

# Take Company Action For Diversity & Inclusion



## What is The First 33 Diversity Initiative?

To fight back against the current social and racial challenges people of color are facing in America, Shtudy is launching **The First 33 Initiative – an action-driven mission to create wealth in BIPOC communities by connecting Black, Latinx and Native American software engineers with companies who are looking to build a more diverse and inclusive workplace.**

## First 33 Diversity Initiative Commitments:

As leaders of some of America's largest companies and fastest-growing startups, we play an important role in establishing inclusion and equity as a priority in workplace culture. Furthermore, we know that diversity is great for the economy; it improves corporate performance, drives revenue, and boosts employee engagement and retention. Organizations with diverse and inclusive teams just simply perform better.

In recognition of this, we at Shtudy are inviting companies and organizations who have announced diversity hiring pledges or initiatives, or who are striving to create a more diverse and equitable workplace to join our initiative. When you become our partner, you'll get access to our pool of amazingly talented early-career software engineers, data analysts, and developers, many of whom can't be reached on other recruitment channels. All candidates are rigorously screened for coding abilities and receive 1:1 training from corporate recruiters before entering the talent pool.

Diversity, equity, and inclusion is a multifaceted challenge in need of many strong solutions. Opportunities for wealth must be provided in underrepresented communities if we wish to create permanent change. Collectively, as business leaders we agree that we must do more.

By joining our initiative, you commit to the four pillars below, which we believe will lead to more conversations and foster collaboration among other companies:

1. We will continue to make our workplaces even more trusting, open, and able to have tough and sometimes difficult conversations about race, ethnicity, or orientation.
2. We will dedicate company time to educating our leaders and employees on unconscious bias.
3. We will be transparent about practices that were effective for our organization to help others.
4. We will continue to uplift and promote diversity of thought, experience, and people at all times.

We fully understand that these four pillars do not solve the entire issue, but we firmly believe it is a concrete and significant step toward building a more diverse and inclusive workforce.

## By Joining The First 33 Initiative, You Will:



### Attract More Talent:

67% of active and passive job seekers say that workplace diversity is an important factor when they're evaluating companies and job offers. – Glassdoor



### Make More Money:

Companies in the top quartile for racial and ethnic diversity generate 2.3x more cash flow per employee and are 35% more likely to have above average financial returns year after year – Gartner & Bersin



### Retain More Talent:

57% of employees want their company to do more to increase diversity. – Glassdoor



### Be an Innovation Leader:

Diverse and inclusive companies are 70% more likely to capture a new market, and 1.7x more likely to be innovation leaders in their market. – Bersin & Harvard Business Review



### Find Your Future Leaders:

Diverse and inclusive companies are 2.9x more likely to identify and build highly effective leaders. – Harvard Business Review

## Want to Join? Get In Touch.

We'd love to help you in your commitment to take action. Just fill out the form at [Shtudy.co/contact-us](https://Shtudy.co/contact-us) and we'll get in touch with you.

## Shtudy's Mission? Our Why?



Cofounders Geno Miller and Rayvoughn Millings are from Washington, D.C. and New York City Metro areas. We know what it takes to make it out of underrepresented communities.



The average tech employee's salary (\$135K) is higher than the median household income of a Black family (\$59K) and Latinx family (\$68K) combined. One tech job creates new opportunities for a family's entire generation.



We are partners with National leaders in the Diversity & Inclusion space (Camelback Ventures, JobTalk, Coderbyte, Trey Flowers of the NFL's Detroit Lions, etc.).



We've raised \$150,000+ in "family and friends" funding to support our mission of bridging the racial wealth gap.

## FAQ:

### What do I get if I'm one of the 10 companies to join the First 33 Initiative?

a. When our platform releases in 6 weeks, you'll get exclusive access to our platform once it releases for 30 days. This means you can source, engage, interview, and offer candidates well before we open it up to the public, giving you a competitive advantage.

### Can I hire candidates?

a. Of course! Companies who join the First 33, can hire one trial candidate from our verified talent pool to see if the new hire is a good fit. If the candidate is a good fit, you can upgrade to a pricing plan that fits your hiring needs.

### How do I join the initiative?

a. First, reread the Four Pillars we talked about earlier, and be fully committed to these goals. Once you're ready, email [geno@shtudy.co](mailto:geno@shtudy.co) and we can chat more.

### How much does it cost?

a. Usually, Shtudy's pricing is an annual subscription. However, the first 10 companies who join the initiative receive unlimited access to the platform, and can hire up to one trial candidate. Shtudy is the only end-to-end diversity hiring solution that enables recruiters to filter, source, track and engage with candidates, set up intro calls, book interviews, and send job offers all in one place without the staffing or recruiting fees.

### Does Shtudy match me with candidates, or can I source them myself?

a. Both! Our matchmaking algorithm matches you with the most ideal talent based on your desired role and skill sets. You can also add both active and passive job seekers to your pipeline and approve or remove candidates after intro calls and interviews.

### Is there a 30-day money back?

a. No, but you get unlimited access to the platform, its databases, and all of its hiring features. We put every dollar towards advancing the platform and developing young underrepresented talent. With all the money we companies make, we feel that investing \$15k into creating opportunities for folks who may not have one is worth it.

## Follow us on Instagram!

Follow us on Instagram [@Shtudy.co](https://www.instagram.com/Shtudy.co)

and visit our website at [www.shtudy.co](https://www.shtudy.co) for more information.

## Testimonials:

### - Janelle Bullock, Head Diversity Recruiter at Tesla

"If we could evaluate talent before hiring them, we'd make so much more money... would make so much more sense."

### -Camelback Ventures

"Shtudy is the future of diversity recruiting for big time employers. Companies who move now will dominate their markets."