



**Annual Report
2021/2022**

table of contents

- 3** note from our ceo
- 4** member highlights
- 5** initiatives at a glance
- 7** programs overview
- 16** our reach in media
- 17** top level finance
- 18** partnerships and sponsorships

note from our ceo

Dear colleagues and friends of /dev/color,

Founded by Black software engineers, for Black software engineers, /dev/color started with a group of friends who saw a real need for community and career development that was missing in their experience as Black technologists. Over the past six years, our community has grown from 11 leaders to more than 600 Black software engineers who come from more than 500 companies across the industry.



As an industry, we need to do more to foster success for Black engineers and leaders in tech. Our work is better when we have a diversity of perspectives and leaders, not only at the table, but leading and stewarding teams and the future we're literally building within and beyond our companies. /dev/color supports Black software engineers in their journey as industry leaders and increases impact within and beyond the tech field.

We're the place outside these companies for Black engineers to find community and resources to superpower their careers in tech and for tech companies and investors to build real, reciprocal relationships and engagement with Black leaders.

/dev/color is well positioned to support our members as they navigate their careers and these choice points along the way. We're also committed to deeper accountability in our partner relationships such that our work isn't just transactional, but is deeply transformational and responsive to what our members are sharing with us in the aggregate.

In the midst of multiple pandemics, unrest, and racial reckoning, /dev/color members thrived. We are incredibly proud of the impact and leadership of our members and broader community as we all continue the work of elevating Black leaders in tech. Thank you for partnering with us in the work.

-Rhonda Allen
CEO, /dev/color

member highlights

In the midst of the Covid-19 pandemic, /dev/color members achieved incredible successes throughout the year which reverberated through our community.

We talked to some of the members about their experiences, and they shared with us some reflections.

ryan barner

“Whenever I feel uncomfortable asking a question at work or can’t quite find what I am looking for on Stack Overflow, it feels good knowing I can reach out to my community of engineers at various levels who are enthusiastic about helping me out! I can ask my question in a safe, non-judgemental forum, even after hours, and get a different perspective, as there are often 1M+ ways to solve a tech problem!” - Ryan Barner, Software Engineer, Lyft



michael a. green

“I couldn’t have successfully changed careers from chip design to data science without the support of the /dev/color network. My fellow members were able to share their journeys into data science that helped me figure out what steps I should take to get there.” - Michael A. Green, Data Scientist IV, Pro Unlimited @ Meta.



program highlights

This past year /dev/color's program featured a diverse slate of programs for Black technologists at all stages of their careers. The impact and magic happens in community where members learn, grow, and contribute perspective and expertise both work-specific and life-specific. We emphasized the power of learning together in community, both from a technical and professional aspect as well as personally.

A* program

Our signature program continued this year with expanded membership opportunities launching to allow for our members to connect in new and exciting ways.

DCIM

Our annual event was held in person this year for the first time in the wake of the pandemic, delivering a powerful opportunity for our community to connect once again in San Francisco.

return to member dinners

In 2022, we relaunched our in-person member dinners featuring partners across the United States including Los Angeles, Seattle, San Francisco, New York City, Atlanta, and Washington, D.C.

accelerator programs

2021 saw the launch of our new Entrepreneur Accelerator Program which helped members launch their own start-ups. The program culminated 12 weeks of learning in a grand pitch event. This was the first of more to come as we stay responsive to the needs of our evolving membership.

state of black tech

2021 featured the launch of a new study created by /dev/color to elevate the voices of Black technologists and their perception of the tech industry.

by the numbers

600+ members

100+ entrepreneurs

500+ companies

51 A* squads

1200

The number of Black technologists, entrepreneurs, software engineers, and leaders reached by our programming in 2022.

99%

Retention for our regular membership.

6

Average years of experience of our software engineer members.

A* program

/dev/color's flagship program, A* is intimate by design, with members engaging year-round with a local cohort of fellow Black software engineers and managers –aka Squads– to set and achieve ambitious career goals together.

The core philosophy behind the A* Program is simple yet powerful - members decide what to accomplish in their career path and then work with peers to identify and navigate through challenges in order to succeed. The program provides a framework and environment in which members can set and reach ambitious career goals. Regardless of career level, we aim to help all full-time, Black professional software engineers and engineering managers become industry leaders; focusing on personal/career development, actively contributing to the surrounding community, advancing diversification in tech, and developing deeper relationships via more intimate programming.

a new model

Historically, /dev/color has organized its membership model to follow the year-long cadence of the A* (A Star) program. Our members were referred to as A* members and anyone could assume that a /dev/color member was a part of the A* program. To increase access to the /dev/color community, we lowered general membership fees to \$99/year and separated membership tiers based on program participation. A* members pay a \$200 program fee to participate in the year-long program and are offered a \$2,000 yearly stipend to support squad celebrations, in-person events, and squad bonding.

In 2021, we made the shift to welcome a global audience and invited members to join on a rolling basis throughout the year through new membership types:

- Black Tech Professionals
 - General Members (no A*, access to the community)
 - A* members (A* year-long program participation)
- Black Tech Entrepreneurs (all access)

A* impact

nevette bailey

"/dev/color has helped me gain confidence in my experiences in tech, and has given me a community that is a fantastic support system. I appreciate the accountability of our monthly meetings, goal setting, and having a place to share my experiences." Nevette Bailey, Software Engineer II @ Etsy



paris pinkney

"In the past two years, I've become an influencer in the tech community, made connections to help others land dozens of job offers, as well as have been celebrated and praised by leadership at work, resulting in raises, promotions, and bonuses. These are all firsts for me, and I doubt I'd have the opportunity without having the inspiration and support from /dev/color." - Paris Pinkney, Software Engineer, Apple



accelerator program

In September, /dev/color, alongside key partners, launched the inaugural Entrepreneur Accelerator pilot program to cultivate the success of Black founders and accelerate change within the entrepreneurial ecosystem.

By building an intentional founder community, increasing shared learning experiences, and offering opportunities to access capital and key contacts, the Accelerator pilot generated and diversified the resources available to our founders in order for them to thrive.

a new model

- **“Preparing for Investor Meetings”** Panel Discussion with Mercedes Bent of Lightspeed Venture Partners, Deena Shakir of Lux Capital, and Jason Norman of Concrete Rose Capital
- **“Navigating Funding & the VC Ecosystem”** with Kobie Fuller of Upfront Ventures, Frederik Groce of Wellington Capital + co-founder of BLCK VC, and Sean Mendy of Concrete Rose Capital
- **Building Blocks of Culture: Part 1** - Mission and Vision, Part 2 - Values and Key Behaviors, with Danae Sterental, founding partner of HereWe
- **“Bridging Design and Strategy”** with West Ventures Studio
- **“Perfecting Your Pitch”** with Jared Bloom and Chris Laughlin, co-founders of 4th and King



by the numbers

13 founders

42% womxn founders

11 ventures

87 overall Net Promoter Score

10+ session speakers

\$75k non-dilutive capital awarded

60% of cohort secured investor meetings

2

1:1 fundraising & pitch coaching sessions per venture

feedback

jason norman

"Our partnership with /dev/color has set the benchmark for organizations we seek in the Concrete Rose ecosystem - exceptional leadership, innovative and collaborative vision, and community cultivated through connectivity. The Entrepreneur Accelerator is a shining example of this in action. We have been blown away by /dev/color's leadership and) the level of talent in this inaugural cohort. The founders are building venture scalable companies that we believe will inspire a flywheel of supported Black entrepreneurship for current and future /dev/color members. We are grateful for the opportunity to build, learn, and lead alongside /dev/color." - Jason Norman, Partner, Concrete Rose Capital



ariana davis

"I feel like the topics discussed were perfect timing & in alignment with where we currently are with our company." - Ariana Davis, co-founder, BeautySlot



state of black tech

For many, 2020 was a year of reckoning. As Breonna Taylor, George Floyd, and Tony McDade's lives and legacies were cut short, the world seemed to wake up to the fact that Black Lives Matter. We saw a wave of pledges and commitments across companies and the tech sector to support Black leaders and communities. One year later, we surveyed /dev/color members to see if things have truly changed. Our first annual State of Black Tech survey shows a real trust gap -- almost half (48%) of Black leaders working in the technology industry don't trust that their employer values diversity, equity, inclusion, and belonging.

our findings

Finding 1. The industry needs to rebuild trust with Black technologists.

- Industrywide, just 52% of Black software engineers and Black tech employees trust their company when it says it values diversity, inclusion, and belonging.

Finding 2. Many Black workers in tech do not feel appreciated by their employers.

- 62% of our survey respondents said they felt appreciated by their employer as a Black engineer or Black leader.

Finding 3. Failing to walk the talk on Black talent presents a risk of pipeline rupture to companies and their investors.

- 90% of respondents said their employer needs to invest more in growing its Black talent pipeline.
- The overwhelming majority—85%— said they would be inclined to switch jobs for an employer that valued them, as a Black employee, more authentically.

Finding 4. Many Black workers fear speaking up candidly about their employer's handling of Black issues.

- 50% of our survey respondents said the consequences of speaking out were too risky for their career.
- 90% of respondents asked us to do that on their behalf.

our call to action

Our survey respondents identified several concrete steps companies can take to close the trust gap. Our members issued five clear calls to action for the industry:

1. Listen to Black people when we describe our experience.
2. Invest in the Black Talent Pipeline: hire and promote us, and invest in our ideas.
3. No unpaid labor: non-BIPOC people need to do the work to educate themselves and shift culture.
4. Walk the talk: deliver on diversity, equity, and inclusion promises.
5. Partner with Black organizations in tech and the wider community.

looking ahead

We aren't stopping with 2021's State of Black Tech. Here are some of the steps we will be taking to keep the movement going:

- We plan to partner with aligned organizations to gain additional perspectives and keep building on the report.
- We will release the State of Black Tech 2.0.
- We aim to work with a research partner to strengthen the call to action and to support in gathering the next wave of findings.
- We want to broaden the reach of the study to gather the perspective of more Black technologists.
- We will continue to leverage the report as a tool as we work with our big tech partners to guide them in their DEI efforts.



This year, we held our annual event, /dev/color in motion (#dcim22), from July 14 - 16 as a return to fully in-person experiences at Ciel Creative Space in San Francisco. Our signature conference experience brought together the world's most powerful network of Black software engineers and industry leaders alongside partners, entrepreneurs, investors, students, and friends.

Meanwhile, #dcim21 the year prior featured an incredible virtual and IRL experience for our community to connect, learn, and build together.

from our attendees

"Fellowship has always been the highlight of the conference for me. Was glad to reconnect with old friends and make new ones."

"It was great to hear [investors'] perspectives. I don't have a lot of investors in my network, so I don't have access to people to ask questions and learn from."



by the numbers

2021 (Hybrid)

35

companies

40

sessions

94

IRL attendees

230

virtual attendees

2022 (IRL)

90

companies

25

sessions

257

IRL attendees

our reach in media

Over the past two years, we saw our reach expand through earned media coverage with features in Axios, CIO, AfroTech, Adweek, and the Black News Channel as well as mentions in Wired, Vice, TechCrunch, CIO, Silicon Republic, Computer World, Dell Technologies and TechPoint Africa.

We also delivered as a thought leader for our partners and industry trendsetters with work on Pinterest's Inclusion Advisory Committee, advising Harris Poll, participating in the First Principles Forum, teaching with Cornell Tech, and speaking at the Startups and Society Initiative.

by the numbers

- Our mentions in the press had the potential for 49,457,341 impressions (calculated via MuckRack standard Unique Visitors per Month)
- 100% of press mentions were in positive placements
- 30+ reporter briefings or relationship-building meetings with members of the press

DevColor's cohort approach to uplifting Black IT careers

Feature
Apr 08, 2022

Careers Diversity and Inclusion

Oct 15, 2021 - Technology

Survey finds trust gap between Black tech workers and employers

top level finance

FY 2021

Overview & Numbers:

Revenue

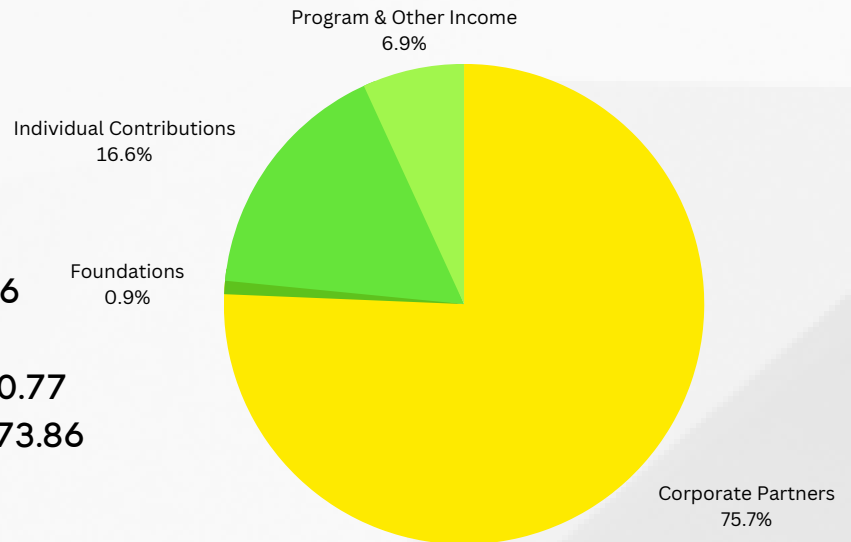
Corporate Partners \$1,268,067.66

Foundations \$15,000

Individual Contributions \$278,110.77

Program & Other Income \$114,873.86

Total Revenue \$1,676,052.29



FY 2022

Overview & Numbers:

Revenue

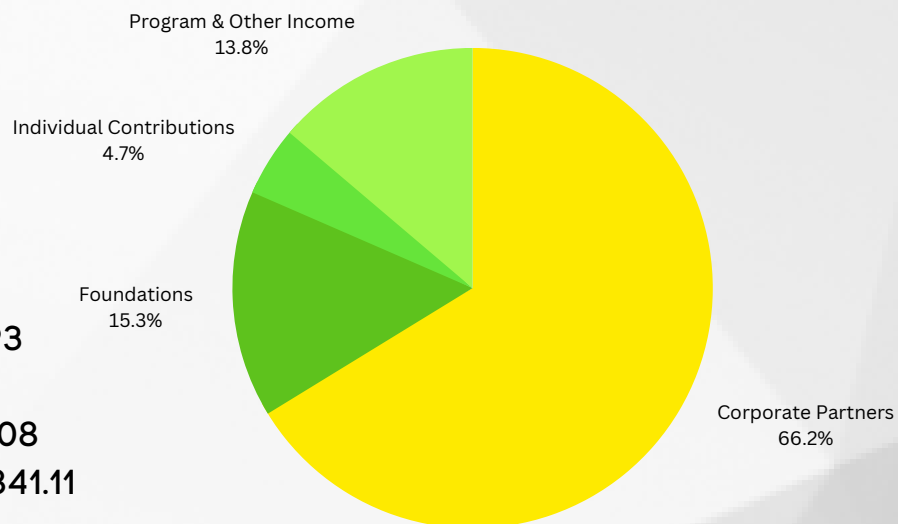
Corporate Partners \$1,972,924.93

Foundations \$455,189.25

Individual Contributions \$139,208

Program & Other Income \$410,841.11

Total Revenue \$2,978,163.29



our partners

general partners 2021/2022

4th & King
Adobe
Atlassian
Basis Set Ventures
Concrete Rose Capital
Concrete Rose Community Foundation
Etsy
Francoise Brougher
Gusto
Intuit
LinkedIn
Netflix
Pinterest
Scratch Foundation
Someland Foundation

