

From: Bobby Franklin <bfranklin@nvca.org>

Sent: Monday, November 12, 2018 1:46 PM

Subject: Action Needed: Time's Almost Up for VC Leaders to Step Up

Venture Industry –

This Friday (November 16) is the last day for your firm to share your workforce demographics and talent management practices in the [2018 NVCA-Deloitte Human Capital Survey](#).

I'm making one last plug as a final reminder to please prioritize this survey and complete this week:

- **WHY OUR SURVEY IS DIFFERENT:** I know this is a busy time for you with annual meetings, fundraises, and closing deals. **I would not ask for your time if it was not important.** I also know that you receive multiple survey requests from data providers throughout the year. Please know that NVCA is not making money off of/selling the data collected in our survey. The data—which we only collect every two years—will be used to track and measure the venture industry's progress since [2016](#) and inform solutions and identify challenges that remain to advance diversity and inclusion (D&I) in VC. **This is for the greater good of the future of VC.** Without data from a mix of VC firms, our learnings will be limited. **Your firm's participation—regardless of size, location, or current demographics—matters.**
- **CONFIDENTIALITY:** We are taking this seriously. **Deloitte is serving as a black box for the data. NVCA does not have access to any underlying/identifying data,** only the names of firms that have participated to coordinate outreach accordingly. Any information that is reported when NVCA and Deloitte release the results will only be done so in an **anonymized and non-identifying** format.
- **POTENTIAL FOR POOR PUBLICITY:** Our 2016 survey had the participation of 217 firms. We have not reached this yet in 2018. Given the increased attention and urgency to make D&I progress in VC, it could open the door for bad publicity and will be a poor reflection on our industry if we cannot at the very least meet or exceed that response rate this year. **The media, your portfolio companies, your peers, and even Members of Congress are watching us, tracking our industry's attention and intention.**
- **CONNECTION TO PUBLIC POLICY:** D&I are also important to our public policy efforts, as we realized first-hand this summer when Senator Patty Murray (D-WA) [sent NVCA a letter](#) asking what we and our industry are doing on this topic. **We [responded](#) with an update, but there is more work to do, which is why we need YOUR help with this survey.**

As an industry, we can only improve what we measure. And we can only measure with your data.

I'm asking you—as a leader in the venture industry—to step up here and please send us your firm's data (or ask someone at your firm who can) by Friday.

SUBMIT YOUR DATA:

- [Excel Workbook](#) (send to nvcahumancapitalsurvey@deloitte.com)
- OR**

- [Online survey link](#)

If you have any questions or concerns, please let me know.

Thank you,

Bobby

Bobby Franklin

President & CEO

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