ [Adam Smith](#) – customer lead
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THANK YOU

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