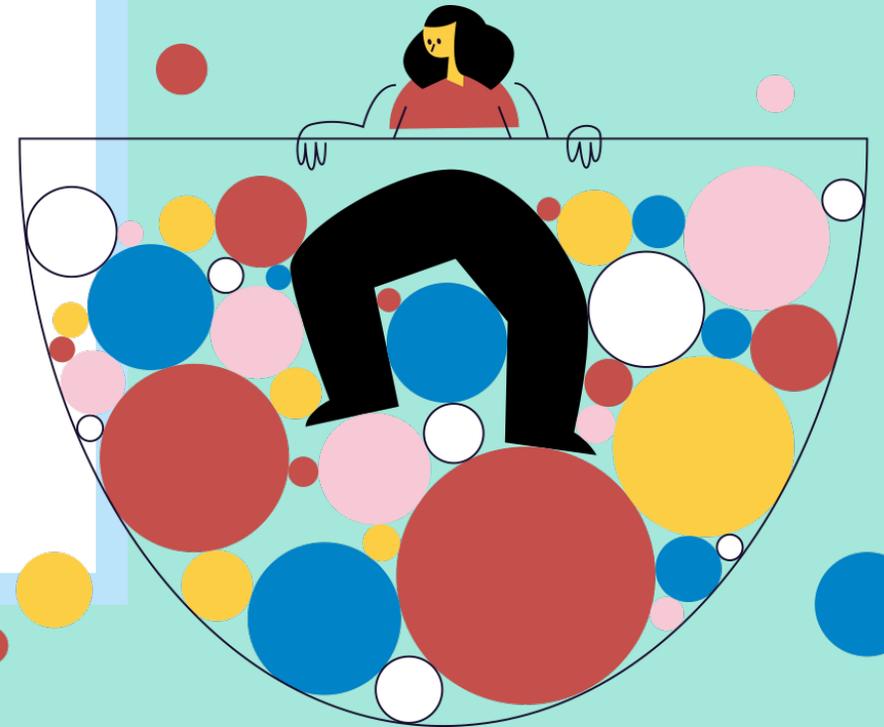




# Fintech Diversity Radar

2022 Media Kit



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# About findexable

## Company & Indices

*Findexable is the global data & analytics company for private market fintech. Firms use our **Global Fintech Index** and **Fintech Diversity Radar indices** to benchmark themselves with competitors and scale their growth & innovation strategy.*

## Mission

*We're on a mission to democratise investment in private market fintech through data - to connect markets, match investors, innovators and technology buyers, and build bridges between ecosystems.*

## What we do

*Using data we help organisations define their market, grow their networks - and scale their reach.*

## Why we exist

- *Fintech and innovation diffusion create economic growth - **yet 30% of customer savings** still sit outside the formal financial system.*
- *Add to that **the 9 out of 10 of fintechs that have no women in their executive teams** and you get a picture of the importance of data in building a future-fit financial services industry.*

# About the Fintech Diversity Radar

## Diversity - not just for disers.

Diversity is no longer a dirty word. Building diverse teams is good business – and the only way to build back in a way that drives growth and inclusion equitably.

It might not be a dirty word. But the data doesn't lie: just **2% of fintechs** globally are founded by women, while **9 out of 10 firms have no women at the top**. Is this really the future of finance?

Join us to make change happen and help build future-fit finance.

## About the Fintech Diversity Radar

The **Fintech Diversity Radar** is the world's first global index of gender and ethnic diversity in fintech. The Radar:

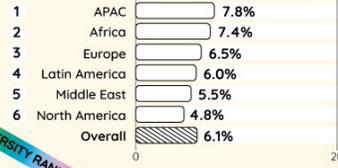
- Benchmarks firms, regions and countries by gender and ethnicity
- Indexes fintech firms to track progress
- Offers a scorecard to accelerate change to build future-fit finance



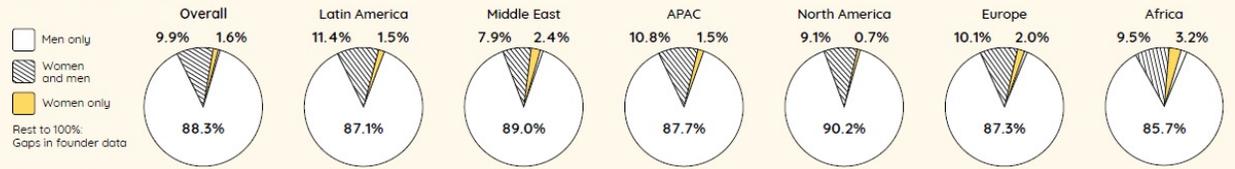
# Product Overview

For organisations who want to...	We offer...	Which gives you...
<b>GROW</b> 	<p><b>Awareness &amp; Insight</b></p> <p>Digital strategy and custom content for organisations making their mark, including sponsoring the 2022 Diversity for Growth report and other assets (like webinars, podcasts and thought leadership).</p>	<ul style="list-style-type: none"> <li>• Digital strategy &amp; custom content for global branding</li> <li>• Exposure to our audience reach of 5.8 million</li> </ul>
<b>SCALE</b> 	<p><b>The Fintech Diversity Index (FDR1000)</b></p> <p>Measuring whole market, industry segment and talent development performance in gender and diversity, the Index helps fintech firms, institutions and investors track progress, monitor portfolios and ensure ESG compliance across their partner relationships.</p>	<ul style="list-style-type: none"> <li>• Brand alignment with a first-of-its kind Index, leading global change at scale.</li> </ul>
<b>SCORE</b> 	<p><b>FDR Scorecards</b></p> <p>The Fintech Diversity Radar Scorecard is a proprietary data tool developed by findexable to help fast-growth fintech firms measure the diversity of their teams, design action to improve progress - and deliver insights to help them stay the course.</p>	<ul style="list-style-type: none"> <li>• Customized scorecards to help you make diversity a reality.</li> </ul>

Percentage of all company founders who are women



Type of founder by region



Source: Global Fintech Diversity Radar, findexable 2021

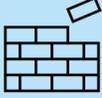


# Awareness & Content

Build your brand - partner with findexable on the industry-leading Diversity for Growth report



# The Opportunity

Sponsor Benefits	Leaders £50,000		Creators £25,000		Makers £15,000	
Brand recognition in the Diversity for Growth Report and Diversity Radar digital assets	✓	✓	✓	✓	✓	✓
Recognition in digital communications and multi-channel promotional campaign	✓	✓	✓	✓	✓	✓
Speaking and video interview opportunities	✓	✓	✓	✓	✓	✓
Inclusion in thought leadership and custom content programme	✓	✓	✓	✓		
Speaking opportunities across live webcasts, events & global briefings	✓	✓	✓	✓		
Global PR campaign highlighting your firm as primary partner	✓	✓	✓			
Naming rights across Global Diversity Index and digital site	✓	✓	✓			

# Audience Overview

## Indicative Report Metrics for 2021

- 5.8 million reach
- 138 pieces of coverage across 41 countries
- 200+ downloads by media including BBC, Forbes and The Banker
- 20,000+ direct leads across 113 countries

### By position

19%	Manager, Consultant, Associate
18%	CEO, Chairman, Managing Partner
15%	Executive, Other
10%	Director, Dept. Head, Partner
6%	Senior Director, VP, Company Secretary, Senior Partner
5%	CFO, COO, CMO, CIO, Member of the Board

### By industry

26%	Fintech
15%	Financial Institutions
9%	Government, NGO, Local Authority
11%	Media, Publishing, PR
11%	Professional Services
9%	Information Technology
6%	Academia & Education

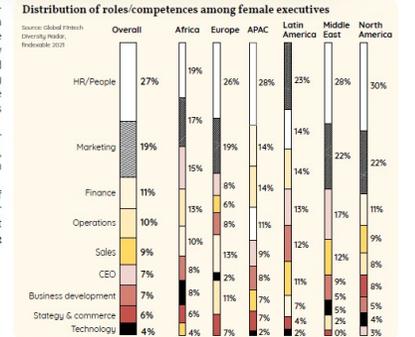


9 OUT OF 10 FIRMS HAVE NO WOMEN FOUNDERS

The survey is central to our ongoing initiative that we kicked off with this research and the launch of the FDR1000 dataset. That initiative now moves on to building an index and digital scorecard that tracks diversity and representation of women in the fintech ecosystem - and accelerates progress.

The ultimate goal is to reach, or even beat, our target of 30x30; that is, 30 percent of fintechs led by women by 2030.

The survey is open to anyone, of any gender, working in fintech or financial services. If you have not yet done so, please take the [survey here](#) - and share it with your network.



**FDR**  
FINTECH  
DIVERSITY RADAR *1000*



# FDR1000 Index

The FDR1000: A new benchmark  
for venture investing



# FDR1000 Overview

## About the FDR1000

In 2022 the FDR1000 will go live. We're looking for partners that share our vision for driving diversity in fintech firms and products.

At launch next year, the Index will track 2000+ private market new-entrant (average age <10 years since foundation) fintech firms globally, weighted by region, segment, company size and total venture investment. Get in touch for more details and partner opportunities around the global launch.

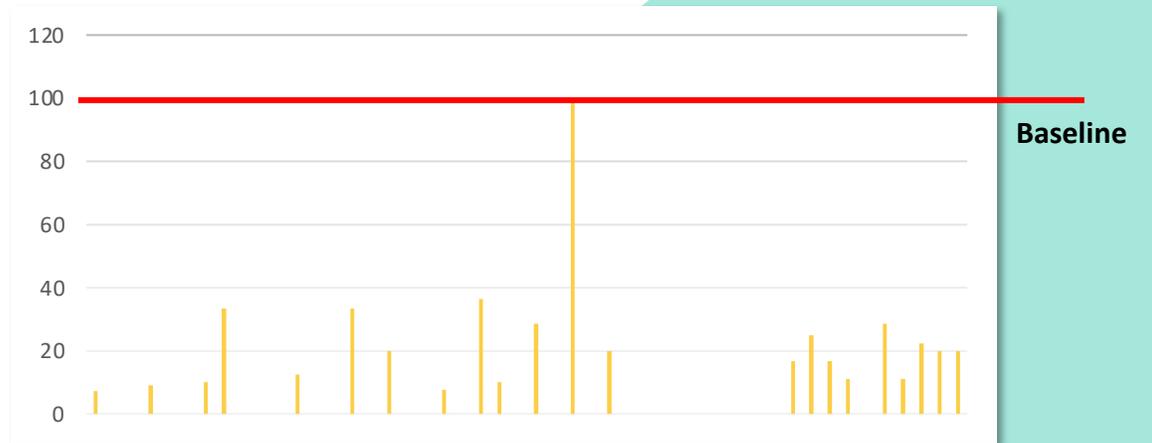
## Index Objectives

**Data:** Proprietary real-time data on private market fintech companies and their staff that evolves as the market moves

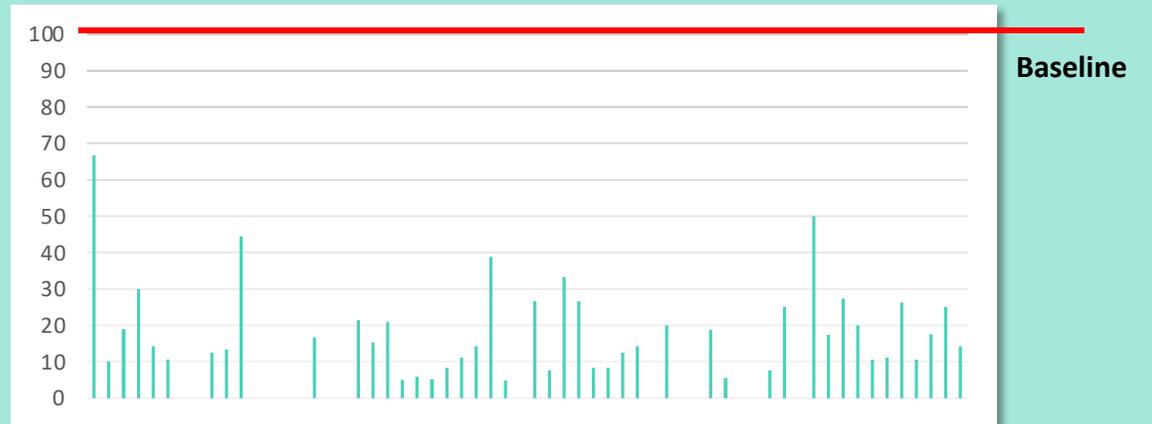
**Design:** Covers the full spectrum of fintech activity, segments and global ecosystems using fintech taxonomy developed for the Global Fintech Index.

**Discipline:** Consistent methodology for every market. The Index constituents are periodically adjusted to reflect market movements and ensure accurate representation of fintech industry composition.

FDR1000 INDEX: Distribution of women leaders across leading fintechs 2021



FDR1000 INDEX: Distribution of female board members across leading fintechs 2021



# The Opportunity

We are looking for organisations who want to align themselves with the **FDR1000** as lead partners – as pioneers in driving positive change, at the forefront of building a future-fit financial services industry.

	Benefits	Lead Sponsors
	Media advocacy and reputation building	✓
Lead the change	Brand building & positioning as a pioneer in future-fit finance	✓
	Thought leadership and custom content from data	✓
	Access and identify women founders and founders of colour	✓
Connectivity	Build engagement with founders of diverse companies	✓
	Drive talent retention and employee engagement	✓
	Build the business case for diversity commitments	✓
Benchmarking	Track performance of diverse and women-led firms	✓
	Benchmark portfolio and company progress and ESG compliance	✓

## Interested in partnering the FDR1000?

Arrange a call with us to discuss how to be involved in building the world's first global index of fintech diversity.



# Scorecards

Better. By Design.



# Scorecard Overview

Our Scorecards are the perfect fit for companies that want to take action and make diversity a reality in their business.

## About the Scorecard

The **Fintech Diversity Scorecard** is our proprietary data tool to help fast-growth fintech firms measure the diversity of their teams, design action to improve progress - and deliver insights to help them stay the course.

The Fintech Diversity Radar Index and Scorecard are designed to:

- **Measure** commercial impact of diverse teams
- **Accelerate** diversity across the fintech ecosystem
- **Spotlight** actions to help scaling organisations stay the course

## Scorecard Benefits

Deploy the **Fintech Diversity Scorecard** to discover:

- Is your organisational design hampering efforts to nurture a diverse culture?
- Is your scaleup speed impeding diversity commitments?
- Is talent retention and acquisition log-jammed?
- Are you struggling to prove impact from diversity goals?

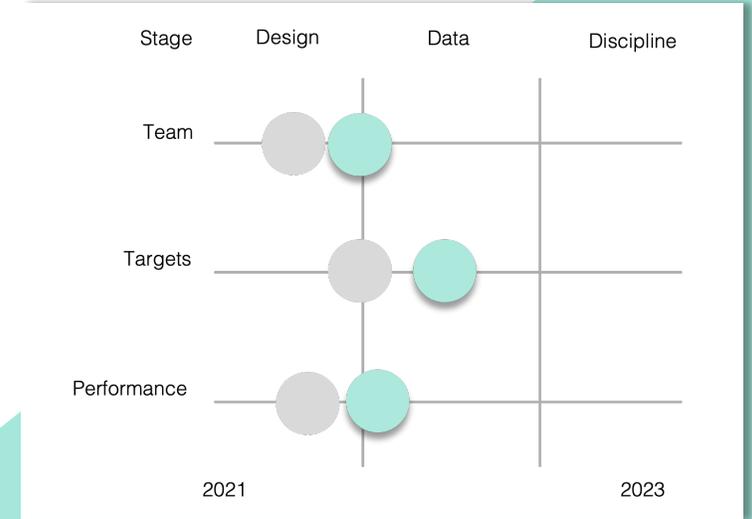
### Own goals

#### Building the FDR Scorecard

	Quantitative metrics	Qualitative statements
<b>Demographics</b>		
Company	x	
Customers	x	
Customer diversity	x	
<b>Product</b>		
Segments	x	
Product design	x	
<b>Policy</b>		
Recruitment strategy		x
Retention data		x
Compensation		x
Career progression		x
Workplace		x
Work style		x
<b>Culture</b>		
Representation	x	
Individual perceptions		x
Awareness & visibility		x

# 3D Approach To Diversity

The Fintech Diversity Radar Scorecard is a 3-step approach to building balanced businesses.



**Measure**

**Design:** organisational actions and design for talent retention and improved acquisition.

**Improve**

**Data:** data to measure, keep track and score progress.

**Scale**

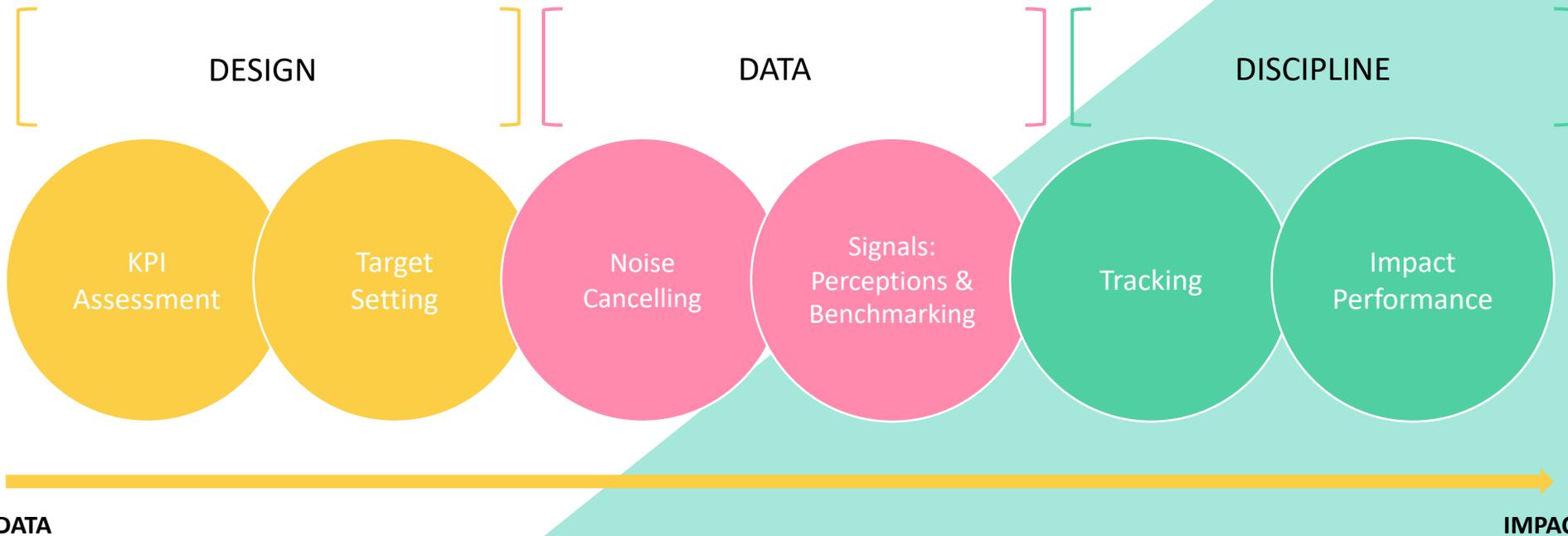
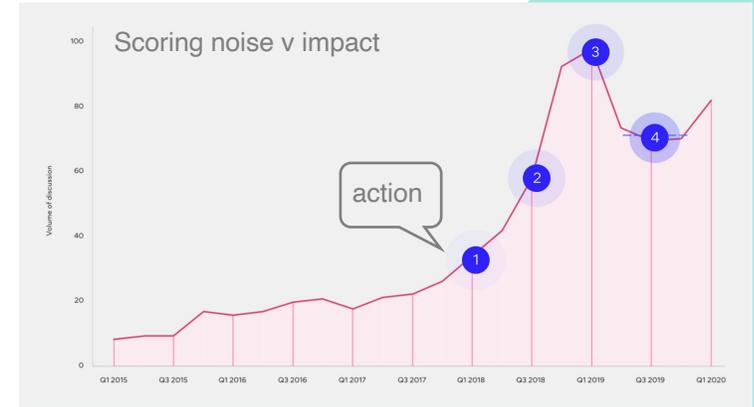
**Discipline:** identify company-specific actions to measure impact, meet commitments.

**Interested in a Scorecard for your business?**

Contact us for a consultation and deployment of the Fintech Diversity Scorecard.

# Diversity in 3D – Data Modules

The data building blocks of the Scorecard.



# GET IN TOUCH

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