

UpSurge Baltimore is building an engine to propel Baltimore into the top tier of US innovation cities. Their work centers on founders, tech-enabled and national-scale businesses, helping to launch, support, grow and celebrate high-impact startups. UpSurge is also developing strategies to attract new companies, talent and capital to Baltimore.

We don't envision Baltimore as just the next great tech city, but as the country's first Equitech City.

EQUITECH COMES TO LIFE THROUGH THE FOUNDERS, COMPANIES, INVESTORS AND WORKERS WHO LEAN IN . . .

. . .to the belief that there is a tidal wave of talent just waiting to be unleashed in Baltimore's knowledge economy that is good for people, business and the city overall. We know inclusive and diverse companies outperform their peers and that within this framework, Equitech companies will be the next wave of unicorns – born, bred and welcomed right here in Baltimore City.

We believe that Equitech will be a force multiplier on the traditional tech economy - where diversity is a competitive advantage.

AM I EQUITECH?

Equitech is built around four pillars: purpose, people, profit and progress. It's about **purpose**: to build an authentically inclusive knowledge economy. It's about the **people** from diverse cultures and communities who drive disruptive change. It's about the **profit**-driven investors who believe that diversity is a competitive advantage. It's about the companies that scale because they drive **progress** in society, not in spite of it.

It is the cultural framework for UpSurge, a lens to attract, align and support startups – not a filter to exclude them. Equitech companies may fall in multiple categories and capture hearts, minds and wallets for a variety of reasons. They pursue novel technologies or business models that are leveling the playing field. These companies and entrepreneurs are making innovation more accessible by lowering costs, opening doors to greater numbers or responding to widespread needs, and include all of the following:

TYPES OF EQUITECH COMPANIES:

1 COMPANIES WHOSE CULTURE AND VALUES ARE GROUNDED IN THE ADVANTAGES OF DIVERSE LEADERSHIP, TEAMS AND PERSPECTIVES

2 COMPANIES LED BY UNDERESTIMATED FOUNDERS

3 COMPANIES IN ANY INDUSTRY USING INNOVATION TO BROADEN ACCESS OR REDUCE SOCIETAL BARRIERS

MANY EQUITECH COMPANIES FALL INTO MULTIPLE CATEGORIES ABOVE





WHY EQUITECH?

More knowledge economy companies lead to more high-quality jobs and more pathways to prosperity. In addition, Morgan Stanley has **called** the funding gap facing women and entrepreneurs of color a “trillion-dollar blind spot.” Equitech will help unearth and invest in brilliance that has been overlooked or underestimated for far too long.

DO I HAVE TO BE A FEMALE FOUNDER OR A FOUNDER OF COLOR TO QUALIFY?

No. Equitech is driven by a wide range of people across our ecosystem whose mindset, business plans, objectives and approaches reflect the four pillars.

IS EQUITECH ANOTHER WORD FOR SOCIAL IMPACT?

No. We are unapologetically looking for profit-driven innovation. Research shows that inclusive and diverse companies outperform others. We believe that Equitech companies will be the next wave of unicorns – and we want them to make Baltimore their home base.

IS EQUITECH LIMITED TO CERTAIN SECTORS?

No. This sector-agnostic approach recognizes companies and entrepreneurs who are breaking down barriers in finance, education, cyber, life sciences, climate, retail and many other industry sectors.

IF A COMPANY DOES NOT HAVE AN EXPLICIT EQUITECH FOCUS, CAN THEY TAKE ADVANTAGE OF UPSURGE'S SUPPORT AND ACTIVITIES?

Yes. Equitech is a lens, not a filter, for participation in UpSurge activities.



LET'S CONNECT!

Reach out to the UpSurge staff with your big wins, ideas, opportunities and introductions. Visit upsurgebaltimore.com/connect to stay in touch or to join an UpSurge team. We look forward to building Baltimore with you.

