



WOMEN IN TECHNOLOGY PITTSBURGH

**An unapologetic platform highlighting and fostering a
community of the top talent in Pittsburgh's tech scene**

Q1 2019, January - March

WHAT WE DO *COMMUNITY*

WIT PGH **showcases the large spectrum of technology** that includes all the different segments in which individuals can contribute from niche creative technology through **individual spotlights** with Visual DJs to developers and tech CEOs. Research shows that women shy away from speaking up about their accomplishments, give away credit for the work they've done and criticizing their skills before stating what they do well. Thus WIT PGH is a community platform to openly **celebrate women and non-binary individuals' contributions to STEM and inspire those who have a desire to enter the field** through the **spotlights, workshops, panels, job boards, and more.**

THE FOUNDER

ALISON FALK

Alison Falk is an online tech thought leader and a front-end software engineer with experience in startup and corporate environments. She is a cybersecurity masters candidate at the George Washington University and a recipient of the the (ISC)2 Center for Cyber Safety Education award. She has also been awarded the RedChairPgh scholarship for leadership as a mid-career woman in IT.

She has been featured in WIRED, Female Tech Leaders, Women of Silicon Valley, WomenInTech, WiTech, g6Boards, the University of Pittsburgh's Women In Tech panel, a speaker at CISCO Girls in STEM, and more.



**"WOMEN IN TECH PLATFORMS
CONSTANTLY FOCUS ON THE PROBLEM; WE
ARE HERE TO FOCUS ON THE SOLUTION."**

Alison Falk, Founder & Organizer



INCREASE WOMEN, INCREASE ROI

"Only 11% of all engineers in the U.S. are women, according to Department of Labor. The situation is a better among computer programmers, but not much. Women account for only 26% of all American coders."

- WIRED

"Companies in the top quartile for gender or racial and ethnic diversity are more likely to have financial returns above their national industry medians."

- MCKINSEY

"When you have gender diversity in an organization, you have better innovation, and I don't know where innovation is more important than in the high-tech world."

- ILLUMINATE VENTURES

"Women account for fewer than a quarter of the engineers at most tech companies. Technical positions are more likely to lead to senior roles at tech companies."

- NY TIMES

```
import passport from 'passport';
import LocalStrategy from 'passport-local';
import User from '../models/user.model';
import constants from '../config/constants';
import { createUser } from '../helpers/auth.helper';

// Local Strategy Auth
const localOpts = { usernameField: 'username' };

const localLogin = new LocalStrategy(
  localOpts,
  async (username, password, done) => {
    try {
      const user = await User.query().where('username', username);

      if (user.length === 0) {
        const userData = {
          username,
          password,
        };
        const newUser = await createUser(userData);
        return done(null, newUser);
      } else if (user[0].authenticateUser(password)) {
        return done(null, false);
      } else {
        return done(null, false);
      }
    } catch (err) {
      return done(err);
    }
  }
);

// JWT Strategy Auth
const jwtOpts = {
  // Telling Passport to check authorization headers for JWT
  jwtFromRequest: ExtractJwt.fromAuthHeaderWithScheme('JWT'),
  // Telling Passport where to find the secret
  secretOrKey: constants.JWT_SECRET,
};

const jwtLogin = new JWTStrategy(jwtOpts, async (payload, done) => {
  try {
    console.log(payload);
    const user = await User.query().where('user_uuid', payload.user_uuid);
    console.log(user[0].toJSON());

    if (user.length === 0 || !user) {
      return done(null, false);
    }
  } catch (err) {
    return done(err);
  }

  return done(null, user[0]);
});
```

6.4k+

PAGE VIEWS

Number of times the homepage has been viewed in Q4 2018.

INSTAGRAM + TWITTER

With organic engagement rates sometimes as high as 50% and an average weekly impression of 10k, the WITPGH platform is a growing platform of relevant relatable content = native and shared.

2.6k+

81%

NEWSLETTER

Our newsletter is distributed monthly highlighting the spotlights of that month. Starting in Q1 of 2019 it will be including events and jobs in the Pittsburgh area who'

#1

Our rank in Google for individuals search for women in tech communities in the Pittsburgh area.

OUR PLATFORM

WOMENINTECHPGH.COM

THE PROBLEM





As the City of Steel reinvents itself as the City of Technology, women remain **wildly unrepresented** in the sector. Out of the 53 Top Cities for Women in Tech, Pittsburgh **ranked 46th** in regards to the gender pay gap and tech jobs filled by women and its growth rate of tech employment.

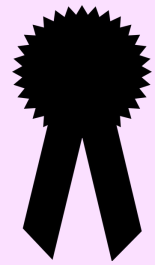
THE SOLUTION

WIT PGH aims to help companies and organizations **change this ranking** while **increasing the org's ROI** by offering a single platform where women can go to get inspired, browse local **jobs**, and attend events for **networking** and **professional development**.



THIS MEANS:

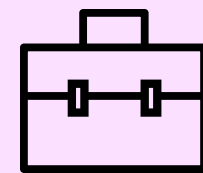
-  **PITTSBURGH WIT SCENE HAS VAST ROOM FOR GROWTH IN AN UNDERSERVED NICHE**
-  **OUR NICHE COMMUNITY PROVIDES HIGH ROI FOR SPONSORS AND ADVERTISERS**
-  **COMMITTING TO IMPROVING DIVERSITY IN TECH WILL INCREASE LOYALTY TO YOUR BRAND AND LOYALTY BY YOUR EMPLOYEES**
-  **YOU WILL BECOME THE REASON PITTSBURGH ACCELERATES AS A PROGRESSIVE AND DIVERSE TECH HUB AND CITY OF INNOVATION**



1. PRIMARY

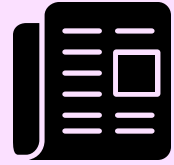
Primary Sponsors receive high-engagement placement on the landing page with logo and company name, link to preferred website, and a small paragraph about who you are and what you do. It sits below the featured spotlight and is listed under "our sponsor" acknowledging your company or organization as a brand that is prioritizing and championing diversity in the workplace and Pittsburgh tech community. These spots are limited to only 12 slots per year. Primary sponsorship can also be upgraded to include your company's brand video, or a video interview with WIT PGH.

SPONSORSHIP TYPES



2. JOB LISTINGS

Companies offering full-time, part-time, contract, or internship positions are able to advertise their job listing with a linked headline and description on our job board as well as our newsletter and social media. You can pay for a single post or pay for unlimited postings per month. Need something in between? Reach out and let us know! We are here to help you.



3. NEWSLETTER

Our newsletters have an above average open rate of 81%. Newsletter sponsors are limited to one per distribution and will appear natively within the message to our readers. Newsletter sponsors are not limited to just an icon, but will include a link to your company or org's website and blurb about your mission. By sponsoring a newsletter, you have the opportunity to reach a network of talented and diverse women and non-binary individuals in technology - as well as increase your brand reach, awareness, and support for a progressive tech culture in Pittsburgh. There are only 12 newsletter sponsorship opportunities per calendar year.



4. BLOG POST

Blog post sponsorship is for companies that would like to sponsor/advertise on their employees' spotlight or sponsor a future spotlight (which is shared across social platforms at no cost: Twitter, Instagram, LinkedIn). It is also for orgs interested in a dedicated blog post written specifically about their company's events/dedication to WIT initiatives. Posts remain indefinitely.



5. PODCAST

Coming soon!

RATE CARD

Q1
2019

	Sponsor Base	Tweet	Instagram	Newsletter
PRIMARY	2000/mth	99/pinned	free	-
JOB LISTINGS	500/mth	free	-	free
NEWSLETTER	1000	+10	+14	-
BLOG POST	199	free	free	free
PODCAST	1000	free	free	free

WIT PGH SERVICES

Beyond spotlights and sponsorships WIT PGH also offers a range of services for companies and organizations seeking direction for their women in tech initiatives. Feel free to reach out to create a more customized experience!

- **Consultation**
- **Speaking**
- **Workshops**
- **Program Curation + Delivery**



hello!

WANNA CHAT?

Want to work together? Need a quote or to request sponsorship dates? Want to organize something you don't see in the information provided? Get in touch! We are always down to create something outside of the box!



hello@womenintechpgh.com