



# Nasdaq Foundation

2022 Annual Report

Over the past year, the Nasdaq Foundation has continued to make tremendous strides toward our mission of reimagining investor engagement and diversifying entrepreneurship, by growing our network of partners through the Quarterly Grant Program and launching the New Investor Initiative. In this report, we highlight the exemplary work of our newest grant partnership organizations and how the New Investor Initiative is working to build a stronger investor identity for under-represented communities.

With geopolitical factors and rising inflation affecting the markets for much of this year, we recognize the urgent need to equip under-represented communities with the financial knowledge to participate safely and successfully in the capital markets. Since we relaunched the Foundation two years ago, providing these resources has been our top priority. We continue to develop meaningful partnerships with organizations dedicated to reimagining financial inclusion and conduct data-driven research on how to best engage with under-represented communities.

## GROWTH OF THE FOUNDATION'S QUARTERLY GRANT PROGRAM

This year, we're proud to support nearly a dozen global organizations as part of our Quarterly Grant Program. Each of these organizations is making an impact in their communities by empowering entrepreneurs, investors and students with the tools and resources they need to participate in the wealth the markets can create. By awarding grants to these organizations, we are not only accelerating the Foundation's mission but also Nasdaq's purpose of advancing economic progress for all.

## LAUNCH OF NEW INVESTOR INITIATIVE

The Nasdaq Foundation deepened its commitment to advancing diversity in investor engagement by establishing the New Investor Initiative, a portfolio of partnership organizations with the objective of examining multiple approaches to impact culture and create a stronger investor identity for under-represented communities.

Through the New Investor Initiative, the Foundation will act as a center for innovation, supporting new solutions that have the potential to shift attitudes in under-represented communities and make the culture of investing more inclusive.

The Foundation's partnership organizations address different aspects of the challenge, intending to test multiple approaches to creating a stronger investor identity for under-represented communities. Each organization is creating an impact and provides learnings that inform the continuation and scale of the programs.

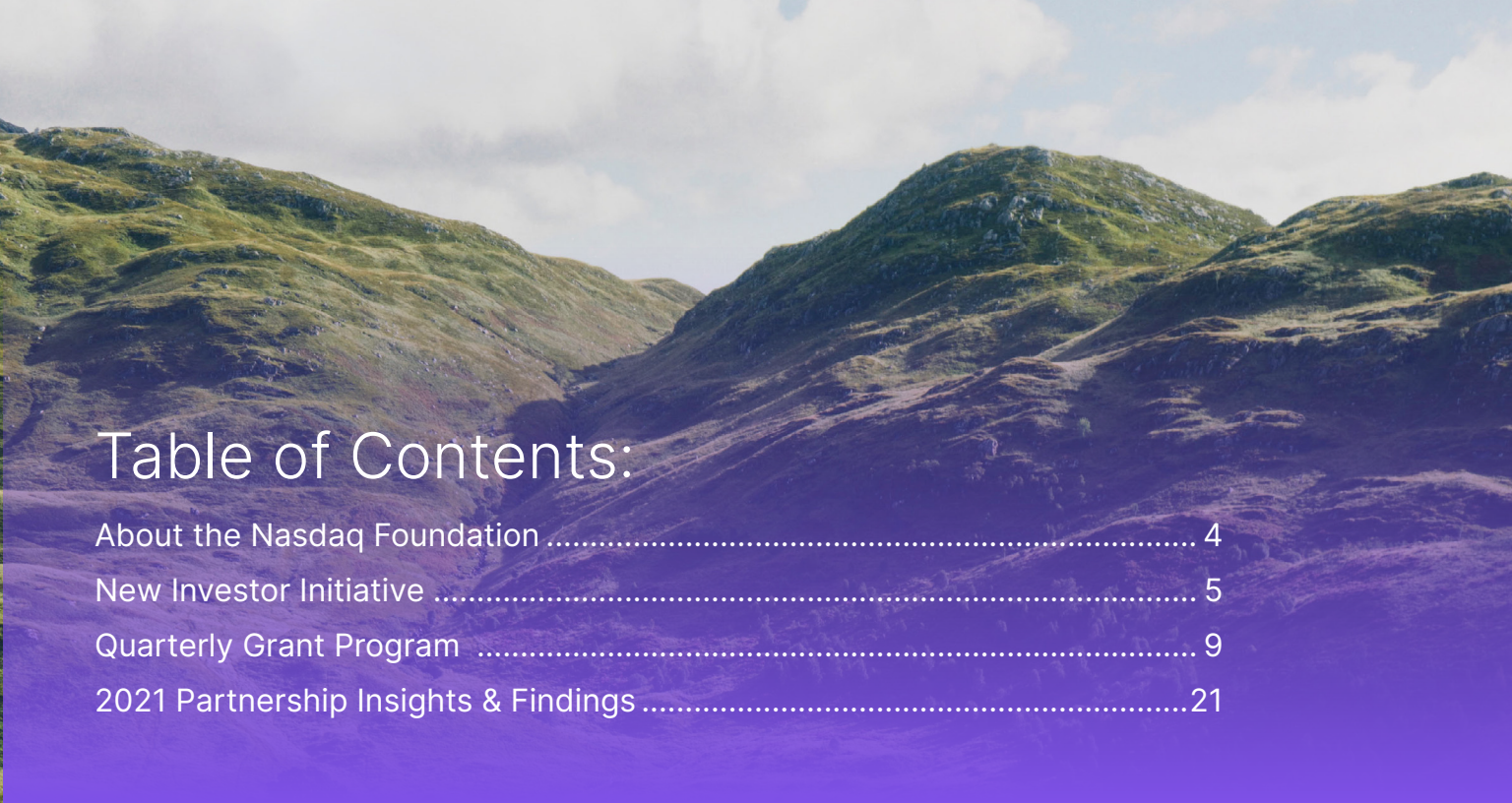
We are pleased by our progress thus far and thank you for your continued support. We look forward to sharing how the Foundation's mission advances in 2023.



Jailan Griffiths

Vice President, Global Head of Purpose at Nasdaq  
President, Nasdaq Foundation





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At Nasdaq, our purpose is to advance economic progress for all. We power stronger economies, create more equitable opportunities and contribute to a more sustainable world to help our communities, clients, employees and people of all backgrounds reach their full potential.

As part of our Purpose, the Foundation seeks to tackle the systemic barriers faced by underrepresented communities in their efforts to generate and sustain wealth by focusing on two goals:

- Empowering diverse investors with the financial knowledge and confidence they need to share in the wealth that markets can create.
- Supporting diverse entrepreneurs with the necessary resources to strengthen and scale their businesses and contribute to the prosperity of society.

Through the Quarterly Grant Program and New Investor Initiative, the Foundation is executing this strategy by collaborating with organizations that can help build a deeper, data-led understanding of where the challenges are greatest, what existing efforts can be amplified, and how the Foundation can make new and distinctive contributions.

# About the Nasdaq Foundation





# New Investor Initiative

The New Investor Initiative is part of the Nasdaq Foundation's effort to fill in the next piece of our strategic initiatives: a portfolio of programs focused on tackling overlooked barriers for people of color, particularly women of color, to participate in the capital markets.

Currently, the Foundation has chosen three partners – Commonwealth, digitalundivided, and Black & Brown Founders (in partnership with My Money, My Future) – who are acting on different fronts of the challenge, by creating a new set of roles models, educational activations and conducting community based research to create a stronger investor identity for underrepresented communities.



digitalundivided

## “InvestHER Power Series”

digitalundivided is a leading non-profit leveraging data, programs, and advocacy to catalyze economic growth for Latina and Black women entrepreneurs and innovators.

The Nasdaq Foundation, in partnership with digitalundivided, has launched the InvestHER Power Series, which highlights entrepreneurial Black and Latina founders and investors across the country. Through a series of panel conversations and fireside chats, women of color share their journeys to success and their own investment experience. The goal is to engage women of color to overcome the systemic barriers in place through investing to generate and maintain wealth.

The InvestHER Power Series has prompted meaningful discussions with guidance that we hope can help women of color everywhere, particularly those piloting their own businesses. The expertise shared from these events are filled with abundant and meaningful insights.



## Creating a New Set of Role Models

Showcasing women of color who have successfully invested in the stock market, or in individual businesses themselves, to enhance the self-perception of women of color as investors.

### Panel Conversations and Fireside Chats

Multi-city events to spotlight the founder and funder conversations defining the future of entrepreneurship and investing.

2022 series activations included:

New Orleans - July 3, 2022

- Jewel Burks Solomon shared her path with the audience of potential investors.
- 150 attendees

Martha's Vineyard - August 10, 2022

- Shannon Nash and Merline Saintil provided great insight on investing, networking and board membership.
- 80 attendees



## Commonwealth

### “Transforming Investor Identity”

“Transforming Investor Identity” is a national, on-the-ground program that will engage Black and Latinx beginner investors to document their appetite for capital market participation with the goal of producing new data and insight about how best to serve first-time investors sustainably.

To build upon preliminary investor identity research Commonwealth, in a program funded by the Nasdaq Foundation, is partnering with two investing platforms [Public.com](#) and [Ellevest](#) to launch an 800-person program focused on understanding how new investors develop an investor identity and the role this plays in making investing more inclusive for women and people of color. The participants for this program are being recruited through five partnerships with local community organizations including [Neighborhood Allies](#), [Union Capital Boston](#), [Compass Working Capital](#), and [Lawrence Community Works](#), as well as the virtual community of [SaverLife](#) members.

## Program Participation

800 program participants will be assigned to one of the two investing platforms, provided with seed funding, investment advisory services, and encouraged to invest for 12 months.

- Investment platforms and participating local community organizations selected in Q3-Q4 2022.

## Published Insights and Actionable Guide/Toolkit

Findings from this pilot program will be published and a toolkit developed with actionable guidance for institutional industry players looking to increase financial inclusion in the investing space.

The program will run from January 2023 through the end of the year.





## Black and Brown Founders, in partnership with My Money My Future

### “THRIVE Initiative”

My Money My Future (MMMF), in partnership with Black and Brown Founders, launched the THRIVE Initiative to educate and activate 1 million Black and Latino investors. The initiative seeks to raise awareness about building intergenerational wealth to ensure communities of color have access to the tools, programs, and technology that will allow them to become investors and create long-term financial mobility. The Initiative leverages a cross-section of strategic partnerships and social channels to deliver financial education workshops, webinars, and community events focused on topics such as retirement planning, investing, insurance and entrepreneurship.

### Program Participation Goal

Reaching 200,000 Black and Latino investors with on-line content and access to a free investing bootcamp (with the goal of 1 million investors over multiple years).

### Investment Bootcamp

A digital 8-hour course that covers the fundamentals of investing, including retirement, brokerage accounts, portfolio diversification, ETF's, compound interest, and more.

### Money Makeover Community Activations

Partnering with organizations across cities, including Los Angeles, Philadelphia, Albuquerque, and Chicago with live panels, workshops, and 1:1 financial coaching.

- Albuquerque - June 15, 2022
- Chicago - August 2, 2022
- Los Angeles - October 1, 2022
- Philadelphia - October 13, 2022





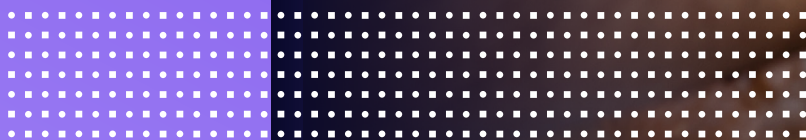
# Nasdaq Foundation Quarterly Grant Program

## Agile Grant Making to Support Partner Programs

The Quarterly Grant Program allows us to move nimbly to fund and help scale programs that meet the Foundation's strategic objectives.

Through the Quarterly Grant Program, the Foundation supports organizations that can help build a deeper, detailed understanding of where the challenges are greatest, what existing efforts could be amplified, and how the Foundation can make new and distinctive contributions.

In 2022, the Nasdaq Foundation partnered with 11 non-profit organizations that provide a wide range of support for Black, Latinx, and Indigenous founders and entrepreneurs, with a strong focus on women, at organizations.



## Boston Public Library Fund

### “Entrepreneur-in-Residence”

Boston Public Library Fund has developed an Entrepreneur-In-Residence (EIR) program that provides entrepreneurs of color and minority owned businesses mentoring, advice, feedback, financial assistance, and opportunities to grow their skills and prepare their own innovative endeavors. The EIR is available for one-on-one mentoring appointments and is currently working to design and present entrepreneur-focused programs, including a Business Plan Competition.

### Entrepreneur-in-Residence

The Entrepreneur-in-Residence is expected to reach between 700 and 1,000 patrons through entrepreneurial services over an 8-month residency.

Dr. Allana Da Graca has been selected as the EIR for September 1, 2022 – April 30, 2023. Dr. Da Graca held 95 one-on-one appointments in Q3-Q4 2022.

### Entrepreneur-Focused Programs

80 entrepreneur-focused programs and workshops will be run by the Entrepreneur-in-Residence.

For more information and appointments:  
(<https://bpl.libcal.com/appointments/smallbusinessmentoring>)





## CLIMB USA

### “Launchpad Program”

CLIMB USA is a 501c3 non-profit organization that is developing a community of youth and families that are all learning the economic way of thinking and living within a strategically organized ecosystem. The key elements of their economic empowerment framework include building wealth through investment clubs, entrepreneurial training, and thought leadership.

The Launchpad Program is an initiative to create a best practice framework for establishing Community-Based Investment Enterprises (CBIEs) in targeted communities. Based on the investment club model, CBIEs will receive more support, guidance and technical assistance during the startup process; target the involvement of managers and staff of community-based organizations, educators and thought leaders; and include youth investors as members.

The Launchpad is initially focusing on Milwaukee and

### 2-3 Community Organizations

Community organizations in Wisconsin will be targeted to start new CBIEs and contribute data to build the best practice framework.

### 5 Community-Based Investment Enterprises

A minimum of 5 CBIEs are expected to start by May 2023, reaching 75 people total; at least 15 will be youth below the age of 21.

### Program Participation

At least 90% of the participants will be new to investing, especially when it comes to investing in individual stocks.



## National Coalition of 100 Black Women San Francisco Chapter

### “Sister-Nomic\$”

The National Coalition of 100 Black Women, Inc. is an organization of progressive Women of African descent whose voice for gender equity and sociopolitical advancement drive meaningful change to benefit women of color. Their mission is to advocate for Black Women and girls to promote leadership development in the areas of: health, education and economic empowerment.

Sister-Nomic\$ is a financial literacy program aimed to provide underserved Black Women and girls the tools necessary for self-sufficiency and a better quality of life. The framework is based on self-preservation in all financial decisions. The Sister-Nomic\$ mindset includes: advocates for self; provides makes better financial decisions through information; adds economic strength to the Black female community, embraces financial security and generational wealth; shares knowledge with other sisters; reduces financial stress which can improve health, and prepares for the now and the future.



### Program Participation

500+ Black women are expected to attend the Sister-Nomic\$ program and make financial literacy an important factor in their lives.

### Financial Literacy Education

Each chapter across eight counties in California is hosting a series of educational programs in the areas of financial education, first-time homeownership, or small business education:

- One six-week financial literacy course
- One 2-hour workshop
- One 90-minute webinar

At least 70% of all participants are expected to:

- Open and/or maintain a bank account
- know where to look and demonstrate that they can process information to make good financial decisions
- Be able to identify and access responsible financial products and services
- Understand how to establish/ improve credit and lower debt
- Increase savings



## Black Girl Ventures

### **“Community or Nothing: Building Ecosystems for and of Black and Brown Woman-Identifying Entrepreneurs”**

The Black Girl Ventures Foundation (BGV) strives to provide Black/Brown woman-identifying founders with access to community, capital, and capacity building in order to meet business milestones that lead to economic advancement through entrepreneurship.

Black Girl Ventures’ Change Agent Fellowship is a 9-month leadership skills development program that expands the capacity of early-stage entrepreneurs and creates an ecosystem within their city. In seven different cities, fellow cohorts will develop their own leadership skills through BGV curriculum as well as create learning and professional development opportunities for other founders in their cities. At the end of the fellowship, the fellows will host a regional pitch program where they will select 8-10 Black and Brown women founders to receive capital.

## Change Agent Fellows

The fellowship program will cultivate a cohort of 32 fellows in teams of three to six local leaders. The program expects to reach up to 7,000 founders in each community.

## Trainings and Workshops

300 participants in each community are expected to take part in capacity building trainings and workshops on topics identified by founders ranging from branding, scaling, financial planning, and securing customers.

## Ecosystem-Building

More than 400 founders are expected to participate in ecosystem-building events in their communities to spotlight BGV founders, create opportunities for customer and capital access, and begin to break down lasting barriers to founder success.

Pitch competitions held across 7 cities in Q4 2022, including the Foundation funded NYC cohort on December 1, 2022.



## Central European University

### “The Energeia Project”

Central European University's Innovations Lab (iLab) is a start-up incubator that creates economic opportunity in Central and Eastern Europe by nurturing a culture of disciplined entrepreneurship.

The Energeia Project is the iLab's pilot program, in partnership with Startup Hub Poland, to promote the advancement of female entrepreneurship in Hungary and Poland by establishing an ecosystem of support to reach 200 underrepresented women. The Energeia Project will kick off with a baseline study of existing and emerging trends amongst underrepresented female entrepreneurs, followed by three tiers of direct support: a Community of Practice; start-up incubation for entrepreneurs; and the Energeia Award for Women in Entrepreneurship.

### Community of Practice

200 underrepresented women in Hungary and Poland will be included in the Energeia Community of Practice.

### Start-up Incubation for Entrepreneurs

16 underrepresented women will receive bespoke support in building and incubating their own start-up.

### Energeia Award for Women in Entrepreneurship

1 start-up team will receive the Energeia Award for Women in Entrepreneurship, which includes seed funding and further mentorship.





## VC Include

### “Emerging Manager Training for Women and BIPOC Led Funds”

The VC Include platform was created in 2018 to accelerate investment into historically underrepresented (women, Black, Latinx, Indigenous, and LGBTQ) emerging managers to drive economic growth through the power of diversity.

VC Include offers a two-month fellowship for women and BIPOC first-time fund managers based in the United States. The Fellowship is aimed at first-time fund managers who are looking to raise between \$10 million and \$100 million. Fellows receive mentorship from leaders in the industry and participate in training workshops and curated LP showcases where VC Include brings in LPs who are interested in investing in fund managers from underrepresented groups.

### Emerging Manager Training

The Fellowship trains 12 emerging fund managers (Fellows). Each Fellow is expected to invest in an estimated 20 business, reaching a total of 240 businesses.

Fellowship Conducted: Q3-Q4 2022

Fellowship Showcase: November 1, 2022

### Increase Diverse Manager Data

The long-term goal is to increase the number of diverse asset managers (1.4%) 10X by 2030.

Over the next five years, VC Include anticipates a total reach of 150 diverse-led fund management firms investing in 3,000 businesses, primarily led by women and people of color.



## Savvy Ladies

### **“Building the Financial Roadmap for Women’s Wealth and Empowerment”**

Savvy Ladies is a NYC-based nonprofit founded in 2003 offering free, virtual financial education and 1:1 mentoring by pro bono financial services professionals to women of all backgrounds. Savvy Ladies is now helping more than 17,000 women annually, both from the New York area and nationwide, through virtual and in-person programs including the Savvy Ladies Helpline, online financial education learning tracks, webinars, panel discussions, online classes, a monthly newsletter, a financial education blog, on-demand videos, and other resources

The Nasdaq Foundation is supporting Savvy Ladies in efforts to expand its reach and impact by creating a personalized, digitized mobile portal experience for women to readily access financial education resources and pro bono advisors and help create a plan/roadmap to achieve financial security and build wealth. This mobile portal extends the Savvy Ladies Free Financial Helpline resource, allowing for quarterly check-ins and ongoing support, and advances the financial empowerment and independence of women who seek financial guidance, increasing engagement in financial decision-making among the growing numbers of women we serve and our pro bono volunteers.

### **Attracting New Users Monthly**

This mobile portal is expected to reach 600 existing helpline users per month and attract an additional 100 new users per month.

### **Increase Number of Helpline Clients**

The portal is expected to double the number of Helpline clients per month (from 150/month to 300/month) through the app, with steadily increasing monthly numbers.

Financial education mobile portal  
expected launch date: March 2023





## Consumer Action

### “Investment Literacy and Engagement Program for Women and BIPOC Consumers”

Consumer Action is a national nonprofit 501(c)3 organization established in 1971. Its mission is to use multilingual consumer education, outreach and issue-focused advocacy to empower low- and moderate-income (LMI), limited-English-proficiency (LEP) and other underrepresented consumers to financially prosper.

*The Investment Literacy and Engagement Program for Women and BIPOC Consumers* is a 12-month investment education program entailing the creation of investor education resources in multiple languages and an investor literacy webinar series. Consumer Action will also scale its existing financial capability programming with community-based organizations around the country working with BIPOC and women consumers to help close the race and gender gaps and improve the financial health of diverse consumers.



## Investor Education Fact Sheets

3 multilingual investor education fact sheets are expected to reach an estimated 6,500 community-based organizations with a direct impact to 65,000 women and underrepresented consumers.

Developed and translated into Spanish, Chinese, Vietnamese and Korean, the initial fact sheet on Investing Basics was released December 2022.

## Investor Literacy Webinar Series

2-3 investor literacy webinars benefitting financial educators, coaches, CBO staff, individual consumers, and other stakeholders.

- 250+ participants trained per webinar
- Pre and post surveys to gauge understanding and how the webinar attendees intend to use the information.
- Webinar recordings will be posted with the anticipation of at least 200 additional views per recording.

## Investor Literacy and Engagement Program

Designed for community-based organizations and staff: 100+ participants are expected to receive one-on-one financial coaching or counseling. The curriculum contains four to six culturally appropriate investor education classes.

## Change Labs

### “Native American Kinship Lending Program”

Change Labs is a Native American-female led and majority Native American-controlled organization operating on the Navajo and Hopi Nations.

Kinship lending is a first-of-its kind culturally responsive lending model based on Navajo kinship providing Native entrepreneurs access to capital and resources to support growth and sustainability. Kinship Lending provides an inclusive and holistic lending program that helps first-time Native American borrowers access capital while providing them with robust financial education, executive coaching, network building; and loans up to \$5,000.

## Financial Education and Resources

50+ borrowers are expected to participate in a six-month financial training to create a strong business foundation for future generations, receive 12 months of business coaching, and engage and learn with other Native American entrepreneurs.

## Sustainable Growth

- At least 80% of borrowers are expected to report improved ability to meet their repayment schedule
- At least 95% of borrowers are expected to be up-to-date on repayment
- At least 80% of borrowers are expected to report an improved ability to articulate their savings plan





## Shared Interest

### **“Expanding Opportunities for HBCU Students in ESG, SRI, and Impact Investing”**

Shared Interest provides entrepreneurs, smallholder farmers, and women with access to the financing, markets, and skills they need to build wealth and drive prosperity. Their model, which leverages local capital and develops the capacity of African lenders to serve their own communities, empowers beneficiaries while embedding sustainability in developing countries’ financial systems.

Shared Interest will create a 10-session course that provides HBCU students with an introduction to the history and fundamentals of ESG, SRI, and impact investing. Students will identify how values interact with financial goals and learn how to express their priority issues through a balanced portfolio, discussing products and resources available to individual investors.

Providing emerging Black professionals with exposure to these strategies will stimulate interest in and comfort with investing, while also creating a pipeline of job candidates to increase the diversity within ESG and impact fund management and corporate sustainability.

## 5 HBCU Host Locations

Partnering HBCUs will host a course on ESG, SRI, and Impact Investing. Course dates for each HBCU are expected to be set by Q2 2023.

## 10-Session Curriculum

Shared Interest will work with key stakeholders to identify and select content for inclusion in course materials. Five week courses with two sessions per week will be scheduled.

## 100 HBCU Students Participants

Students will receive information and education about ESG, SRI, and impact investing and options available to individual investors.

Expected course launch and completion:  
September – December, 2023



## Hispanic Access Foundation

### **“Prepare Yourself for a Better Future (Prepárate para un Futuro Mejor): Financial and Investment Training for U.S. Latinos”**

Hispanic Access Foundation connects Latinos and others with partners and opportunities to improve lives and create an equitable society.

Hispanic Access Foundation in partnership with Thrivent (a holistic financial services organization) has developed the “Prepare Yourself for a Better Future” project to provide financial and investment training to Spanish-speaking Latinos at four sites served by Latino churches in California. The half-day trainings will cover basic financial literacy and will provide tools and resources to help participants make wise choices about their finances. As a follow up to attending the trainings, participants will be eligible to receive free financial advice from Thrivent.

## 4 Financial Literacy Training Workshop Church Locations

Hispanic Access Foundation will work with partnering churches in Commerce, Norwalk, Los Angeles, and La Puente, California, to offer Saturday workshops on church grounds.

## 10 Saturday Workshop Sessions

Workshops will be offered in two-hour blocks, followed by a free meal offered by the church, and then followed by another two-hour block of presentations and learning.

## Program Participants

Each workshop will host approximately 75 participants, reaching a total of approximately 750 Latino investors and potential investors.







# Reflecting on a Year of Progress:

Insights and Findings  
from 2021 Partnerships



## 1863 Ventures

### 3Rs – Recover, Rebuild, Resilience

In response to the COVID-19 pandemic, 1863 Ventures created the Recover, Rebuild, Resilience or 3Rs Program, to empower Black and Brown business owners navigating the effects of COVID-19 and racial bias. The goal of this program is to provide Black and Brown entrepreneurs the opportunity to de-risk their business, accelerate their growth, and capitalize on opportunities with grant capital. In 2021, the Nasdaq Foundation supported 1863 Ventures to deepen their 3Rs program impact by targeting Hispanic/ Latino entrepreneurs through a program delivered in Spanish to increase accessibility to native Spanish speaking entrepreneurs.

- 1863 Ventures was able to engage 42 additional Hispanic/ Latino participants in FY2021 Q3-4 through targeted efforts, with a 1.6x increase (from 52 to 110) of 68 new participants in FY2022 Q1-2 in comparison
- 92 Hispanic/ Latinx business were supported, with 50 self-identified female business owners, for a total of \$9.2M in projected revenue
- In total, five companies qualified and received grant awards at \$5,000 per applicant for a total of \$25,000



## digitalundivided

### Sustain Her Success: Equipping Black & Latinx Women to Grow & Sustain Their Businesses

digitalundivided is a leading non-profit leveraging data, programs, and advocacy to catalyze economic growth for Black and Latinx women entrepreneurs and innovators. The Nasdaq Foundation provided support for: (1) the Do You Fellowship Program, which awarded 15 Black and Latinx female entrepreneurs and innovators with the tools, resources, and network necessary to develop their business; (2) a regional entrepreneurial ecosystem report, which focused on the role of location in Black and Latinx women founders' entrepreneurial journeys; and (3) the undivided We Rise event, which brought together thought leaders and experts in tech and innovation to discuss the importance of inclusivity in entrepreneurship.

- 15 Black and Latinx female entrepreneurs were awarded the Do You Fellowship, and the inaugural cohort are making an impact and driving headlines with their businesses, leadership and innovation
- The report “Developing Inclusive Entrepreneurial Communities for Black and Latinx Women Entrepreneurs” was published in December 2021
- The undivided We Rise event was held in New York City with 60 people attending in person and 104 people viewing the livestream. The conference included 5 panels and 6 videos





BLACK  
INNOVATION  
ALLIANCE

## Village Capital and the Black Innovation Alliance: Resource

### Broadening Pathways to Entrepreneurial Success

Resource is an initiative designed to create a better enabling environment for Black, Latinx, and Indigenous founders. Resource centers on Entrepreneur Support Organizations (ESOs), which serve as a critical resource to help founders from these communities gain access to the resources they need to grow and scale. This initiative provides ESO leaders themselves with hands-on leadership and management training, a national community to share best practices and tools, and direct funding to help these organizations grow - creating a better future for Black, Latinx, and Indigenous founders across the country.

- Participating ESOs raised \$3.928M collectively in operational funding
- Over the course of Resource II, 23 staff members from 10 ESOs around the country engaged in 50 hours of synchronous training, including 6 hours of engagement with mentors with 48 mentors total
- Participating ESOs supported 3,041 total entrepreneurs through 1541 High-intensity support accelerators and 1500 Low-intensity support events



## Social Good Fund in collaboration with the San Francisco Disability Business Alliance (SFDBA)

The mission of the San Francisco Disability Business Alliance (SFDBA) is to help individuals with disabilities achieve economic self-sufficiency through small business ownership and entrepreneurship. The SFDBA works to ensure that individuals with disabilities have an equal and inclusive opportunity to make their mark in the business world and that the Bay Area benefits fully from the expertise, diversity, and innovation these businesses and individuals have to offer. In 2022, SFDBA offered training sessions to assist entrepreneurs with the resources and tools to strengthen and scale their businesses and contribute to the prosperity of society by equipping them through mentoring, resources, and access to capital.

- 75 business owners with disabilities participated in the Diverse Founders program
- 5 Entrepreneurship trainings were held with 100 attendees
- 48 individuals received business consultations, including referrals, mentoring, and pandemic resource assistance
- 130 business owners attended the annual SFDBA Bay Area Disability Entrepreneurship Week



Women's Business Center of Utah,  
VentureCapital.Org, and The Mill  
Entrepreneurship Center

## Leveling the Playing Field for Women Entrepreneurs - Leave No Women Behind

Women's Business Center of Utah (WBCUtah), VentureCapital.Org (VCO), and The Mill Entrepreneurship Center collaborated to advance women entrepreneurship in Utah offering each organization's suite of programs to provide women entrepreneurs with the knowledge to start a business or scale up their business. The Nasdaq Foundation supported the organizations to provide for free a total of 16 trainings, events, and courses, with the goal of creating a model of proven approaches by organizations working to strengthen women entrepreneurship that can be easily replicated through similar partnerships in other states.

- A total of 22 activities (trainings, events, and courses) were offered free of charge for 915 women throughout Utah
- 90% of the participants said that through the program(s) they have been able to connect with other female entrepreneurs, meet investors, feel more connected to the startup ecosystem
- 95% of the female entrepreneurs in the programs said they have enhanced their financial engagement and improved their access to financial knowledge and tools.



Wall Street Bound

## Introduction to Wall Street Bootcamp

Wall Street Bound's (WSB) mission is to provide diverse young adults with the skills, experience, and social capital that empower them to reach their full potential through "front office" financial service careers. With support from the Nasdaq Foundation, WSB hosted a series of Intro to Wall Street Bootcamps and a capital markets and finance career path introduction, culminating in Wall Street Direct, a rigorous, 10-week technical "hard" and professional skills training.

- 385 students completed the Intro to Wall Street bootcamps
- 47 students secured internship opportunities
- 175 students within the bootcamps secured strong economic opportunities



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#### *Cautionary Note Regarding Forward-Looking Statements*

*The matters described herein contain forward-looking statements that are made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about Nasdaq's Purpose and other initiatives and the Nasdaq Foundation. We caution that these statements are not guarantees of future performance. Actual results may differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond Nasdaq's control. These factors include, but are not limited to, factors detailed in Nasdaq's annual report on Form 10-K and periodic reports filed with the U.S. Securities and Exchange Commission. We undertake no obligation to release any revisions to any forward-looking statements.*