#INCLUDE

...a documentary exploring diversity in tech

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DOCUFILM'S PURPOSE

Why is this (diversity) so hard?

We need to hold a mirror up within the tech community to see the reality of being a woman or person of color in tech. You cannot solve problems that you don't fully understand.

BUDGET $2,500,000

The purpose of this film was originally to show first hand the [person of color, woman, LGBTQ]'s unique daily pains and struggles within the tech & startup ecosystem so that we can start to find real solutions to address the conscious/unconscious bias, brogrammer culture, gas lighting, and the rationalization of "culture fit". We have realized that this film can have a much larger purpose — to humanize pain and create a productive and much needed dialog.

We all know that tech is changing our world, but many of us have not even noticed who it has been leaving behind. This documentary aims to tell the story of the two sides of the tech coin and perhaps find our similarities, humanity, and the inherent good that lives in all of us, which will allow us to work together in creating opportunity, compassion, and acceptance for all. Tech has made us more distant, but perhaps we can explore ways that it can also help bring us together.

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VIEW THE SIZZLE REEL

"It's a core tenet in Silicon Valley that the way you manage something is to measure it. It's been two years now that leading tech companies have been quantifying their diversity problem. ***All they've measured so far is the extent of their failure."***

— *Inc.*, July 2016,
"It's Time for Silicon Valley to Stop Making Excuses on Diversity"

EXECUTIVE PRODUCER

Lisa Morales-Hellebo

techstars · NYFTL FASHION TECH LAB · P 1 8 · Carnegie Mellon University

EXECUTIVE PRODUCER

Teresa Sabatine

20th Century Fox · LIONSGATE · SONY · Paramount

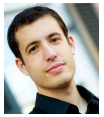
ADVISORS

David Cohen (techstars)

Leslie Miley (slack)

Tomas Alvarez

Justin Gutwein (in my tree filmworks)



PARTNERS

techstars · BOY WONDER PRODUCTIONS · THE COLLABORATIVE thefilmcollaborative.org · FILM Indy · RE FASH ION · TRANSLATOR · VENTURE FOR AMERICA

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SPONSORSHIP OPPORTUNITIES

	PREMIERE $2.5MM	PLATINUM $1.5MM	GOLD $500k	SILVER $250k	BRONZE $100k
Opening credits	**EXCLUSIVE Logo**	Mention	Mention	Mention	---
End credits	**Logo**	Logo	Mention	Mention	Mention
Inclusion in all pr, marketing, advertising, website and social media	**EXCLUSIVE**	YES	YES	YES	YES
Ability to utilize the film and logo for internal screenings and external media/press business purposes (to be determined/agreed upon)	**YES**	YES	YES	YES	YES
Passes to attend premiere launch event with logo on signage, print & digital promotion	**X10 passes**	X8 passes	X6 passes	X4 passes	X2 passes
Access to NCWIT resources & best practices	**YES**	YES	YES	YES	---
Logo to appear with the film logo on Step 'N Repeat at media/press events	**EXCLUSIVE**	YES	YES	---	---
VIP hospitality at Launch and press events	**YES, w/private press room**	YES	YES	---	---
Explore further how the film and content platform can develop further collaborative opportunities	**YES**	---	---	---	---

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LISA'S BIO & PARTIAL TECH NETWORK

Lisa Morales-Hellebo

Executive Producer & Director

Lisa Morales-Hellebo is an entrepreneur, seasoned product strategist, and creative director with a career that spans 20+ years helping companies; from start-ups to F500s maximize conversions via multi-channel, e-commerce product strategy, development, and brand extension. In 2014, she founded and launched the New York Fashion Tech Lab with Springboard Enterprises and the Partnership Fund for NYC while serving as Executive Director for the first year. Her previous fashion tech contextual search startup, Shopsy, participated in TechStars in 2012 after she was selected as one of the Top 10 Women in DC Tech. She has been featured in numerous publications and media outlets, ranging from FashInvest, Women 2.0, WWD, and Refinery 29 to Fast Company, Crain's, Huffington Post, El Nuevo Dia, & ABC 7 Tiempo, to name a few.

Lisa is active in the startup community as an alumna of TechStars (the #1 global startup accelerator), 85 Broads, and the Dell Founders Club; while serving on the Board of Puerto Rican accelerator, Parallel18, and mentoring at The Startup Institute and The Founder Institute. She currently serves on startup advisory boards for SNOBSWAP and ViaWear (exited to The Richline Group June 2016) while mentoring entrepreneurs around the globe. Lisa works to shine a spotlight on Latino founders via her speaking engagements across the country, via LatinoBuilt.com, and her radio show, Latinas In Business, on Your 15 Minutes Radio. The New America Alliance has recently recognized her as one of the top Latinas in Business and invited her to participate in the first American Latina Leadership Caucus in NYC.

Born in the Bronx, New York, Lisa went to college in Pittsburgh, where she received her BFA in Graphic Design with University Honors from Carnegie Mellon University. She's a life-long lover of all things fashion, is addicted to magazines, new media, technology, entrepreneurship and travel. While living in Norway with her husband for nearly three years, she freelanced and learned the language, adding fluent Norwegian to her accomplishments. Lisa currently lives in the NYC suburbs of Westchester County with her husband and two sons.

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