

# Women Talk Tech report: Gender doesn't matter, what you achieve matters

*Organised and hosted by Early Metrics, the "EM Pitching" Event at Mindspace last week championed women that have forged incredible careers in tech and those that are redefining the future. If you weren't there, don't feel too bad, Maddyness is here to give you a recap with the key take-aways.*

Temps de lecture : minute

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19 February 2020

A perfect example of systemic gender inequality was highlighted by Clara Martiny as the evening started. Half of iPhone owners are women, however, the iPhone doesn't fit in women's pockets, and not all women's clothes even have pockets. So, how long before game-changing companies truly realise who their customers are and start to give them what they need?

Last week at EM PITCHING Women Talk Tech we heard female leaders from across the tech ecosystem share their views on the growing presence of and need for women in tech. Gender diversity, and in general diversity, is extremely beneficial for business growth and this event gave a sounding board for inspirational leaders who are helping to further this trend.

Engaging with innovation is exciting and important, but it takes a great amount of collaboration to achieve the goals, as such we were delighted to partner with [Early Metrics](#) who are such experts in this space.

# Inspiration from the panelists

Early Metrics led a discussion with a panel of businesswomen; Adele Every, VP of Innovate & Transform at Capgemini, Sonal Lakhani, Head of Partnerships and Programmes UK at Barclays and Emma Rees, Serial Entrepreneur and CEO and co-founder of Deployed. Moderated by [Clara Martiny](#), Associate at Early Metrics, the speakers shared their tips based on their experience and their thoughts on the future of women in STEM. They spoke of how new productivity tools are shaping the future of work and playing a positive role in the workplace transformation for everyone and that there is incredible potential for change by combining AI, blockchain and IoT. They also spoke of their personal landmark moments and business heroines, and how they manage their work-life balance as businesswomen, parents and wives.

*"Fake it 'til you make it!" - Emma Rees, Serial Entrepreneur and CEO and co-founder of Deployed*

*"Many young people assume being in tech means being a developer which might dissuade girls from pursuing careers in this industry. So attracting more females comes with a need to educate girls on the wide diversity of roles that are available in the technology industry." - Clara Martiny, Associate at Early Metrics*

It was a room full of people from a variety of backgrounds representing the whole startup ecosystem, all keen to learn and share. Very quickly the questions of diversity and gender parity were replaced by industry insight and predictions about future trends and innovations. This demonstrates that although there remains deep-rooted bias and inequality in business and society, there are many existing and emerging female voices that are empowered and empowering the way forward.

*"We should certainly solve the investment gap in female entrepreneurs" - Sonal Lakhani, Head of Programmes and Partnerships UK at Barclays*

*"I'd say my role model is Steve Shirley, IT pioneer" - Emma Rees, CEO and Co-Founder of Deployed*

*"It's men who can change the way that women are being considered in the tech sector, by helping them evolve in their career." Adele Every, Vice-President of Capgemini*



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## 3 innovative startups, all highly rated, all led by women

Faithful to its EM Pitching event format, Early Metrics invited three startups from their community of over 3000 tech businesses to pitch their innovation. They all performed highly on their growth potential score and the comments below each company description gives some insight into why they are so highly rated.

Veera Johnson has come out of retirement to found [Circular](#), an innovative and simple tool that can transform what we know about the products we buy, the clothes we wear and much more. Circular traces materials in industrial supply chains, including supporting recycling of plastic and e-waste using blockchain and A.I. to set a new global standard for ethically and sustainably materials.

*"Circular is among top rated companies thanks to a very innovative offer, bringing traceability all along the supply and processing chain for materials, when companies are often experiencing public backlash around the lack of transparency their supply practices."*

[Discover Circular](#)

Vanessa Lee Butz presented her revolutionary community engagement platform DISTRICT, the Real Estate 3.0 solution that is already generating traction with a wide range of clients.

The platform helps landlords and companies to make sure tenants and employees have a "modern frictionless workplace". The tenant experience app connects people, services and spaces, creating a smart building and engaged community. Clients can pick and choose the functionalities they desire such as booking meeting rooms, events, services and digital key access.

*"District Technologies stands out positively thanks to an innovative offer which has already gathered strong traction. Furthermore, the healthy growth of the global smart buildings market ensures a fertile terrain for the startup to grow in."*

Ann Marie Juliano pitched (in record time) Muse App, a tool that helps businesses to thrive by bringing financial data to life so that owners have a clear picture of their current financial landscape.

The Muse App team understood the need to minimize administration, maximize the time available for people to do what they love, and maintain financial control.

*"Muse's strength clearly resides in the excellent market expertise of its founders, and their comprehensive understanding of interactions between all their key stakeholders. The startup also benefits from a huge domestic addressable market given the UK's business landscape."*

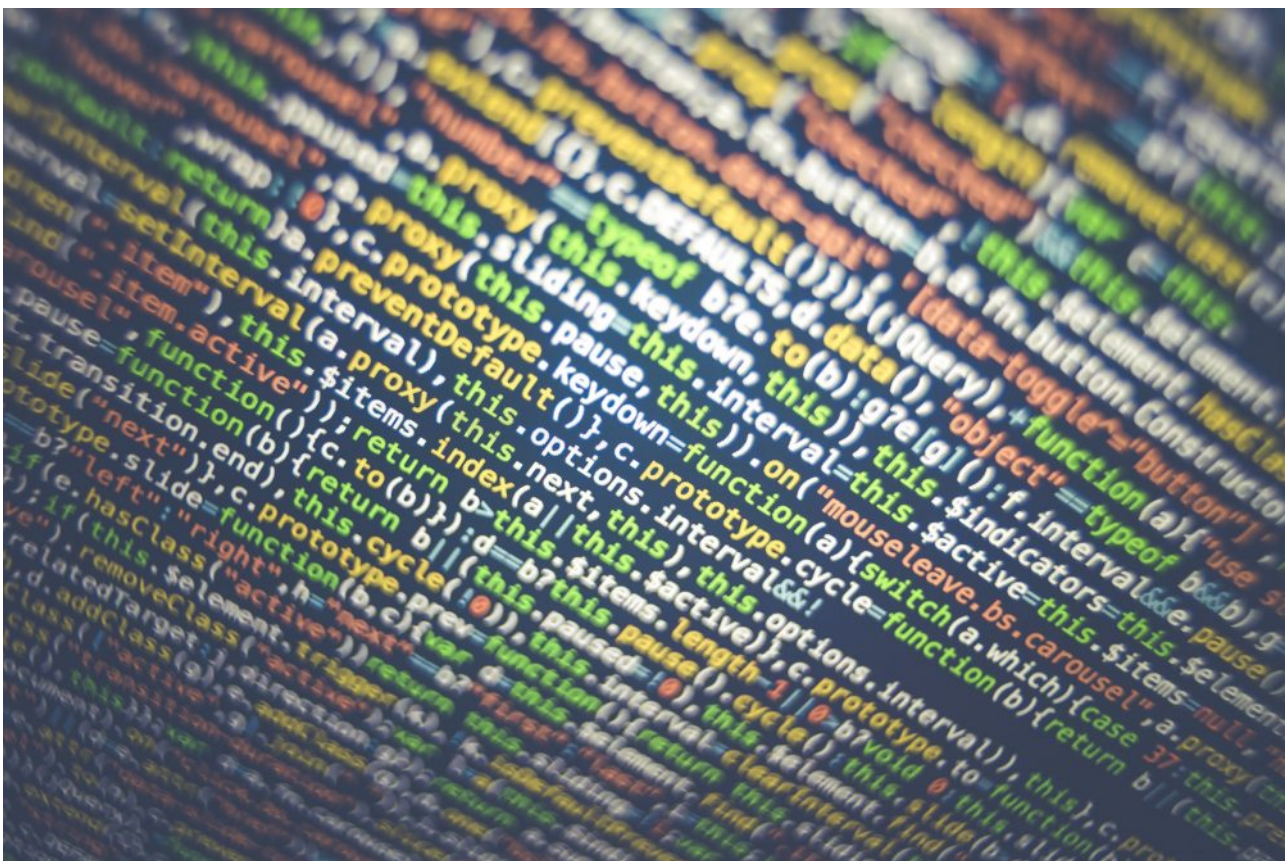
## The key takeaway from Maddyness?

This event was more than a cute celebration of women in tech, more than a safe place for women to seek advice and share with peers, this was an inspirational insight into future technologies with expert advice for working with public and corporate partners.

If you're an entrepreneur who's been struggling with inequalities in her career or personal life, never forget that what you work towards each and

every day is what matters, not your gender. There are many inspirational role-models who are actively making change and creating a more inclusive business landscape, and your voice, whatever your gender, needs to be heard.

*"This isn't an issue of men versus women, we all benefit from greater diversity. We know for a fact that diversity, of any kind, increases the chances of business success so I truly hope to see greater inclusion in tech and I think startups could very well come up with the innovative solutions needed to make that happen." - Clara Martiny, Associate at Early Metrics*



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Article by Maddyness