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Equili Tells Tech Executives: “Ditch the Frat Party”

Colorado-based consulting firm Equili launches to improve diversity within tech communities

Denver, CO - July 11, 2017 - [Equili](http://equi.li/), an organization dedicated to building a more diverse tech community, launched today to promote equitable opportunities for underrepresented or underutilized groups in technology. Equili helps tech companies improve ideation, increase revenue, create company stability and accelerate innovation through workshops, events, community building and speaking engagements centered around actions to increase diversity and inclusion.

Beyond gender, Equili recognizes that tech has an all-around diversity problem. Race, age, class, religion, disabilities, and the LGBTQ communities are all underrepresented in the tech community. The problem spans beyond simply meeting a quota. Diverse perspectives drive innovation and product development.

“The recent high-profile ousting of Uber CEO Travis Kalanick placed a giant spotlight on issues surrounding culture and inclusivity within tech companies that have been pervasive for a long time,” said Elaine Marino, founder, and CEO, Equili. “There is absolutely nothing wrong with 27-year-old, upper-middle-class, white males. The problem is that they outnumber all other demographics within tech companies. So the entire industry caters to one demographic. And catering to one demographic makes all the others feel uncomfortable and unwelcome.”

Equili firmly believes the industry is ready to fix this vicious cycle. The current culture has become dangerous to the bottom line not only of profitability but moral responsibility.

“It’s important for startups to make the commitment early on to build a culture of inclusivity,” said Julie Penner, Director, [Techstars](#). “The companies that enter our program span a wide-range of former experiences. Some are seasoned entrepreneurs, some are starting their first company, others fall somewhere in the middle. Regardless of experience, we found that early-stage companies need the awareness, skills and tools that workshops like Equili provide to set them on a good path for the future. Trying

to change culture and team dynamics later when the company is bigger and more established is very challenging. Getting culture right early saves everyone down the road.”

As part of their diversity mission, Equili created an infographic that provides tips that companies should use when hiring a developer. The infographic is available here, <http://equi.li/training/how-to-hire-for-diversity/>.

About Equili

Originally founded in 2013 as [LadyCoders](#), Equili launched in 2017 to offer services aimed at creating a diverse tech community and leveling the playing field for underrepresented or underutilized groups in technology. Equili provides vision, information, and execution to help tech companies and tech communities affect change immediately. For more information visit <http://equi.li/>.