

**#MOVE  
THE  
DIAL**

# Product Vision

The Next Evolution

NASCENT



**1. Landscape**

**2. Move the Dial Today**

**3. Move the Dial Future**

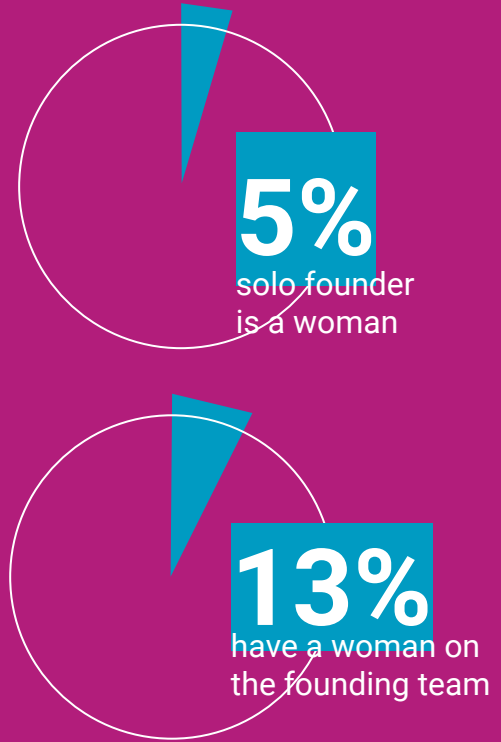
**4. Product Vision**

## 1. Opportunity

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Research clearly shows that companies with **greater gender diversity**, particularly those that have women on their executive teams, C-suites and boards, **perform better financially** because of the variety of skills and approaches their people offer.

So, *why* is the dial not moving?



## 1. Opportunity

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**At the root of the issue there are fewer women graduating with STEM degrees compared to men.**

As a result, fewer women are in the running to join the tech workforce in the first place, regardless of the opportunities that may be available to them.

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**29.6%**

of degrees in STEM  
faculties and disciplines  
occupations are women

**26.9%**

of employees in  
STEM-intensive  
occupations are women

## 1. Opportunity

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**If Canada is to succeed, it needs the skills and talents of the women and girls we are sadly leaving behind. This no longer a 'nice to have' — #movethedial is a business and economic imperative."**

**Kirstine Stewart**

Chief Strategy Officer, Diply GoViral



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## 2. Move the Dial Today

### #movethedial Community

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**3,000+**

In our community of  
participants & partners

**40+**

Senior leaders as advisors

**150+**

Tech champions

### AceTech Ontario

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**230%**

Increase in **female CEO & COO**  
participation

### Elevate Toronto Tech festival

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**3,000**

Attendees in September

**40%**

Female speakers on panels  
through a partnership with  
**#movethedial**

### #movethedial Campaign

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**6**

Events  
hosted

**1,000+**

first convened, including

**>500**

the largest group of  
women in tech  
in Canada

**400%**

**Increase in female founder nominations**  
in Toronto for C100, a non-profit,  
member-driven association of Canadian  
thought leaders in the San Francisco Bay  
Area committed to supporting and  
accelerating the innovation economy in  
Canada.

## 2. Move the Dial Today


**Sarah Scott** [@sarahbscott](#) [May 17](#)

So inspiring to hear women at the top share real stories about ambition, motherhood and fear. Thanks [#movethedial](#)

**Taylor Whittamore** [@tay\\_whitt](#) [May 15](#)

This was such a fantastic event. What an incredible panel and such honest stories they shared. Thanks to you, [@jodilynnkovitz](#) and [@cmoorehead1](#) for making this happen and helping me leave there truly inspired! ✨  
[#movethedial](#)

**Cassie Ruggiero** [@cassruggiero](#) [Dec 19](#)

This was an AMAZING keynote. For anyone interested in taking action to promote a more inclusive work environment, take a listen to this  [#movethedial](#)



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### 3. Move the Dial Future

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What's next?

**Evolving our  
product to support  
the lifecycle of  
each woman's  
career journey**



#### **Increase Reach**

Moving towards a  
global audience



#### **Increase Availability**

Being able to inspire  
/ support at any time



#### **Increase Scale**

Connecting with more  
people at once

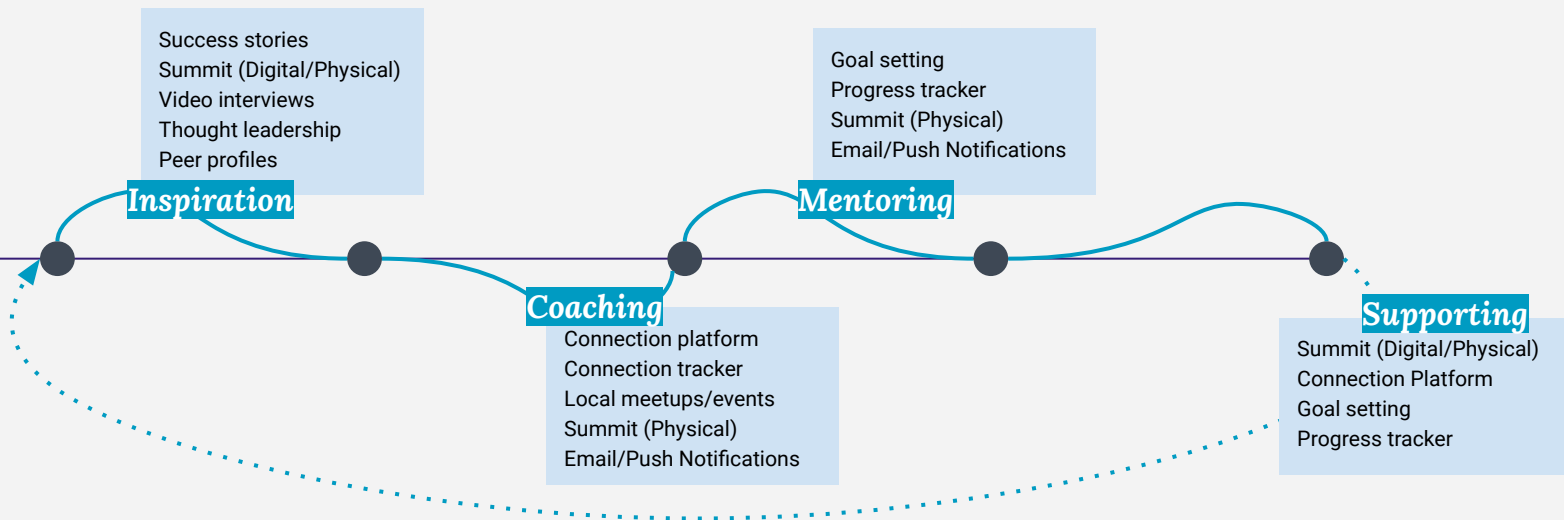


#### **Real-time Transparency**

Quantifying movement  
within the community

## Personal Impact and Movement Within The Ecosystem

### 3. Move the Dial Future



#### User Story

**Yoomi** is in almost done undergrad in the biosciences but is unsure of what she wants to do. She has always been interested in tech and decides to attend the [#movethedial summit](#).

#### Unaware/Doubting

Unsure of options or if the opportunity is the right path. "I didn't even know about this!" "I don't think I can do it."

#### Inspired

Wants to make a move, and looking for a way forward. Finding inspiration through other's stories

#### Trying

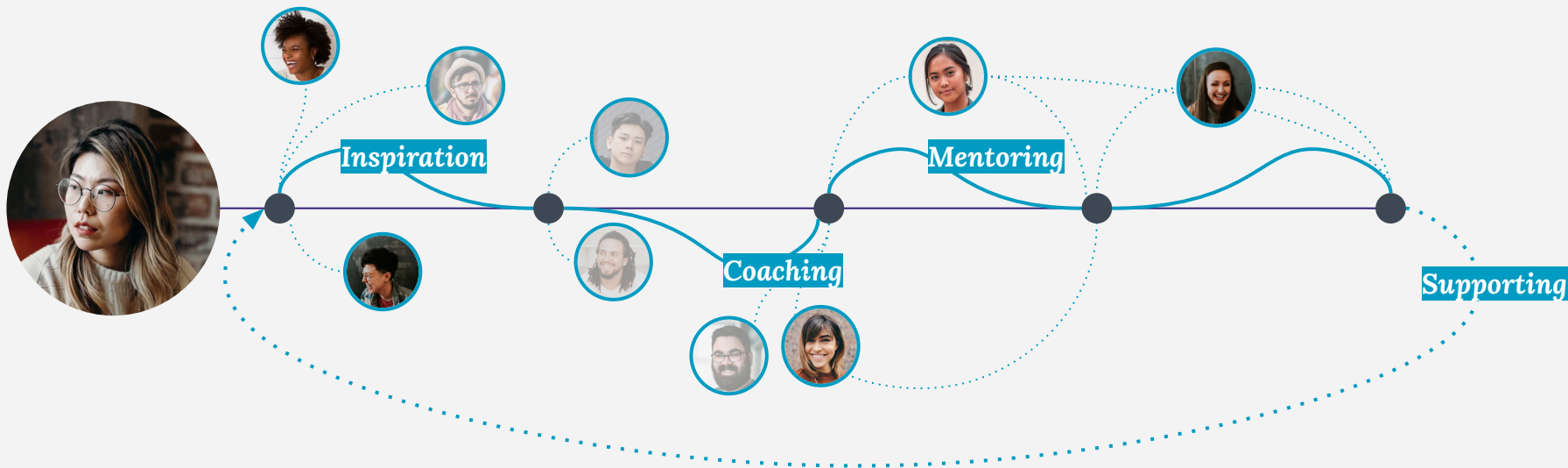
Pursuing, growing, and trying — experiencing some obstacles before winning. "I need someone with experience to help guide me through this."

#### Doing

Encountering more complex obstacles, requiring specific help. "I need your expertise to help me grow in this specific area."

#### Succeeding

Overcoming obstacles, deepening expertise, and winning; having a story to share. "I can become a champion for this; I can turn my wins into support for others to move the dial."



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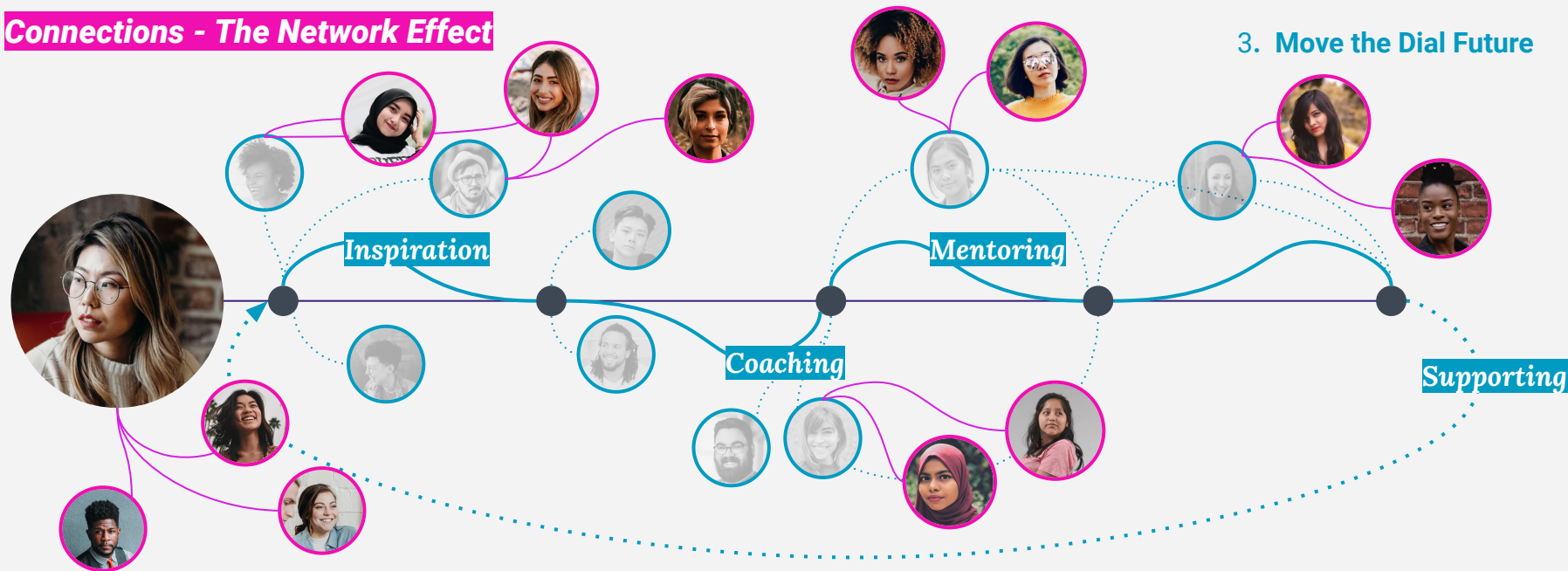
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## Connections - The Network Effect



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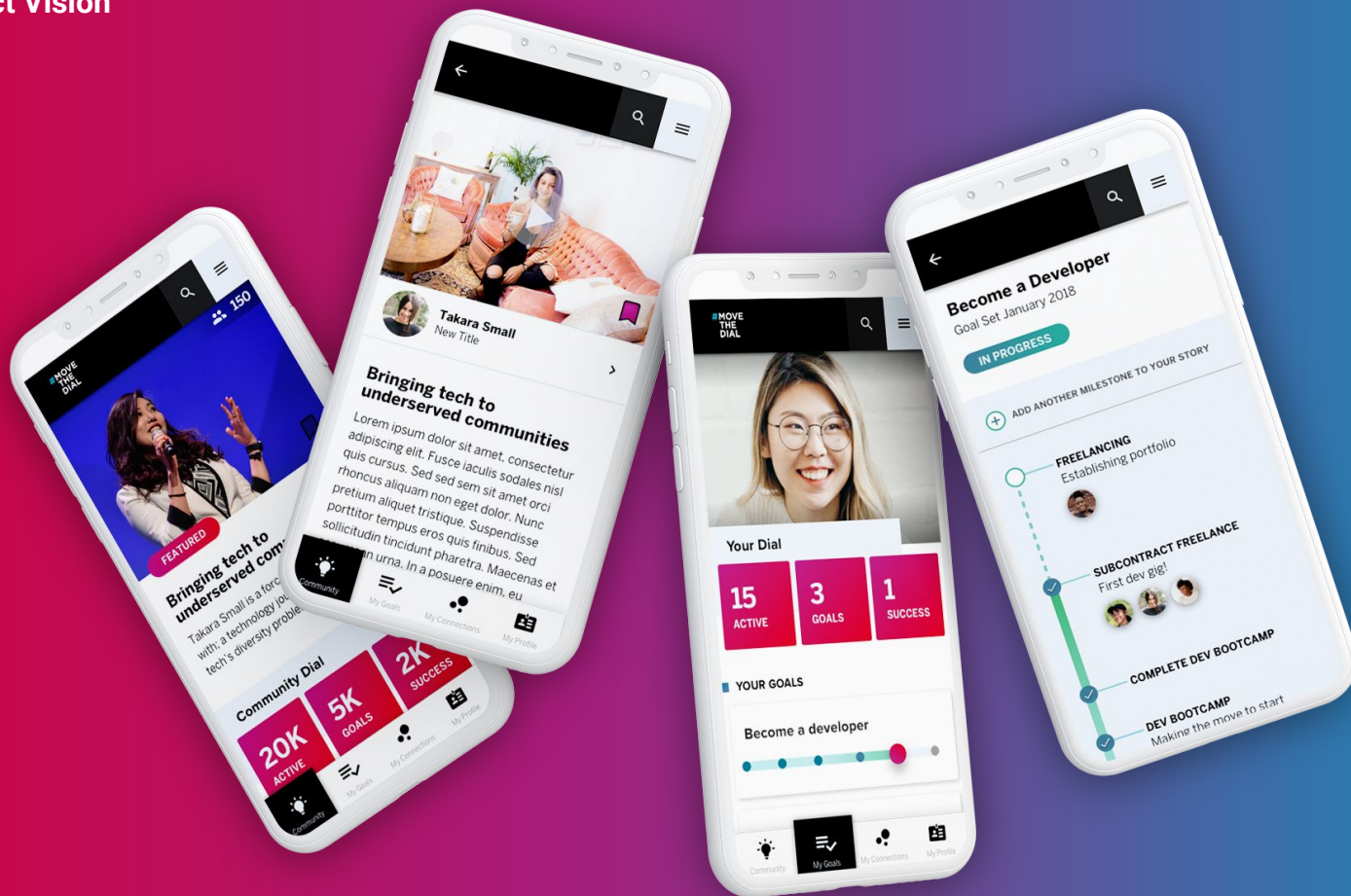
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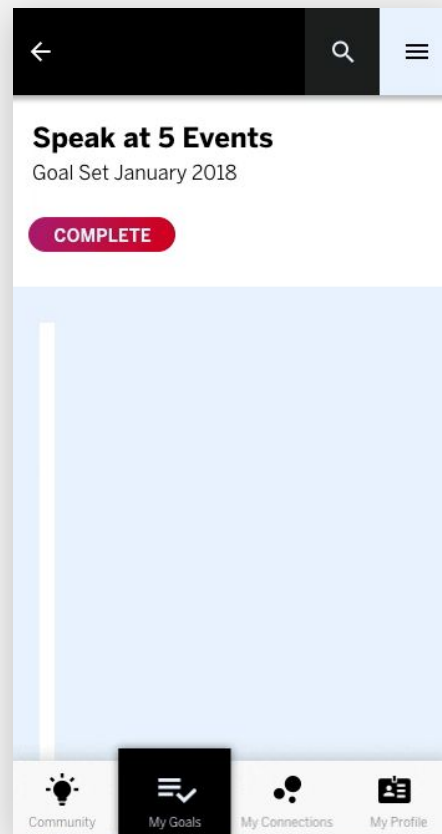
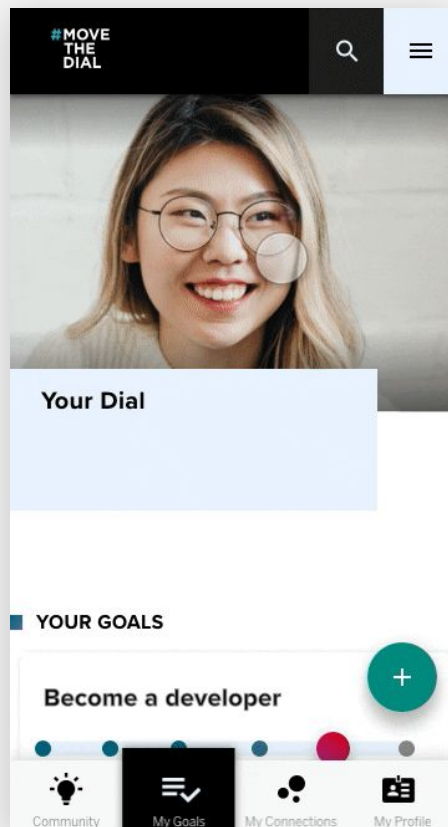
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## 4. Product Vision



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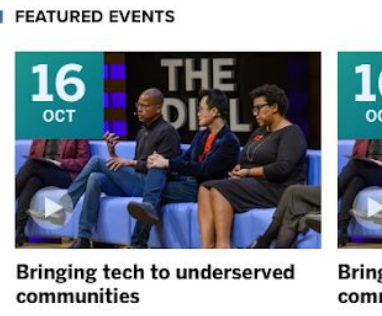
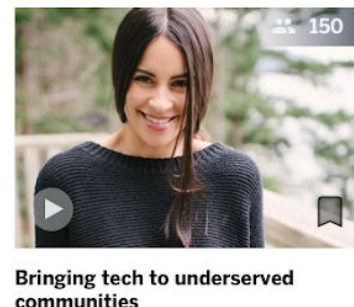
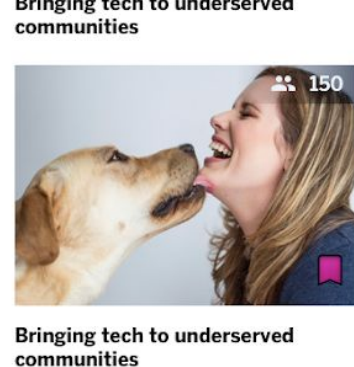
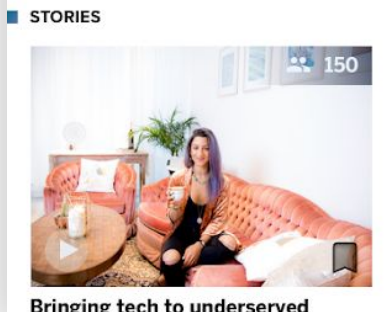
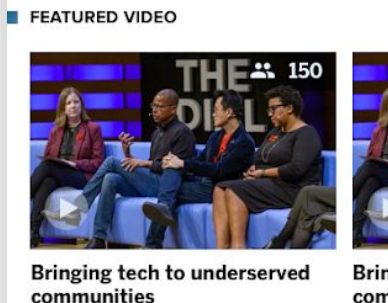
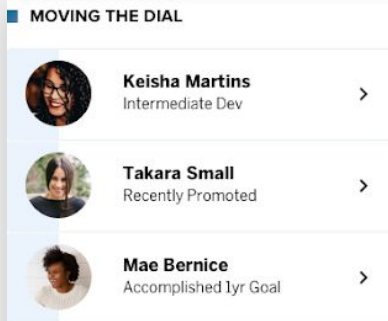
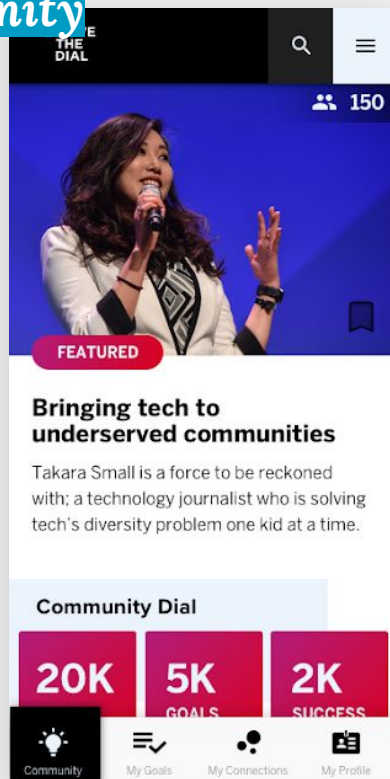
### My Goals





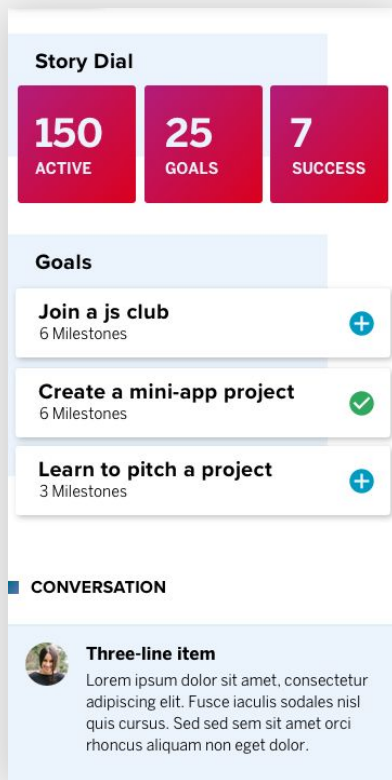
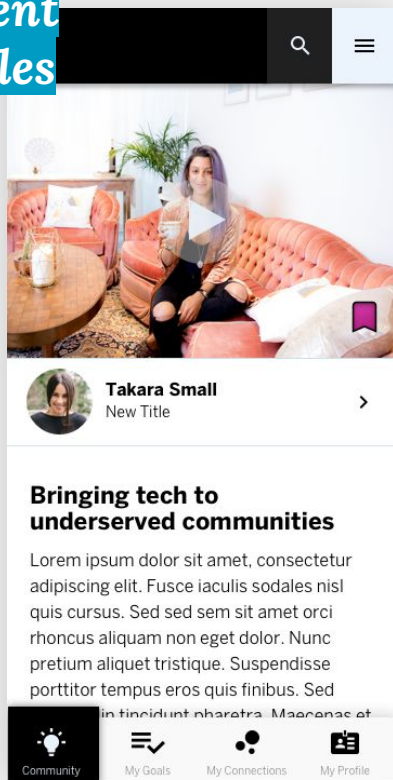
## 4. Product Vision

### Community



## 4. Product Vision

### Content Articles



### My Connections

