

Diversity could be the  
**BEST** business decision  
you make this year.



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# Diversity improves financial performance

## *Likelihood of Corporate Outperformance*

15%

*Gender Diverse  
Companies*

35%

*Ethnically Diverse  
Companies*

# Diversity represents customer opportunity

	1990 Buying Power	2014 Buying Power*	Increase Percentage
African American	\$318 billion	\$1.1 trillion	246%
Hispanic	\$212 billion	\$1.3 trillion	513%
Asian American	\$117 billion	\$696.5 billion	495%
Native American	\$19.7 billion	\$82.7 billion	320%
White	\$3.8 trillion	\$13.1 trillion	245%
LGBT	Not Available	\$835 billion	

**85%**

Purchasing Decisions  
made by Women

*Buying Power has shifted*

# 3 Ways to Add Diversity to Fintech



Staff

Board

Investors