

TECH x OAK "2018"

EVENT WRAP-UP REPORT



April 20th-21st, 2018

Kapor Center for Social Impact | The Port Workspaces
Oakland, CA

techxoak.com | [#TechxOAK](https://twitter.com/TechxOAK)



Thanks for taking the time to check out our report.

This wrap-up report recaps the activities from the Tech x Oakland Summit (TechxOAK), a 2-day event organized by Black & Brown Founders, in partnership with Oakland Startup Network and the Kapor Center for Social Impact.

We want to release a summary of the quantitative and qualitative information we collected from TechxOAK to the broader ecosystem. There is limited to no data available on tech entrepreneurs of color, much less data addressing Black and/or Latinx experiences. While we look for funding to deepen our research, we will continue to share reports based on the data we have, doing our part to push the sector forward.

TechxOAK was made possible by the support of the Kapor Center for Social Impact.

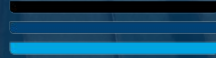
Yours truly,

A handwritten signature in white ink that reads "Aniyia". The signature is written in a cursive, flowing style.

Aniyia L. Williams, Executive Director, Black & Brown Founders

ABOUT THE EVENT

What was Tech x Oakland?



Tech x Oakland Summit ("Tech by Oakland") was a two-day summit for and by Oakland innovators of color.

This unique event was intended to showcase Oakland's diverse ecosystem, and provide Black and/or Latinx tech entrepreneurs with a forum to cultivate relationships and knowledge.

It was a collaboration between Oakland Startup Network, Black & Brown Founders, and the Kapor Center for Social Impact.

ABOUT THE EVENT

Why is this important?

A tiny fraction of venture funding goes to Black and Latinx founders, yet we are the driving force behind small business creation in America.

"Bootstrapping" doesn't look the same for Black and Brown entrepreneurs as it does for others. Money doesn't flow abundantly in our communities. We don't usually have family or friends who can invest or loan us cash to get started.

But our organizations believe that it's still possible to build thriving businesses with modest resources. We teach founders of color the rules of the Silicon Valley game, and how to make it work from their perspective.


A hand holding a pen over a document, with a large quote overlay. The background is a dark blue gradient with a faint image of a hand holding a pen over a document.

“This was one of the best tech conferences I've ever been to. From making amazing connections to the lightning talks, I walked away with deeper understanding and very useful tools that I can apply to my work right now.”

QUOTE FROM
TECH X OAKLAND SUMMIT ATTENDEE

OUR EVENT GOALS

What We Wanted

- 
01. Teach Black & Latinx entrepreneurs best practices to build modern, profitable tech businesses.
 02. Build community for entrepreneurs of color to support each other, and exchange information and learnings.

93%

of surveyed participants felt that the stated event goals were the right ones to focus on.

Some emphasized that the second goal resonated with them the most.

** Stats are from data collected in event surveys from event participants.*


ISSUES THAT MATTER

What Founders Wanted



In a pre-event survey, here's a summary of what attendees said was most important to get out of the event.

- To build a community that is focused on supporting each other
- To hear a clear plan on how to proceed to get companies off the ground
- To understand the opportunities for collaborations within the community
- To build strong connections

A hand holding a pen over a document, with a large quote mark graphic on the left.

“I loved this event. The opportunity to connect with other people of color doing awesome things in the tech space, and get immediate feedback, and help with my own ideas made the event so worth it. I had an awesome time and would recommend this to any entrepreneurs of color.”

QUOTE FROM
TECH X OAKLAND SUMMIT ATTENDEE

THE PROGRAM

What We Covered



TXO featured two full days of content that touched on law, venture capital, alternative forms of funding, engineering, money management, design, and emerging technologies.

TOPICS INCLUDED

- The Color of Money: Venture Funding for Startups
- Bootstrapping Your Startup
- Protecting Your Creation and Company
- Hella Scale: Building Your (Technical) Team
- Nailing Your Unique Selling Proposition
- Building Apps Without Code



THE PROGRAM

What We Covered



In addition to actionable content, we provided time for entrepreneurs to network, see what others were working on, and have one-on-one mentor sessions with investors and tech leaders.

MORE SUMMIT ELEMENTS

- Shark Tank Casting Call
- Self-led sessions around crowdsourced topics
- One-on-one mentor office hours
- Innovators Village
- Event app with profiles to forge direct connections
- Block Party, Picnic Luncheons, Social Hour & Party

HOW IT WENT

Speaker Stats



Our speakers are experts in a variety of areas related to business, technology and startups.

TXO featured 34 speakers. Here are self-reported demographics from those who completed our survey.

50% identify as women

50% identify as men

62.5% identify as Black

18.8% identify as Afro-Latinx

12.5% identify as Latinx

6.3% identify as mixed Asian & White


87.5% were ages 25-44

12.5% were ages 45+

43.8% Oakland residents

37.8% other East Bay residents

12.5 % San Francisco residents



“Tech x Oakland was the perfect example that you can have a unconventional conference that is more than effective. From the structure, to the friendliness, to multi-generational entrepreneurs; this is perfect for everyone.”

QUOTE FROM
TECH X OAKLAND SUMMIT ATTENDEE



100%

of participants said they would
attend Tech x OAK Summit again.

HOW IT WENT

Event Stats

** Stats are from data collected in event surveys from event participants.*

HOW IT WENT

Registrant Demographics



Our attendees are intersectional. This was not an event about diversity and inclusion, but it was diverse and inclusive.

- 46.3%** identify as women
- 53.4%** identify as men
- 51.3%** identify as Black
- 19.7%** identify as Latinx
- 2.6%** identify as Afro-Latinx
- 13.7%** identify as Asian/Pacific Islander
- 12.7%** from intersectional backgrounds
- 82.6%** we ages 25-44
- 17.4%** were ages 45+
- 8.1%** identified as LGBTQ
- 41.7%** Oakland Residents
- 23.6%** East Bay Residents
- 34.7%** other geographic areas

** Stats are from data collected during event registration.*

PARTICIPANT INFO

Business Stage



We asked registrants how far along they are in launching or building their tech business.

We discovered that **55.6%** are not yet generating revenue.

10% are at idea stage

31.1% are prototyping

16.7% have built an MVP, but still figuring out product market fit

23.3% have built an MVP and have product-market fit

18.9% fully developed product, customer base, and predictable revenue

PARTICIPANT INFO

Business Goals



We asked registrants what the primary goal is for their business. Here's what they said.

51.7% want to build billion dollar businesses

15.7% want to generate income to take care of themselves and family

22.5% don't care about the business size, just want their product to exist

10.1% preferred not to answer or question not applicable

“An inspiring heartfelt event that was designed to provide founders with the tools, experiences and support necessary to be better creators of successful businesses.

This event combined dynamic speakers, spectacular venues, and a diverse set of attendees to shape one of the best summits I have attended. Every aspect of the event demonstrated a clear vision and purposeful crafting.”

QUOTE FROM
TECH X OAKLAND SUMMIT ATTENDEE

WHAT'S NEXT

Participant Outcomes



We asked participants how they will apply what they've learned at the event. Here are a few popular answers.

- Deepen the connections they made at the event
- Immediately apply the lessons learned to their businesses
- Prioritize global thinking and global markets in their business
- Refine their product with advice they received during mentor office hours
- Improve their marketing and social media strategy



WHAT'S NEXT

Ideas for the Future



Here are some suggestions that attendees shared that they'd like to see next time around...

- Make even more time for networking
- Create a monthly meetup for founders to update and motivate each other
- Provide more content on companies that “hit a wall” and got through it
- Have a business matchmaking session to help each other based on needs and skills

The background image shows two women smiling and laughing at an outdoor event. The woman on the left is wearing sunglasses and a grey tank top. The woman on the right is wearing a dark jacket. The entire image is overlaid with a semi-transparent blue filter. In the top right, there is a logo for 'TECH x OAK 2018'.

TECH x OAK 2018

FOR MORE INFORMATION

Contact Us



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Black & Brown Founders is a 501(c)(3) nonprofit organization, providing Black and Latinx entrepreneurs best practices and community to build successful tech companies with modest resources.