



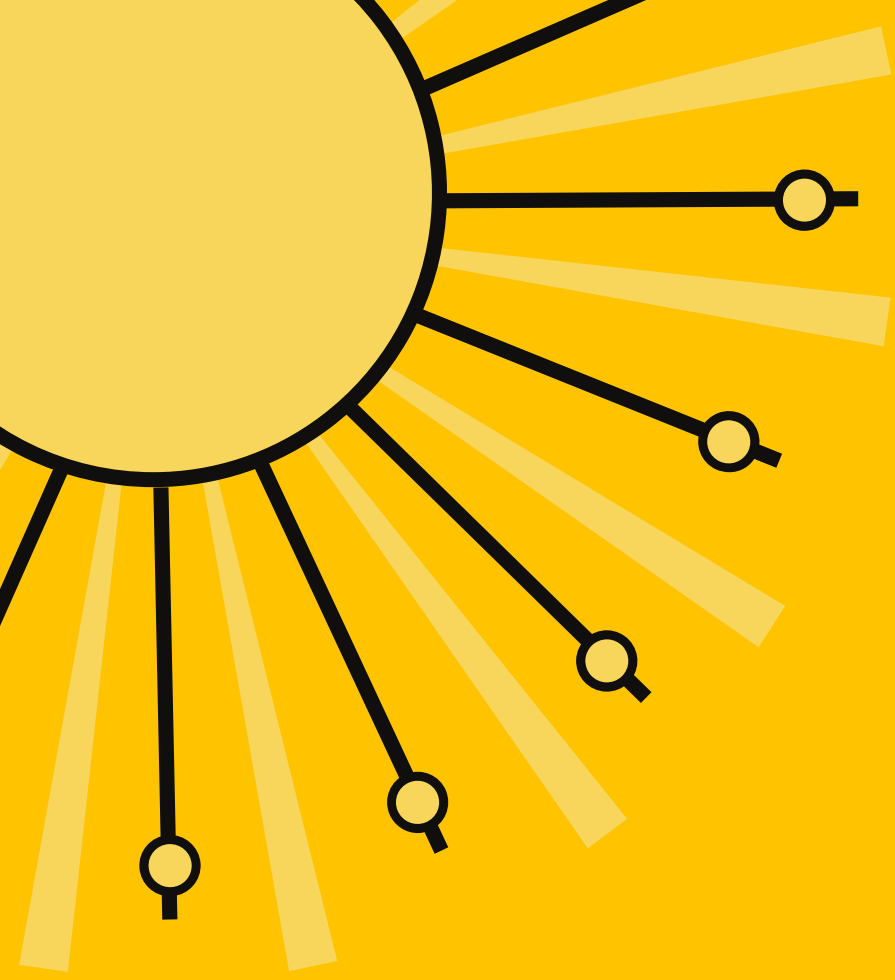
The 2024 Equitech breakfast was the best programmatic investment that I've made!

It was the perfect opportunity for like-minded people throughout the startup ecosystem to make connections. This event has led to various follow-up meetings and partnership opportunities. The Equitech breakfast was definitely a top highlight of my time in Austin and I hope to be able to participate again next year!



Cynthia Overton





EQUITECH

Texas Welcome Breakfast

A kickoff & convening of under-estimated and impact founders, aligned and alternative funders, champions of inclusive tech, and friends!

Friday, March 8th, 9-11am, Inn Cahoots
RSVP required at lu.ma/equitech24

Here's the deal:

This breakfast event is kicking off the Friday of SXSW. This event will be a place for a mix of mission-driven, under-estimated founders, funders, and allies to convene, make connections, and celebrate each other!

Join friends and colleagues from Baltimore to Austin, New York City to Birmingham, and many places in between as we gather to share in like-minded fellowship, our best practices, potential partnerships, and link up our pipelines across the country, and the world.



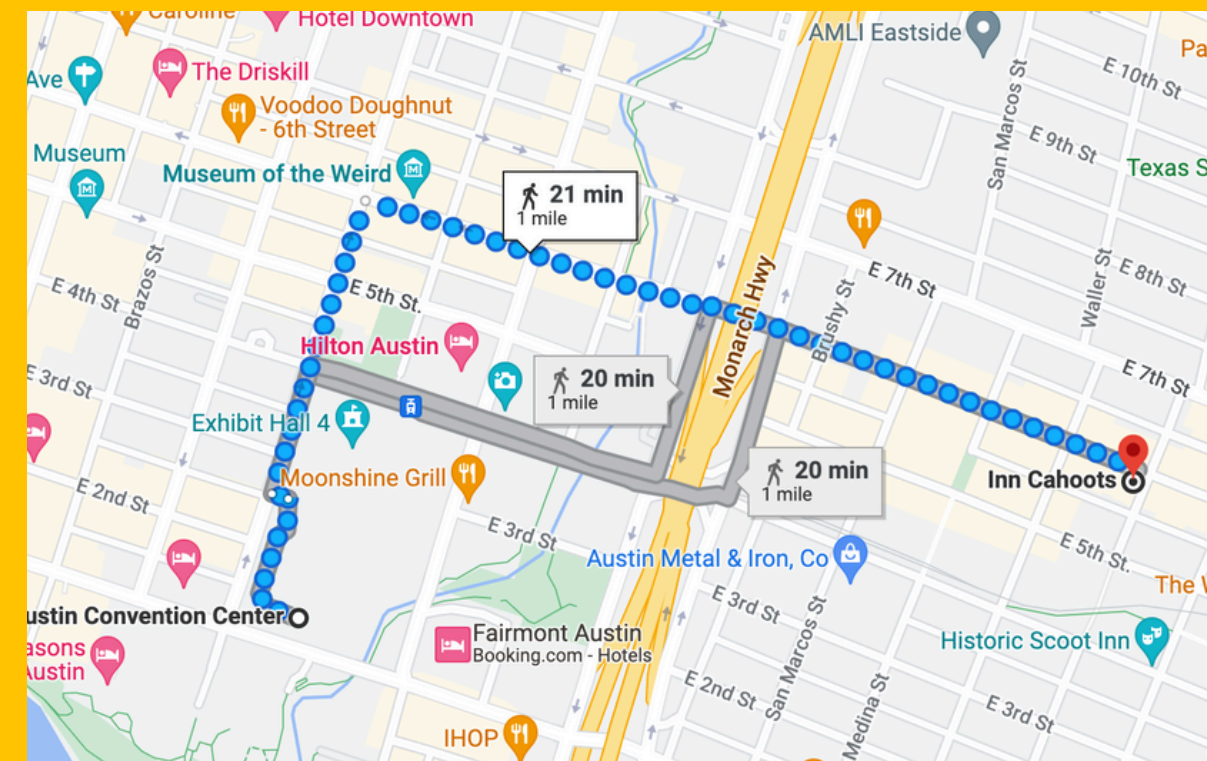


LOCATION

Inn Cahoots

1221 E. 6th St.
Austin, TX 78702

[Click here to view the building](#)



Inn Cahoots is a female-founded, owned and operated hotel and event space located in the heart of downtown Austin.


Street parking is available alongside Inn Cahoots, which is within easy walking distance to the heart of SXSW, the Austin Convention Center.

Invitations, Outreach & RSVPs

Space is limited to 250 guests; RSVPs are required.

Promotion of the event will be through Host channels, including email lists, LinkedIn, diverse founder and funder groups. Collection and management of RSVPs -- including check-in -- will be through Luma at lu.ma/equitech24.

All Hosts are encouraged to share the event with their communities. Event Hosts will be included in digital promo, and featured according to their host level.



EQUITECH
Texas Welcome Breakfast
Friday, March 8th, 9-11am
Downtown Austin | RSVP required

A kickoff & convening of under-estimated and impact founders, aligned and alternative funders, champions of inclusive tech, and friends!

Join us!
Sponsorships, RSVP & Info:
lu.ma/equitech24

Logos for sponsors: SURGE BALTIMORE, carta, techstars Equitech Accelerator, INN CAROOTS, MUNCK WILSON MANDALA, <div> Inc, INSTITUTE, THE CREATIVE EXECUTIVE, MODERN TENDER, just, Birmingham Bound, Village Capital.

Private Event

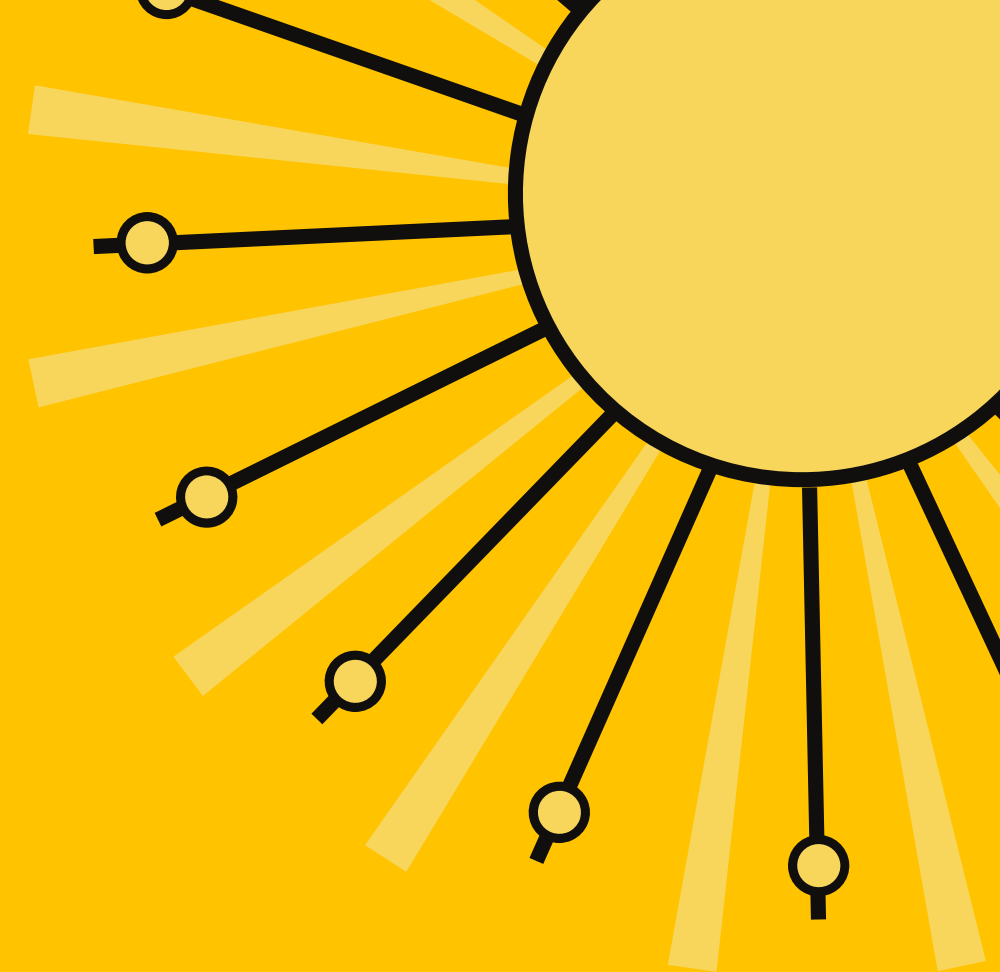
Equitech Texas Welcome Breakfast

Hosted by Laurie Felker Jones

MAR 8 Friday, March 8
9:00 AM to 11:00 AM CST

Register to See Address
Austin, Texas

ORGANIZING TEAM & SPONSORING HOSTS



Laurie Felker Jones



Kory Bailey



Ashley Phillips

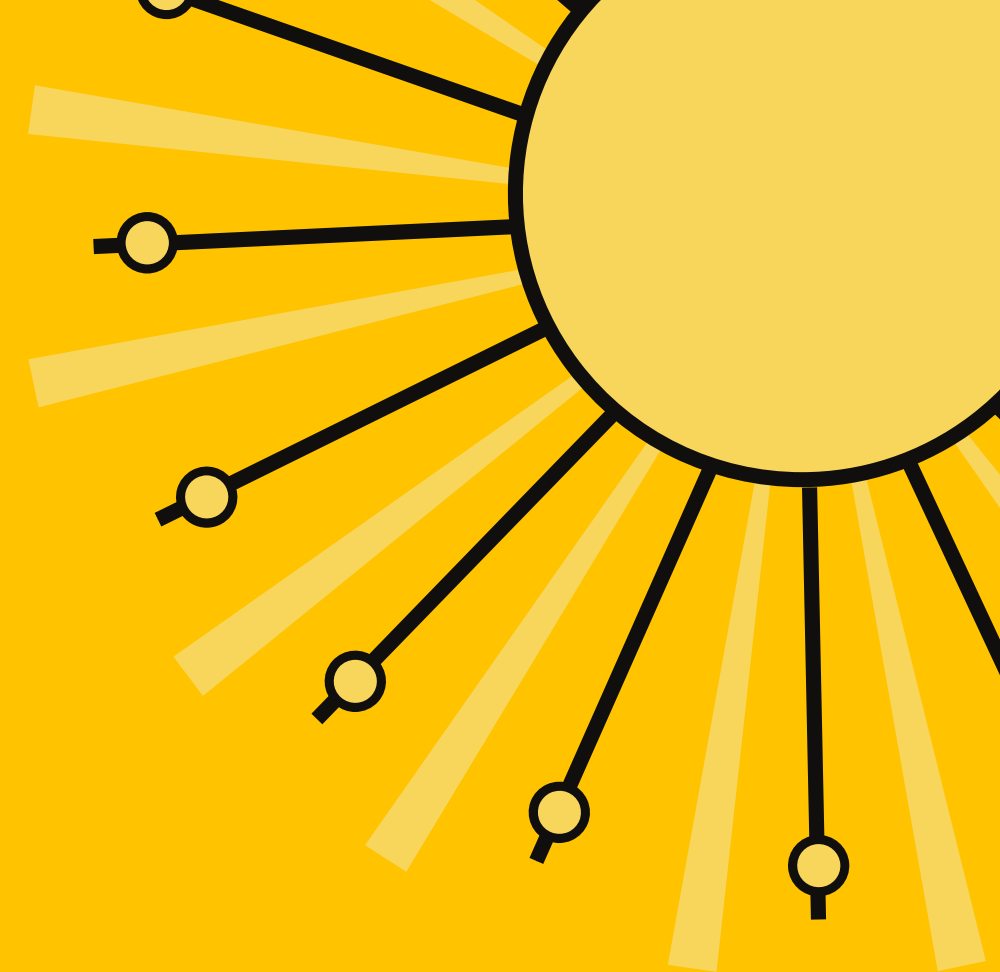


Maria Pope



2024 SPONSORS*

*committed by March 1; additional opportunities remain available



HOSTS, JOIN US!



Trenta - \$5,000

- Shout outs from the stage at the breakfast!
- Digital display at the event
- Feature in advanced social promo, invite
- Guest list
- Sponsor dinner Thursday March 7th



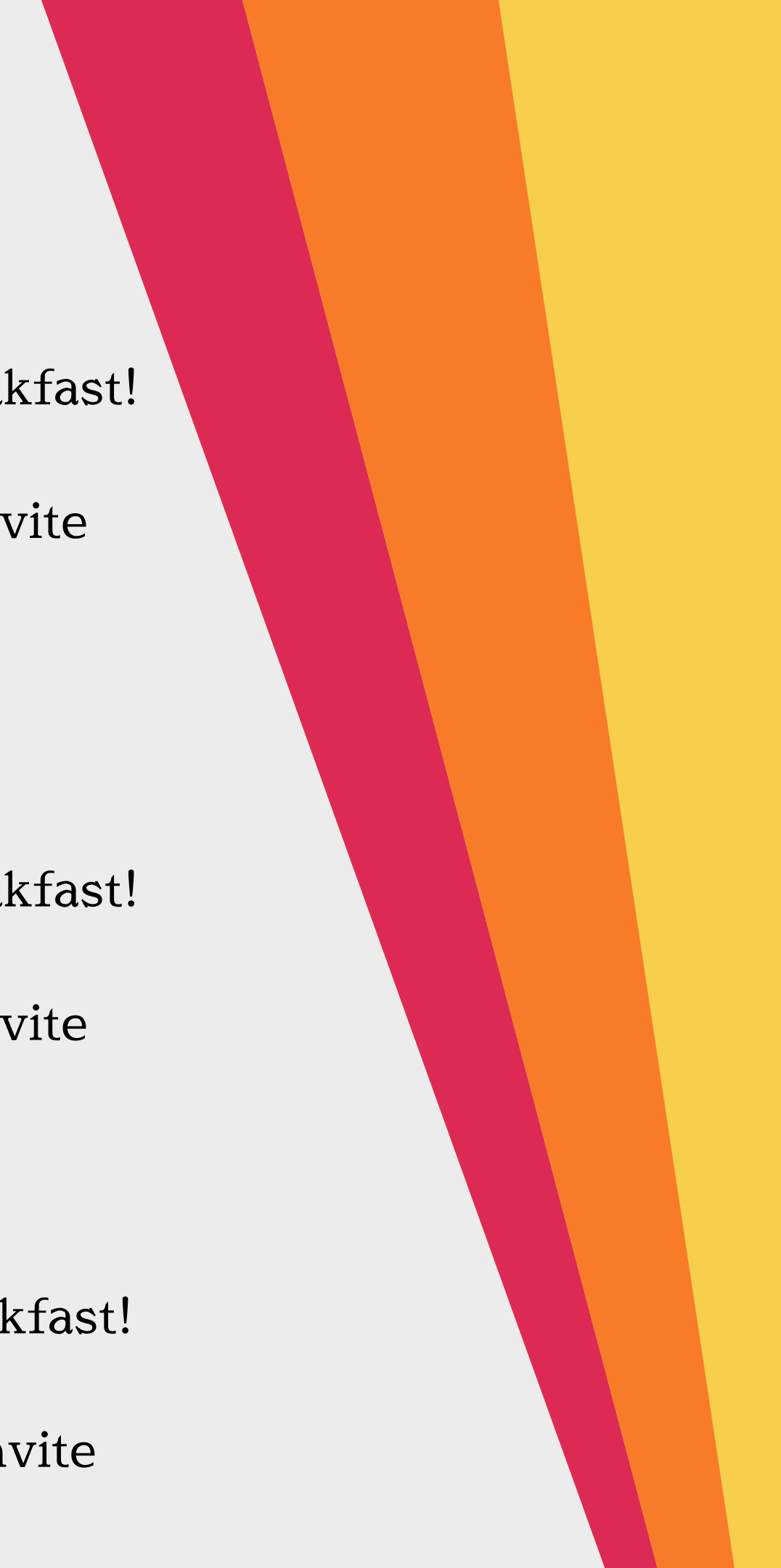
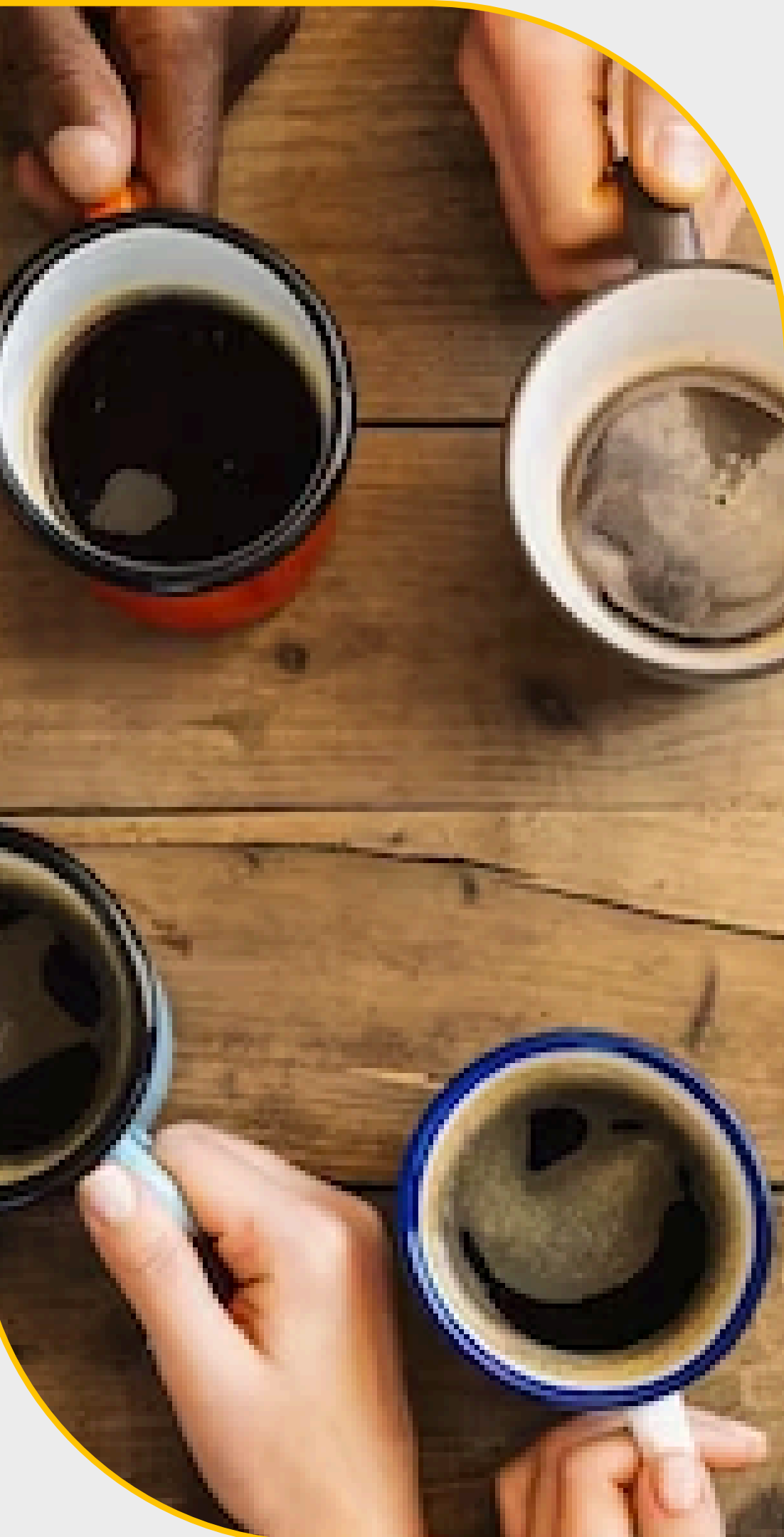
Venti - \$2,500

- Shout outs from the stage at the breakfast!
- Digital display at the event
- Feature in advanced social promo, invite
- Sponsor dinner Thursday March 7th



Grande - \$1,000

- Shout outs from the stage at the breakfast!
- Digital display at the event
- Included in advanced social promo, invite
- Sponsor dinner Thursday March 7th





FAQs

What are some important deadlines?

Sponsors who commit by the following dates will be included in subsequent social and email promos:

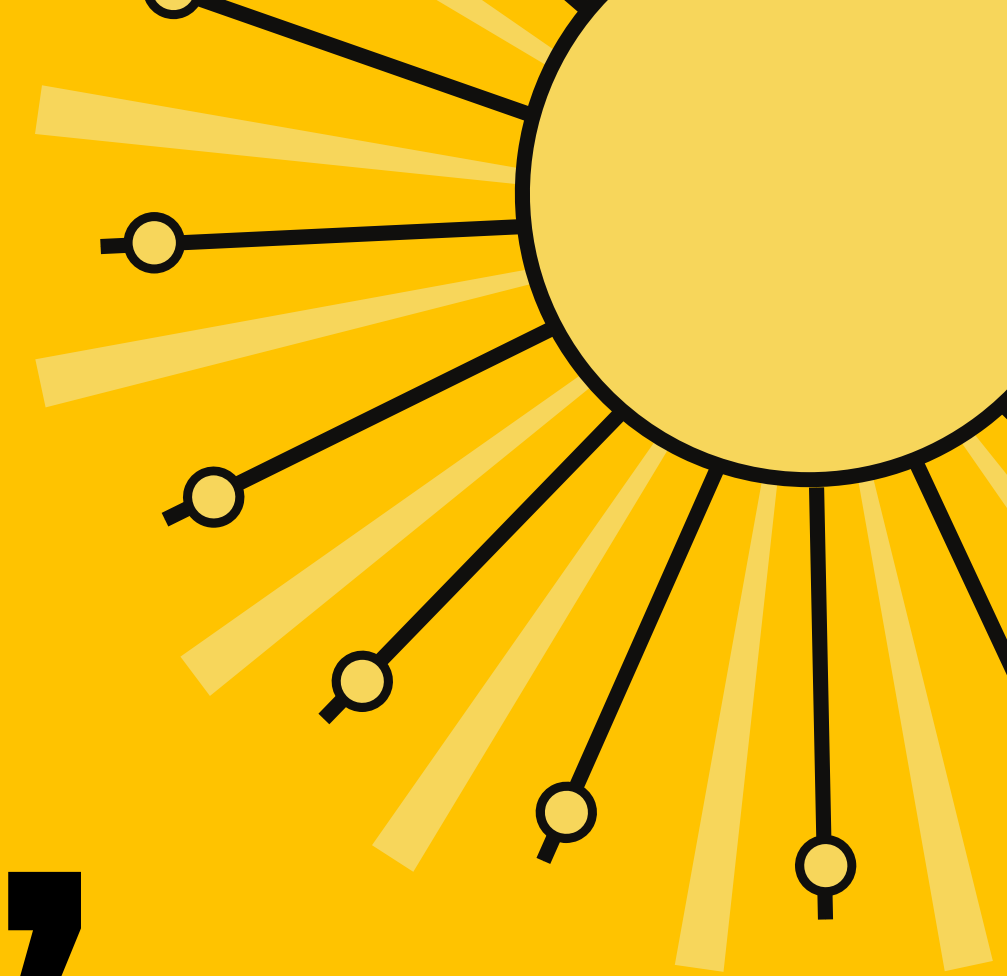
- January 22nd - Save the Date
- February 2nd - 1 month to go
- February 16th - 2 weeks to go
- March 1st - Last call

Tell me about the sponsor dinner!

On Thursday, March 7th a dinner for sponsors is generously being hosted by our friends at Carta. Please let Laurie know if you or your guest have any dietary preferences.

See Ya Soon, Partners!

To learn more, and become a host get in touch:
Laurie Felker Jones, lfj@modern-tender.com



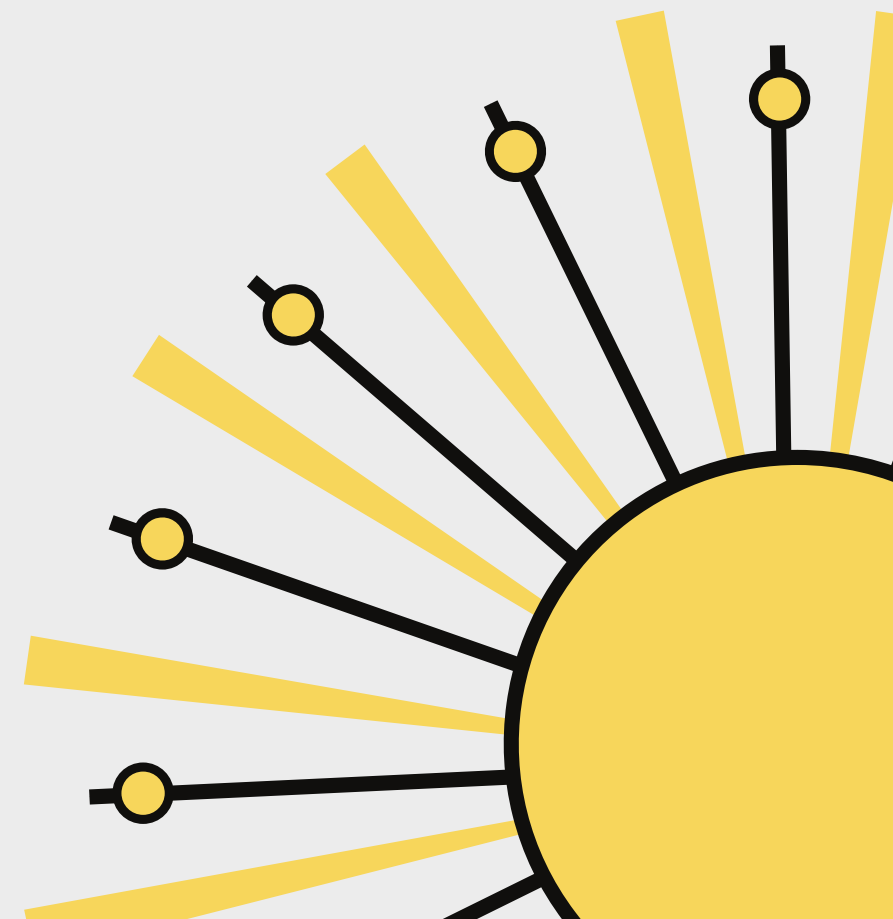
WHAT IS "EQUITTECH":

Born in Baltimore, Equitech is an aspiration to build a thriving tech economy anchored by diverse leadership, equitable systems and practices, and a culture of belonging in tech.

Learn more at: upsurgebaltimore.com



2024 Event Recap



OVERVIEW

- 16 Sponsors: leading ecosystem builders, impact investors, allies
- Sold out with 563 RSVPs
- 428 approved RSVPs, ~216 Attendees
- 25 US States; 12 Countries represented
- Countless connections made

Thank you for joining
Equitech Texas Welcome Breakfast



Wow! What an incredible morning, right?!

Big thanks again to our sponsors — and to each of you for making this an event to write home about!

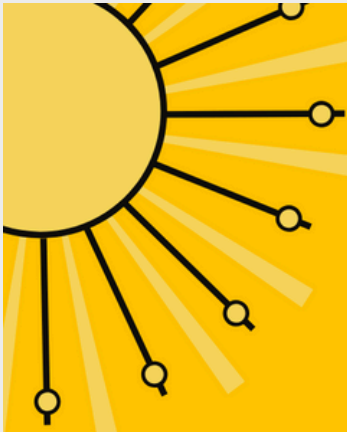
To relive the event, [click here to view or order photos](#).

To get connected to other guests, [click here](#) and enter the password "Equitech" to learn more.

Until we meet again, keep soaring!




PROMOTIONS → SOLD OUT!



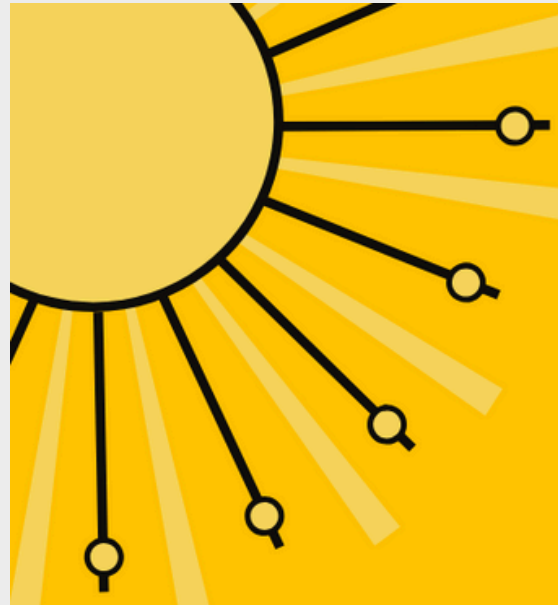
EQUITECH

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And You! Sponsorships, RSVP & Info: lu.ma/equittech24



EQUITECH

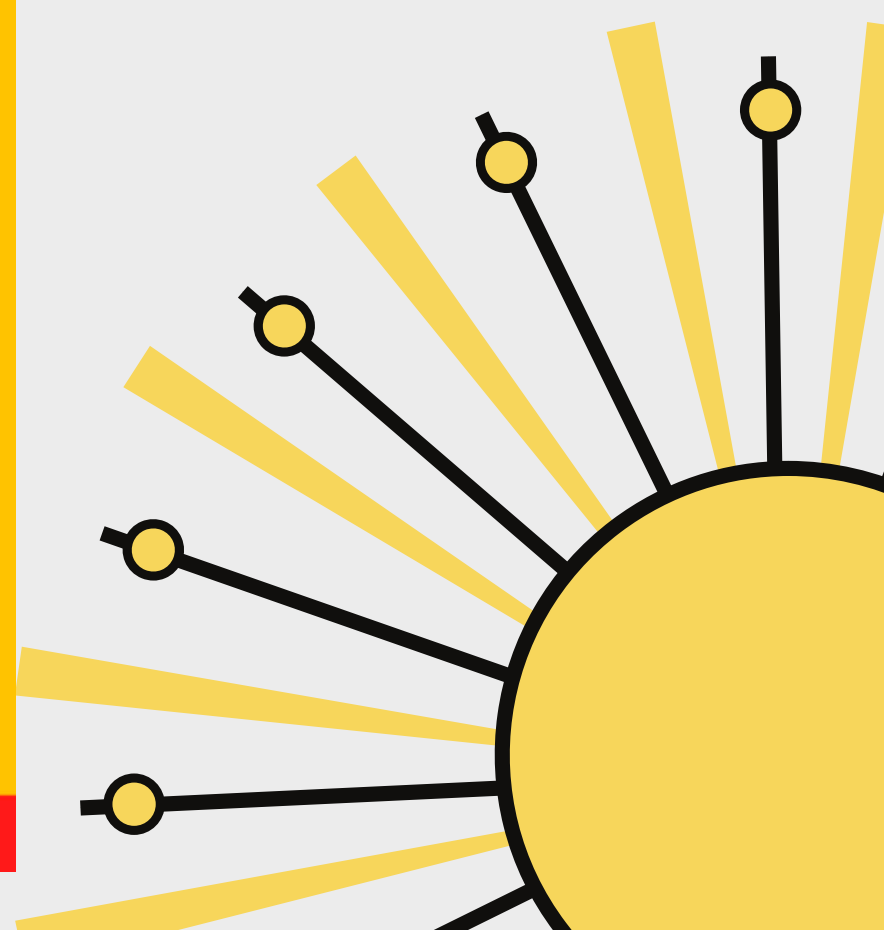
Texas Welcome Breakfast
Friday, March 8, 9-11am
Downtown Austin | RSVP required

Thank you to our Sponsors!



Waitlist RSVP & Info: lu.ma/equittech24

13.5k+
impressions



SPOTLIGHT ON: SPONSORS

EQUITECH

Spotlight on our sponsor:

Headquartered in Baltimore, Maryland and operating with partners worldwide, the Novella Center for Entrepreneurship and Conscious Venture Partners respectively train and invest in founders building purpose-driven companies.

Building on 10+ years of success training 200+ founders, the Conscious Venture Lab now operates as the Novella Center for Entrepreneurship, a 501 (c) (3) welcoming philanthropic supporters to join their mission.

Conscious Venture Partners, a venture capital fund that has raised \$27mm, invests in conscious companies at the pre-seed and seed stages based in Baltimore and worldwide.



Join Us!

RSVP & Info:
lu.ma/equitech24



EQUITECH

Spotlight on our sponsor:

Carta is an ownership and equity management platform trusted by thousands of founders, investors, and employees.

Learn more about how Carta is expanding to serve LLCs who are adopting employee-ownership plans.

Trusted by
2.3M
Equity Owners

\$2.5T
Assets on platform

\$126B
Assets under administration

40K
Companies on platform

carta

WAITLIST ONLY: lu.ma/equitech24

EQUITECH

Spotlight on our sponsor:

The Kapor Foundation removes barriers to create a more equitable tech ecosystem.

The Foundation's DEIB for Startups program works to advance diversity, equity, inclusion, and belonging by helping early-stage tech entrepreneurs develop a DEIB mindset, execute inclusive hiring strategies, and build a positive workplace culture.



Join Us!

RSVP & Info:
lu.ma/equitech24

KAPOR FOUNDATION
DEIB FOR STARTUPS

EQUITECH

Spotlight on our impact:

Among the many great connections made during the 2023 Equitech Breakfast was between one of our sponsors, Maria Underwood of Birmingham Bound, and one of our attendees, techstars alum founder Kimber Lee Falkinburg of Sequence.

Kimber and her co-founder were exploring a relocation for their growing startup. Maria runs an economic development program attracting top tech companies to Birmingham.

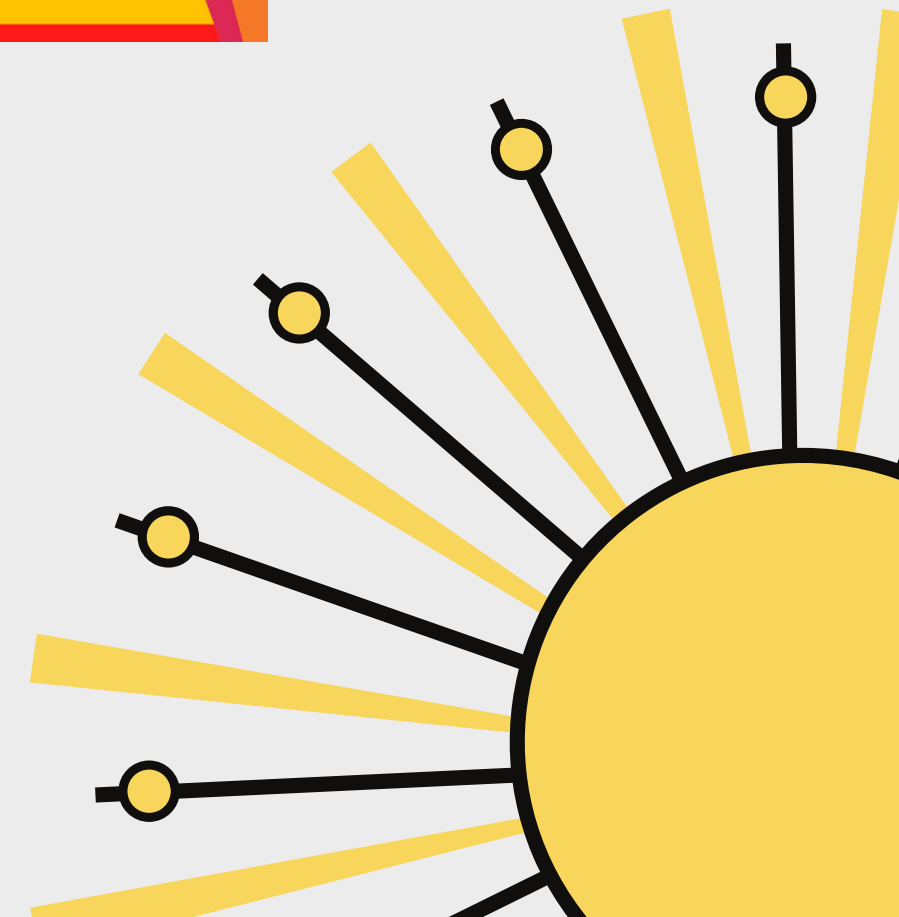
Through the initial introduction at the Equitech Breakfast, a successful visit to Birmingham followed where Maria showed the Sequence team how supportive of a community they would find, as well as helping them feel that they could start a business and find a home in Birmingham. Since relocating, Sequence has been named one of the startups to watch for 2024 in the Birmingham Business Journal.

As Maria notes, "Kimber has been such an asset to the community here already and we can't wait to continue to watch them grow! This connection wouldn't have happened without the Equitech Breakfast."

Meet your Match! RSVP & Info: lu.ma/equitech24



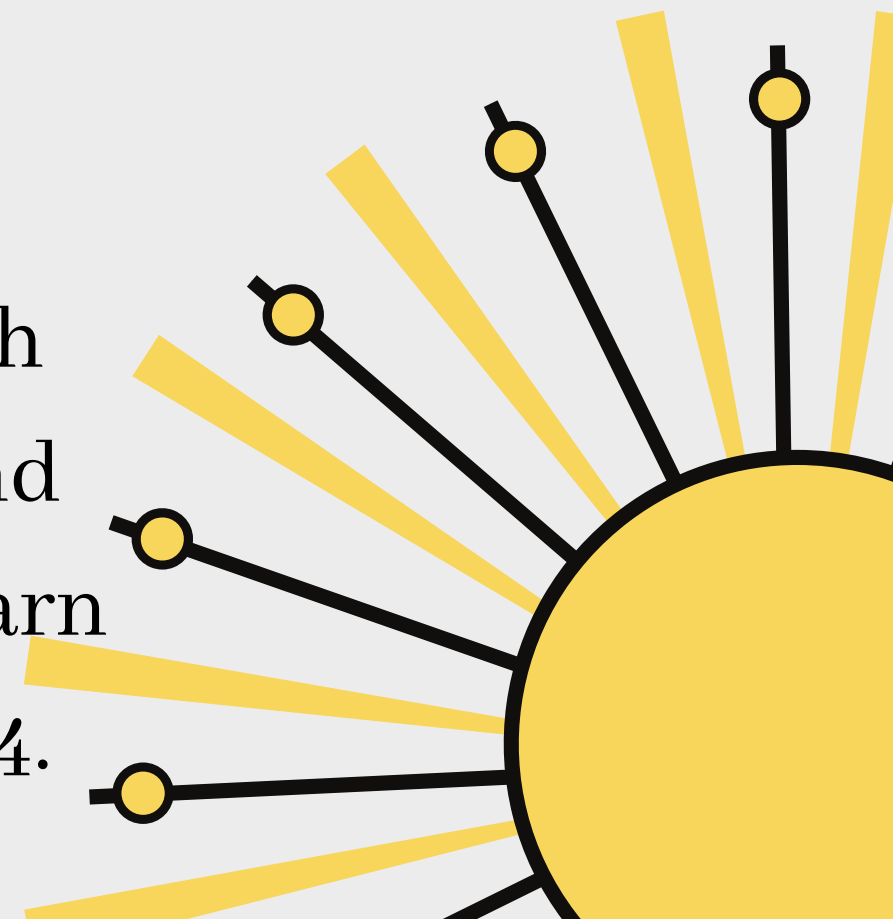
techstars
Birmingham Bound



SPOTLIGHT ON: SPONSORS



At a special dinner for sponsors the night before the Breakfast, sponsors gathered to learn more about each other, including their distinct roles and shared goals in the wider Equitech ecosystem. In 2023, sponsors who met through the Equitech event conspired on year-round partnerships. We expect to learn of similar outcomes from 2024.



RSVPS BY DETAILED REQUEST

Equitech Texas Welcome Breakfast Event Page ↗

Overview [Guests](#) [Registration](#) [Emails](#) [Insights](#) [More](#)

Custom Questions

Note: because space is limited, RSVPs are prioritized for those who are most interested and aligned with the purpose of this event. Please share your relationship or interest in this event.

Why do you want to attend this event, specifically?
Text

Which roles best describe you? (click all that apply)
Multi Select · Required
Founder, Funder, Ecosystem Builder, Ally, Other

Where are you based?
Text · Required

Who are you looking to meet?
Text

Are you currently fundraising?
Single Select
Yes, No

Are you currently deploying capital?
Single Select
Yes, No

If we know of someone you should meet at this event, are you interested in being introduced through double-opt-in introductions?

How did you hear about this event?
Text · Required

LinkedIn profile url
Website · Required

Got a website? Drop it here:
Website

Anything else we should know about you?
Text

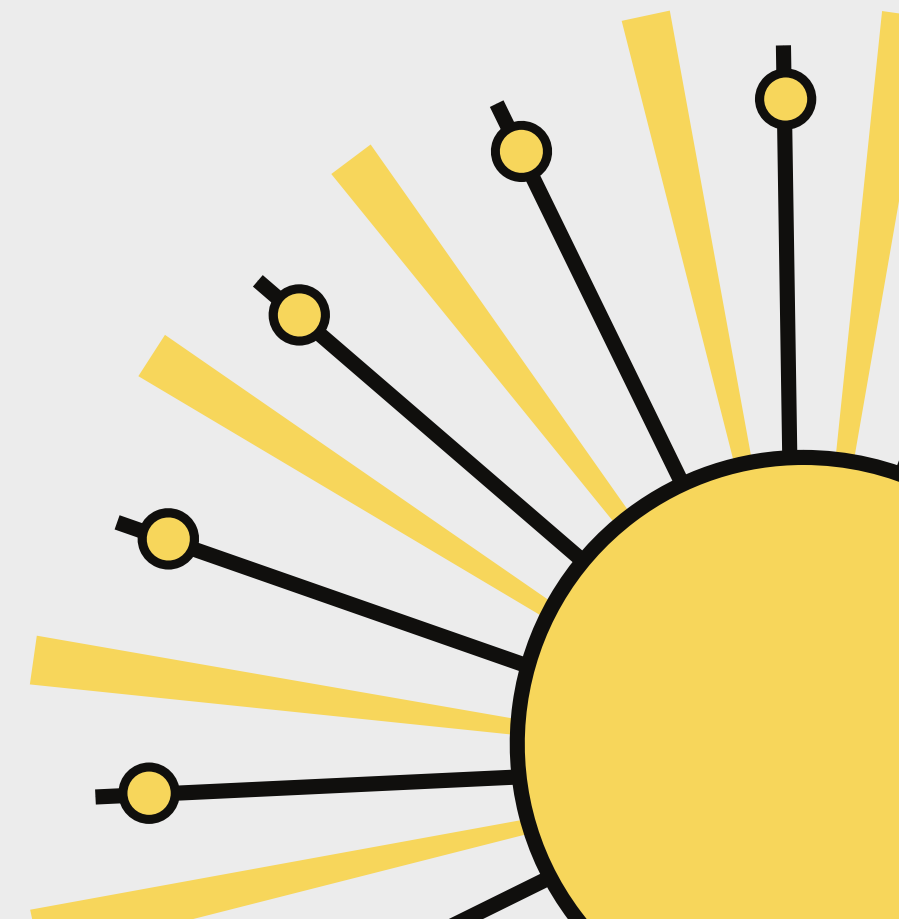
Equitech Texas Welcome Breakfast Event Page ↗

Overview [Guests](#) [Registration](#) [Emails](#) [Insights](#) [More](#)


Guests


428 guests cap 370

428 Going • 2 Invited • 16 Waitlist • 117 Not Going



DETAILED RESPONSES

 **Diego** Going ▾



Checked In	Registered	Phone
Mar 8, 3:15 PM	Mar 7, 8:07 PM	

Registration Questions Edit

Note: because space is limited, RSVPs are prioritized for those who are most interested and aligned with the purpose of this event. Please share your relationship or interest in this event. Why do you want to attend this event, specifically?

I would like to connect and collaborate with other funders and backers of underrepresented and mission driven founders.

Which roles best describe you? (click all that apply)


Funder


Where are you based?

New York

Who are you looking to meet?

Funders and underrepresented founders

 **Tessa** Going ▾



Registered	Phone
Mar 7, 1:51 PM	

Registration Questions Edit

Note: because space is limited, RSVPs are prioritized for those who are most interested and aligned with the purpose of this event. Please share your relationship or interest in this event. Why do you want to attend this event, specifically?


I am a female founder in tech who has just launched a social networking platform that focuses on solving the current mental health crisis perpetuated by today's social media. I'm a mission driven founder who was sent this event by a fellow Chief member as we are fundraising and scaling.


Which roles best describe you? (click all that apply)

Founder

Where are you based?

Los Angeles

 **Aaron** Going ▾



Checked In	Registered	Phone
Mar 8, 4:36 PM	Mar 7, 3:56 PM	

Registration Questions Edit

Note: because space is limited, RSVPs are prioritized for those who are most interested and aligned with the purpose of this event. Please share your relationship or interest in this event. Why do you want to attend this event, specifically?

I'm a former entrepreneurship adjunct, and love helping early-stage founders, especially around no-code and community. Attended last year and met some fab folks.

Which roles best describe you? (click all that apply)

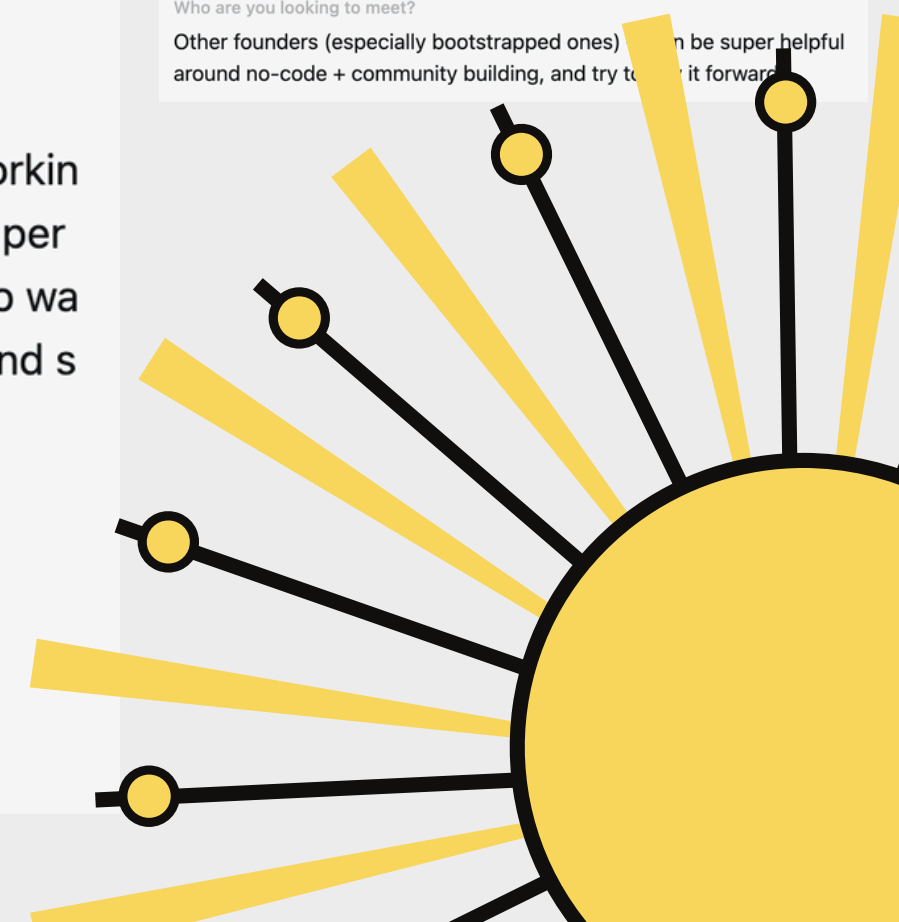
Founder, Ecosystem Builder, Ally

Where are you based?

NYC

Who are you looking to meet?

Other founders (especially bootstrapped ones) can be super helpful around no-code + community building, and try to pass it forward



GUEST COMMS WITH CARE

Registration Received Email

This email is sent when a guest registers for the event, notifying them that their registration is pending approval.

Subject

Registration pending approval for **Event Name**

Body

Thank you for registering! We look forward to seeing so many friends, allies and aligned partners at this special event. We will be reviewing RSVPs and granting approvals in waves. If you are really wanting to attend, please share more about why you are interested and aligned with the focus of this specific event. Thank you!

You can insert variables by typing `{`.

Registration Approved Email

This email is sent when you approve a registration.

Subject

Registration approved for **Event Name**

Body

Thanks again for registering, and for sharing more about yourself and why you're interested in this event.

You're officially on the guest list! You can find more information on the event page and we'll send out reminder prior to the breakfast.

We look forward to seeing you on March 10th!

You can insert variables by typing `{`.

Registration Rejected Email

This email is sent when you reject a registration.

Subject

Registration declined for **Event Name**

Body

Hello!

Unfortunately, based on the information you provided, your registration for **Event Name** was not approved.

This decision was made either because we don't have enough information about you, or what you shared is not in line with the focus of this event.

If you feel this was made in error, please do feel free to reach out to let us know more about why you're specifically interested and aligned with the focus of this event. We'd really like to welcome all #Equitech focused attendees!

You can insert variables by typing `{`.

Registration Emails

Customize the emails sent when a guest registers, is approved or rejected for the event.



Registration Received

Registration Received



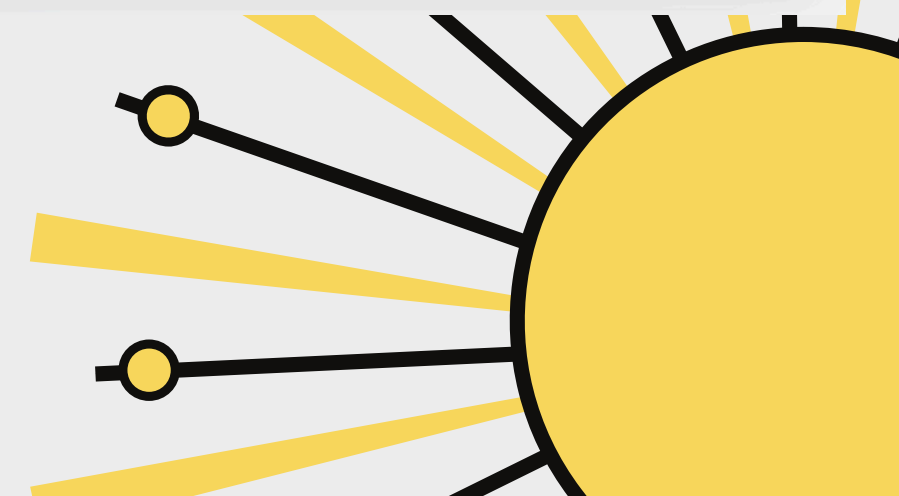
Registration Approved

Registration Approved



Registration Rejected

Registration Rejected



WHO ATTENDED?

Who's Coming?!

Here's a sampling of what a few of our outstanding guests had to say about why they want to be at **this** extraordinary event:

From the #Founders:

👉 "I'm looking to meet with other minority and/or first-gen immigrant founders."

👉 "As an indigenous female founder, I know firsthand the challenges that diverse founders face and I look forward to meeting and supporting peers at this event!"

😊 "This was the most valuable and fun event of the festival last year. I met so many other women in health tech and investors. I have kept in touch with many and would love to go again."

From the #Funders

💖 "I'd love to meet diverse early-stage founders for our fund to invest in along with ecosystem partners we could collaborate with in 2024."

♀️ "My work is investing in female founded companies, driving more capital to women + diverse founders"

💰 "I run a fund and we want to expand our impact and diversity of investments."

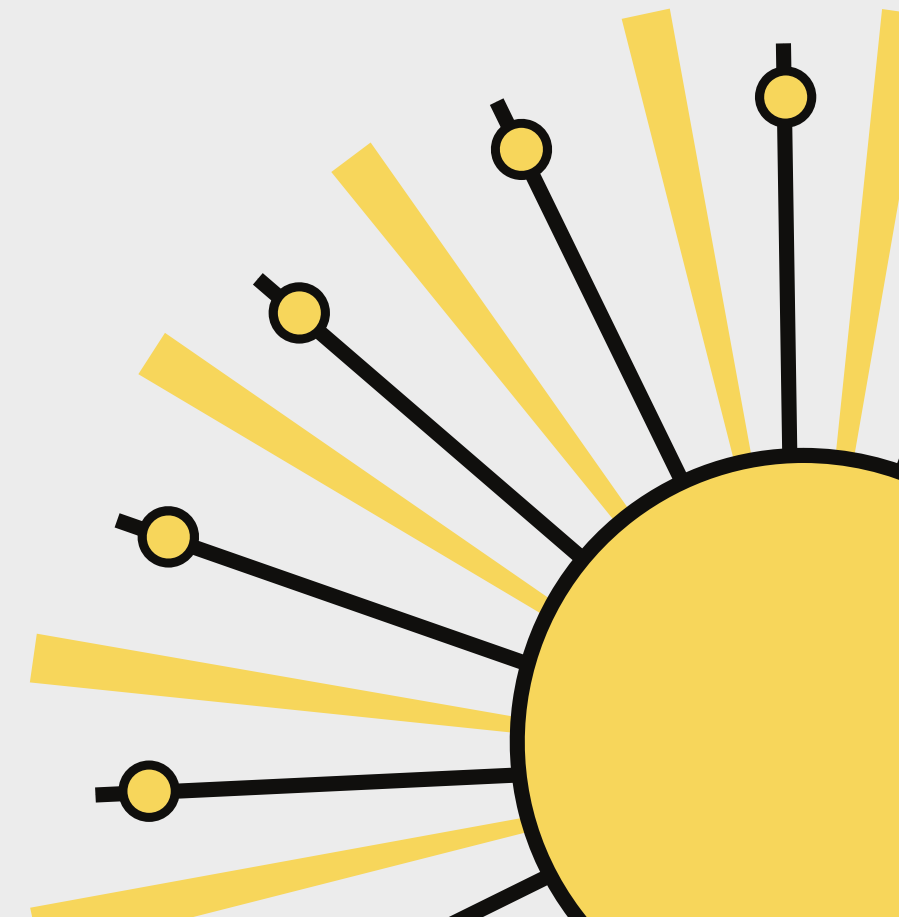
Founder	167	39.02%
Funder	55	12.85%
Ally	27	6.31%
Ecosystem Builder	70	16.36%
Other	13	3.04%



WHO ATTENDED?

Alexandria Buffalo Vancouver
 Chicago Republic **New** LOS
 Detroit FL, California Czech
 Arbor Houston Texas Durham **Francisco**
 Ann Singapore Antonio Hamburg
 Baltimore Seattle Grande Scotland
 Iowa York MA NC San Salt WA Raleigh
 Wisconsin Toronto Washington Berkeley IL Canada
 Diego CDMX Miami Kingdom Prague Lake
 Davenport PA UT IA **TX** TN Denton FL
 Santa AL Boston Dallas Tulsa
 Edmonton Barcelona Rio NY Mexico Vista MI Cedar
 CO Calgary LA Germany Portland Birmingham
 Denver Kansas Netherlands Carolina
 VA Lago North Columbia Spain DC
 GA Park Barbara Columbus OK Alberta
 Virginia Tampa Angeles Nashville
 London Atlanta City MD
 Oakland CA **Austin**
 Bahamas Maryland

States - 25	Countries - 12
Alabama	Bahamas
California	Canada
Colorado	Czech Republic
DC	Germany
Florida	Mexico
Georgia	New Zealand
Illinois	Scotland
Iowa	Singapore
Louisiana	Spain
Maryland	Sweden
Massachusetts	The Netherlands
Michigan	United Kingdom
Missouri	
New York	
North Carolina	
Ohio	
Oklahoma	
Oregon	
Pennsylvania	
Tennessee	
Texas	
Utah	
Virginia	
Washington	
Wisconsin	



CURATED CONNECTIONS

Given so many aligned interests, we are testing out a new tool to make intros between interested parties.

While keeping your name and contact info private unless you opt-in to the intro, we are testing a way for parties to mutually opt-in to connect based on descriptive info you've shared in your registration. Think of it as "The Voice" for Equitech intros! Stay tuned for more info + if this is something you do *not* want to do, simply don't respond to a request for an intro and/or let us know.

- 22 guests (10%) used intro tool
- 72 intros requested
- 14 intros made
- Outcomes: TBD...

The image shows three screenshots of the Equitech intro tool interface. The first screenshot, titled "All Attendees", displays a list of attendees with filters for roles (Funder, Ecosystem Builder, Founder) and interests. The second screenshot, titled "2024 Equitech Welcome Breakfast Intro Requests", shows a form for requesting an intro, including fields for name, email, and a message. The third screenshot shows an automation workflow with triggers like "Send Intro Request" and actions like "Send email".

The image shows an email titled "Equitech Intro" from Modern Tender. The email content includes a greeting, a message from the Equitech Community, and details about a meeting with Sami Mirimiri, CEO of Moyae, a healthtech innovator targeting a \$37B market. The email also includes contact information for Laurie Felker Jones, Equitech Community Champion, and a request ID of 110.

The image shows an email titled "Equitech Connection" from Modern Tender. The email content includes a greeting, a message from the Equitech Community, and details about a meeting with Maria Underwood and Desiree Frieson. The email also includes contact information for Laurie Felker Jones, Equitech Community Champion, and a request ID of 110.



TESTIMONIALS



Jeanne Teshler · 5:31 PM

Thank you so much for inviting me again to Equitech Austin Welcome Breakfast at SXSW. It was a great event and I absolutely loved the "Give/Get" ask you made of us! I made some great connections.



J. Abraham · 1st

Podcast Host & Investor | Advisor & Connector | Always game for coll...

Amazing event!



CJ Karrer · 1st

Director of Selection @ 43North | Early-stage Investing | Building in B...

Such a great event! Congrats to everyone involved 🙌

Douglas Berquist (He/Him) · 2nd
CEO/Founder The Public Place Network

What a fantastic event! Made some great new friends and biz connects! Thanks for hosting.



Birmingham Bound

3,094 followers

We loved being with such incredible partners and founders!

We were there with all our startups. They loved it.



Preston L. James, II · 1st

2mo ...

Co-Founder/CEO @ DivInc | Tech Startup Mentor & Advisor

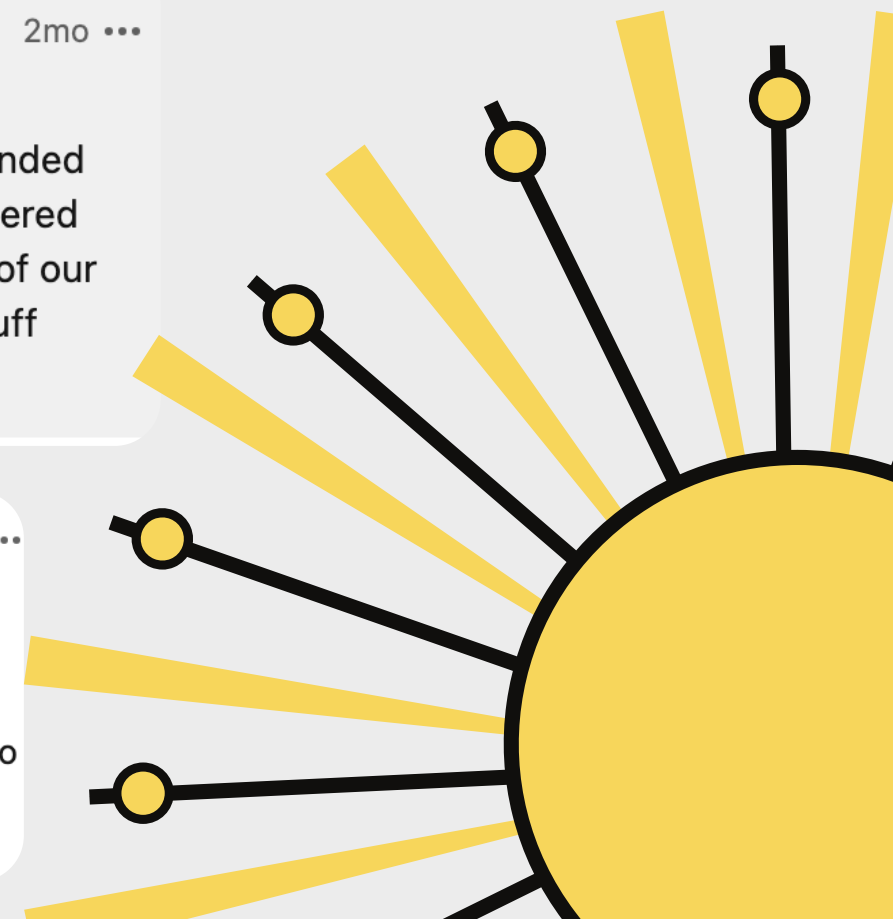
Look, I'll keep this real! It was one of the very best events I attended last year at SXSW. I'm talking high energy folks, a vibe that fostered authentic connections that proved fruitful for DivInc and some of our portcos in 2023! All that said, you need to just roll through!!! Nuff said!!



Robbin Lee (She/Her) · 1st

Director of Partnerships & Mobilization, UpSurge Baltimore
2w · 🌐

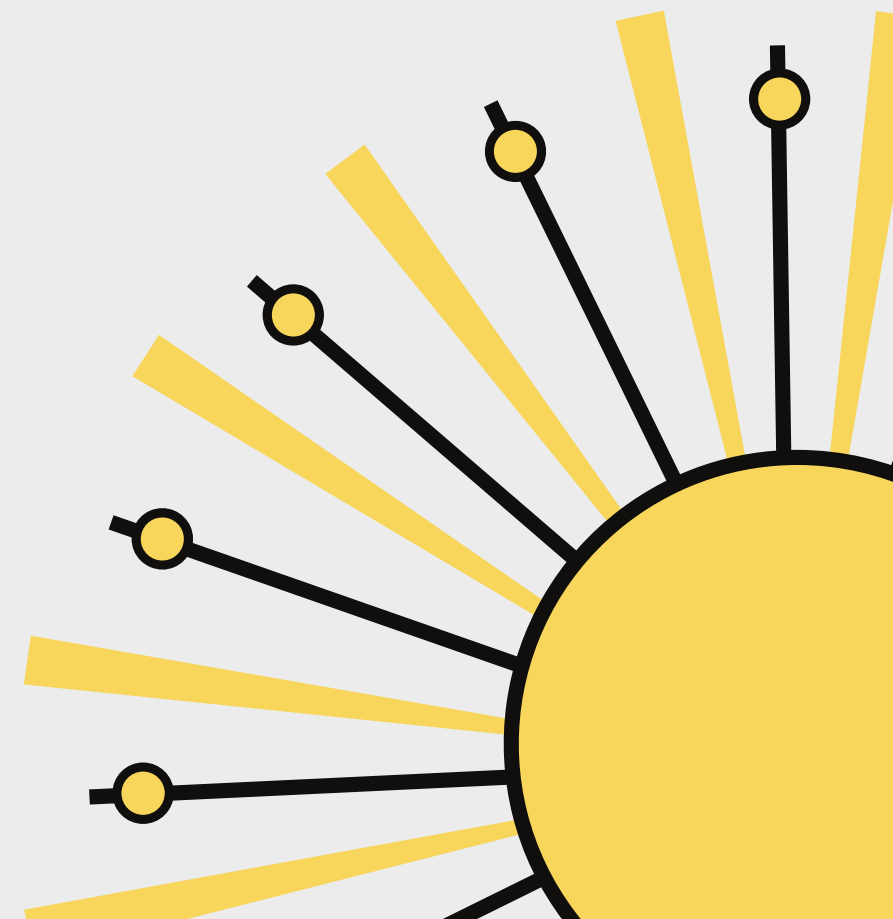
🌟 Shoutout to [Laurie Felker Jones](#), the hostess with the mostest, for bringing a beautiful group of doers together for our [#Equitech](#) breakfast - what a way to kick off SXSW! Inspired to be in the company of so many ecosystem builders from across the country 💕





**VENTURE
BACKED**

2023 Event Recap



OVERVIEW

Thank you for joining

Equitech Texas Welcome Breakfast

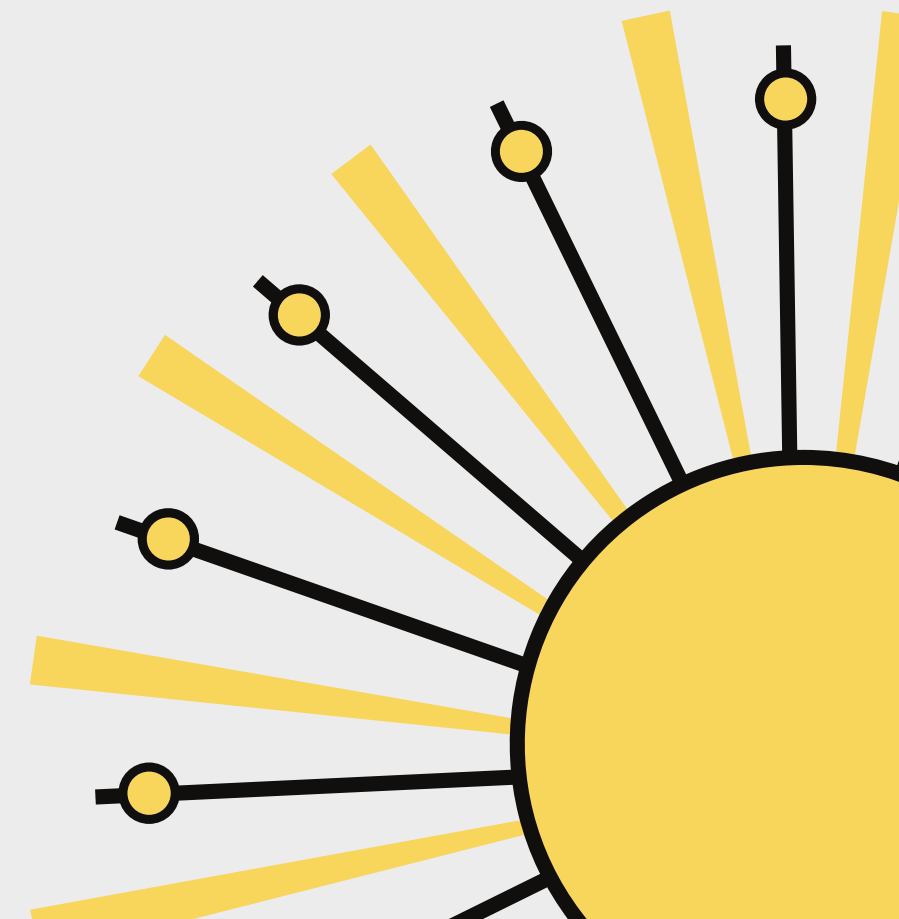


Wow! What an incredible morning, right?!

Big thanks again to our sponsors — and to each of you for making this an event to write home about!

- A venue capacity of 250
- Sold out with almost 700 RSVPs
- ~400 approved RSVPs, ~225 Attendees
- Countless connections made

Until we meet again, keep soaring!



PROMOTIONS → SOLD OUT!



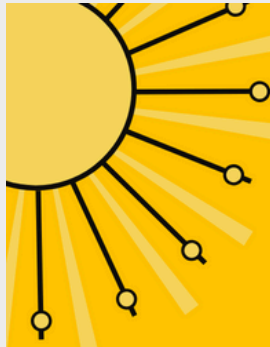
EQUITECH

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Downtown Austin | RSVP required

Thank you to our Sponsors!



Waitlist RSVP & Info: lu.ma/equitech

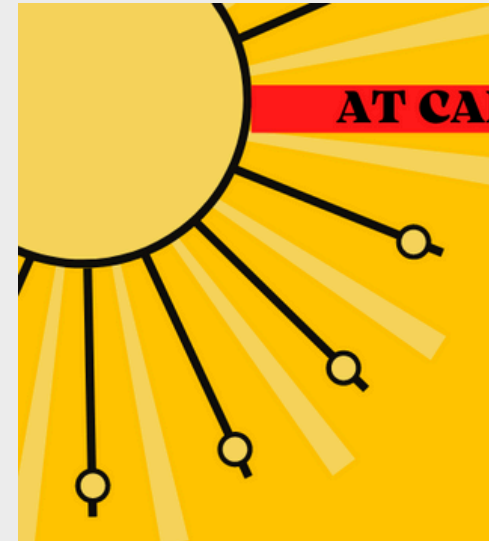


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A kickoff & convening of under-estimated and impact founders, aligned and alternative funders, champions of inclusive tech, and friends!

Waitlist Only! **RSVP & Info:**
lu.ma/equitech




AT CAPACITY! ARRIVE BY 9:30 A.M. TO BE AHEAD OF WAITLIST

EQUITECH

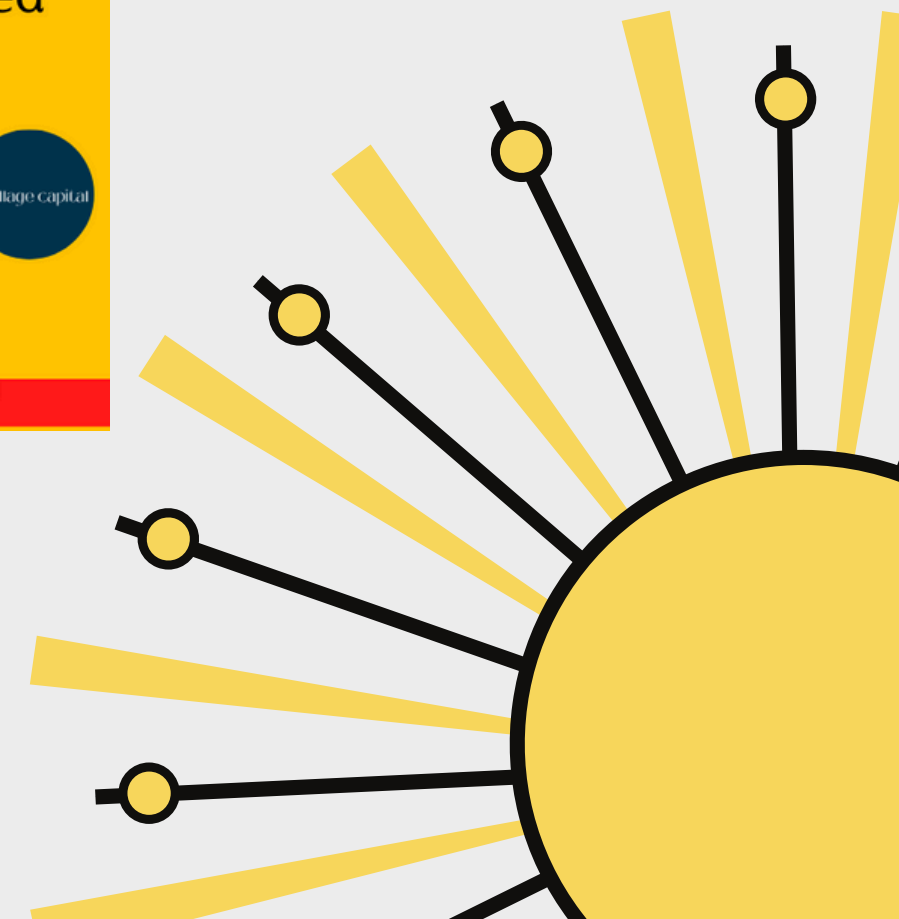
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Thank you to our Sponsors!

AT CAPACITY! ARRIVE BY 9:30 A.M. TO BE AHEAD OF WAITLIST



CURATED, DETAILED RSVPS

Note: because space is limited, RSVPs are prioritized for those who are most interested and aligned with the purpose of this event. Please share your relationship or interest in this event. T Text

Which roles best describe you? Required Multiple Select
Options: Founder, Funder, Ecosystem Builder, Ally, Other

Why do you want to attend this event, specifically? Required T Text

How did you hear about this event? Required T Text

Where are you based? Required T Text

LinkedIn profile url Required URL

Are you currently fundraising? Single Select
Options: Yes, No

Are you currently deploying capital? Single Select
Options: Yes, No

Who are you looking to meet? T Text

Anything else we should know about you? T Text

Got a website? Drop it here: Required URL

Equitech Texas Welcome Breakfast Event Page ↗

Overview Guests Registration Emails Insights More

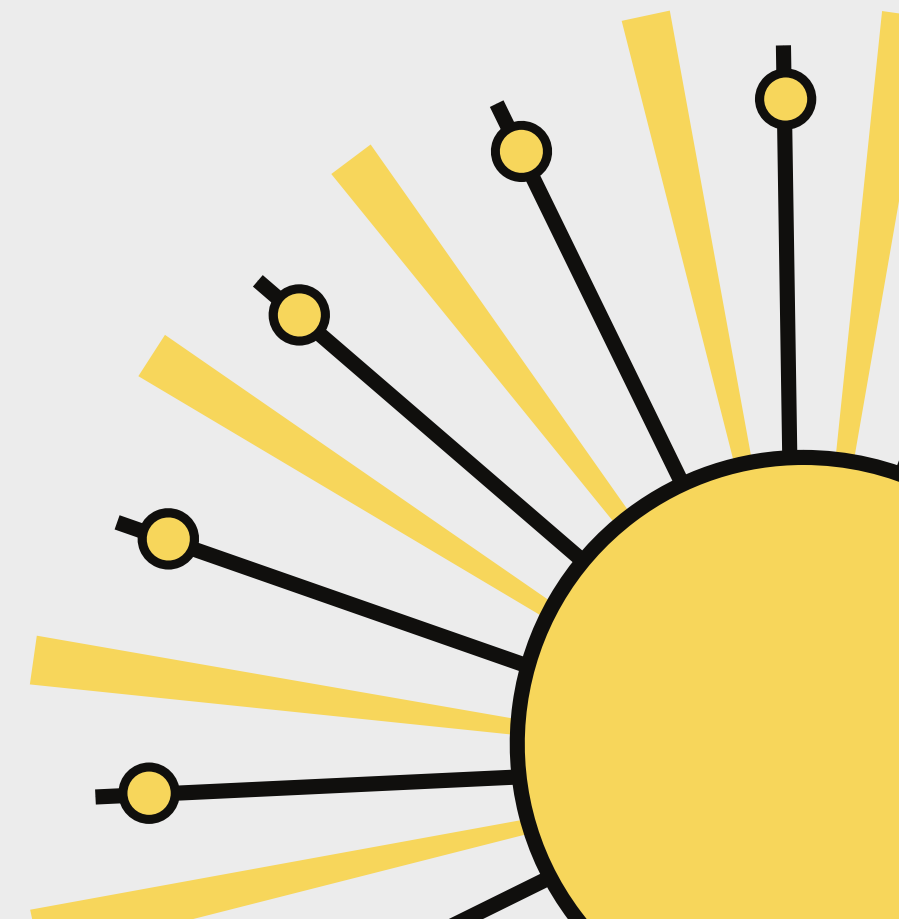
At a Glance

410 approved guests

cap 370

410 Approved • 42 Pending Approval • 116 Waitlist • 2 Not Going • 185 Removed

⚠ Max capacity reached.



CURATED RSVPS

Registration Received Email

This email is sent when a guest registers for the event, notifying them that their registration is pending approval.

Subject

Registration pending approval for **Event Name**

Body

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You can insert variables by typing {.

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We look forward to seeing you on March 10th!

You can insert variables by typing {.

Registration Rejected Email

This email is sent when you reject a registration.

Subject

Registration declined for **Event Name**

Body

Hello!

Unfortunately, based on the information you provided, your registration for **Event Name** was not approved.

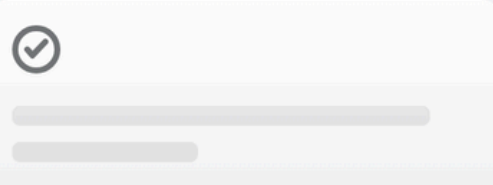
This decision was made either because we don't have enough information about you, or what you shared is not in line with the focus of this event.

If you feel this was made in error, please do feel free to reach out to let us know more about why you're specifically interested and aligned with the focus of this event. We'd really like to welcome all #Equitech focused attendees!

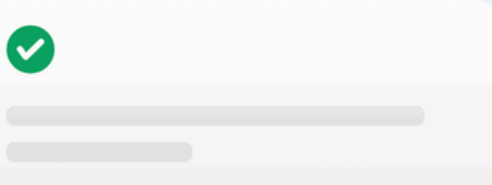
You can insert variables by typing {.

Registration Emails

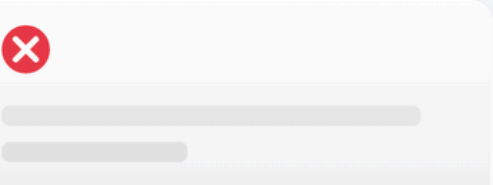
Customize the emails sent when a guest registers, is approved or rejected for the event.



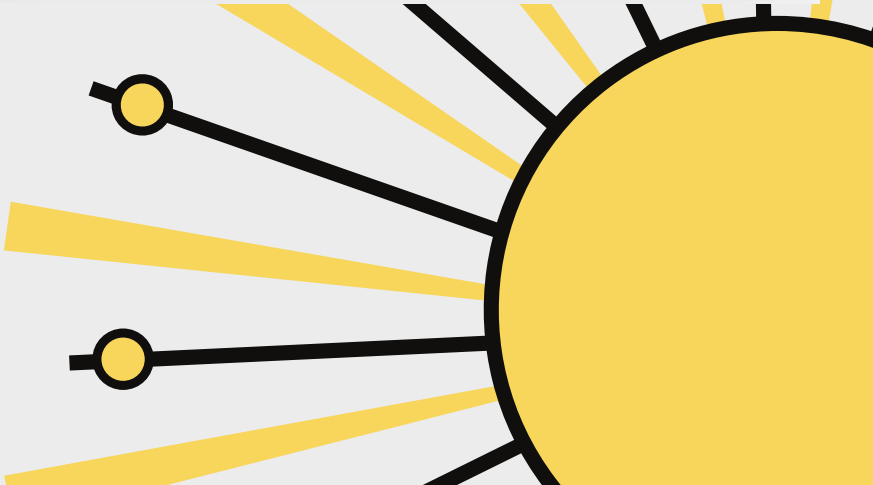
Registration Received



Registration Approved



Registration Rejected



WHO ATTENDED?

We could not be more excited to welcome you — and now 200+ amazing people at this incredible event! **Because of high demand, we have both increased our capacity and prioritized approval of requested RSVPs to those who share with us their interest in and connection to the work of equity in tech.** And, we gotta say, what y'all are sharing is blowing us away! Check out what people are sharing about why they want to come to this event:

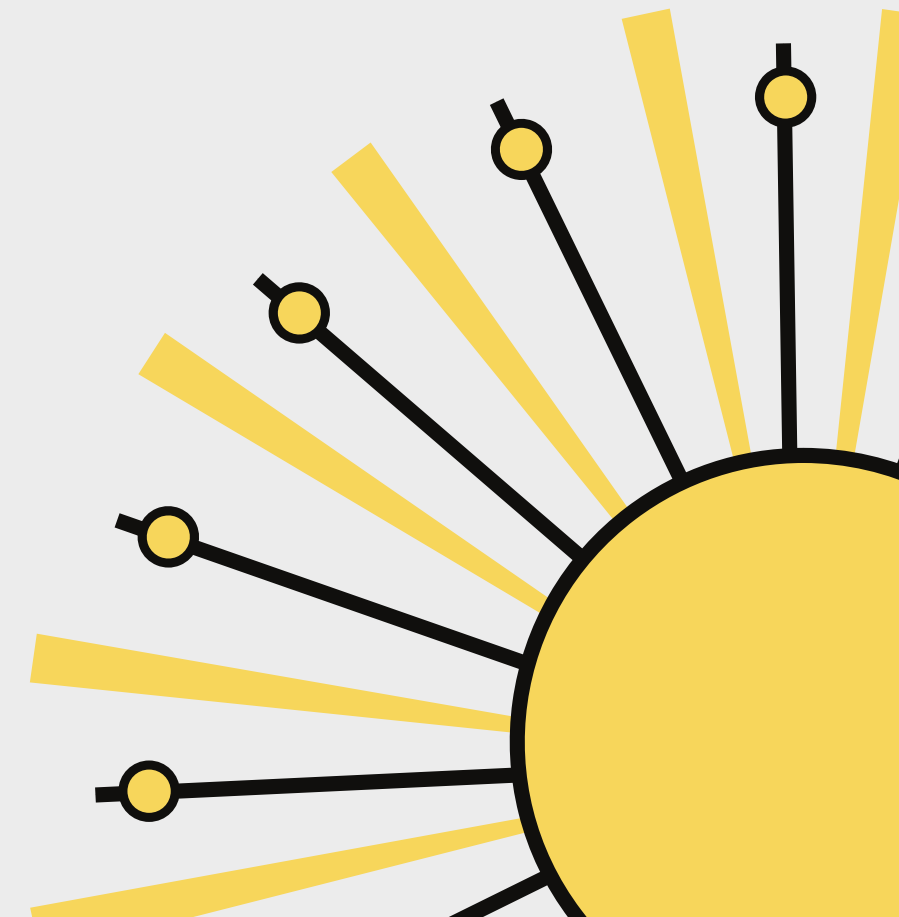
- "I'm a startup Founder leveraging AI to slow dementia - interested in increasing accessibility for product";
- "I am a Black founder of a startup with the mission to close the opportunity and wealth gaps."
- "I'm a VC with mission of closing equity gaps in America";
- "I fund ecosystems that fund black and brown founders"
- "I'm the leader of accessible technology development at Estee Lauder Companies. This year I released a Virtual Try On application for the visually impaired in the UK, to be released in the USA this year."
- "I work in the tech and recruitment industry with a focus on VC/PE and am focusing on inclusive recruitment within the space."

And, while we've been loving all this richness in the RSVP requests, we had to take a moment to s/o this incredible comment

"I am on this planet to move money to underrepresented founders." COME.ON.

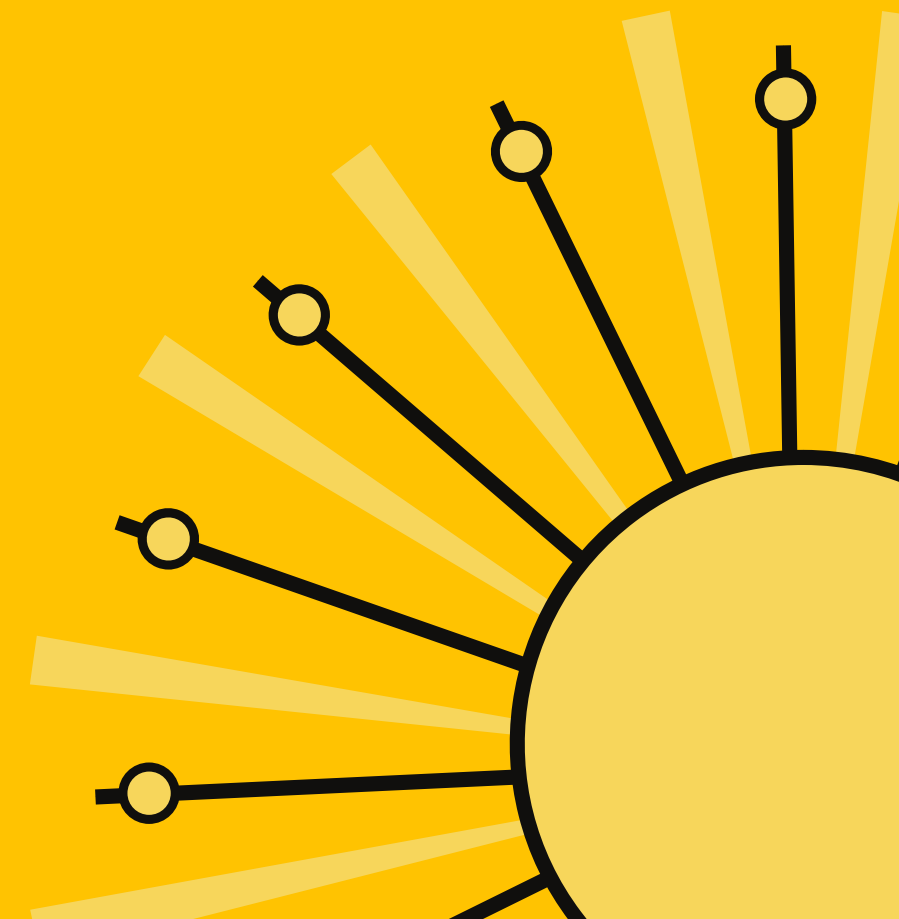
As Keith from DC shared, "I'm pumped for this!!!". We are, too, Keith!

Roles		693
Ally	8.37%	58
Founder	36.51%	253
Funder	15.01%	104
Ecosystem Leader	13.42%	93
Other	26.70%	185



2023 Event Activity

Designed to Create Connections



DON'T FORGET TO GIVE & GET!

What challenge do I currently have?

If I had a whole month to work on something, I would focus on...

I can't stop thinking about...

What do you hope to give to & get from this group?

People always ask for my advice about...

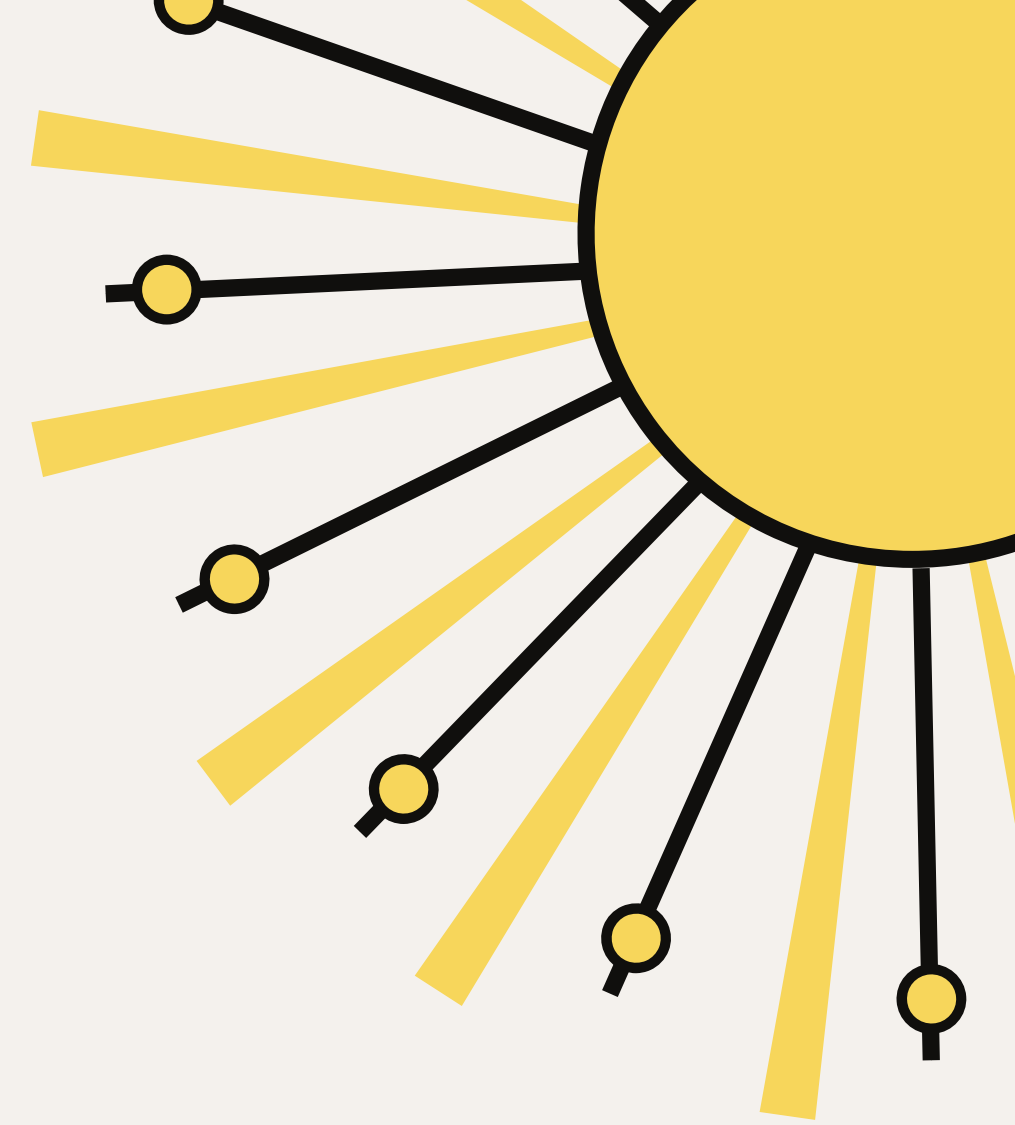
I am really good at...

I have strong networks in...

I need connections to...

I am raising / deploying funds for...

I am looking for expertise in...



That's a wrap.

To learn more and become a host get in touch:

Laurie Felker Jones

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