

Organization

Activate (www.activate.org) is a nonprofit that runs a best-in-class entrepreneurial fellowship for hardtech founders. Our annual **recruitment and selection** identifies founders with strong potential to create positive social and climate impacts through commercialization of their technologies. Fellows benefit from **funding, education, network support, and community** which maximize their chances of success.

MVP

Our MVP will layer **new, DEIA-specific recruitment, selection, and education activities and services** onto the Fellowship to enhance our ability to identify, attract, evaluate, and support underrepresented entrepreneurs from the application stage through the Fellowship and beyond.

Implementation Plan

Phase 2

- Complete a full DEIA-focused recruitment review after selection of Cohort 2024.
- Recruit DEIA subject matter expert to begin developing new curriculum elements.
- Recruit DEIA subject matter expert to deepen our selection process support for underrepresented applicants.
- Host recruitment events/summits geared toward underrepresented groups.

Cooperative Agreement

- Provide mentorship and support to underrepresented applicants and entrepreneurs.
- Update education curriculum based on DEIA work.
- Train Activate staff on best-in-class DEIA-oriented applicant support practices.
- Integrate best-in-class DEIA curriculum and education for staff and entrepreneurs.
- Complete three recruitment cycles implementing new DEIA-focused recruitment and applicant support best practices.
- Establish deep connections with HBCUs and MSIs to nominate 5-10 minority and women candidates each recruitment cycle.
- Recruit at 5-8 conferences focused on underrepresented groups each year.
- Host/collaborate on 3-5 regional in-person DEIA summits to expand opportunity knowledge each recruitment cycle.

Outcome

A comprehensive DEIA action plan to increase the percentage of startups led by underrepresented entrepreneurs in the Fellowship and deepen intersectional programming to help Fellows become DEIA leaders within their own companies and fields of expertise.