








# UNLOCKING WOMEN'S FULL POTENTIAL

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An aerial photograph of a busy city street intersection, likely in New York City. The street is filled with cars, including many yellow taxis, and pedestrians. Tall, multi-story buildings line both sides of the street. The scene is captured from a high angle, looking down on the intersection. The text is overlaid on the upper left portion of the image.

“The most profound technologies are those that disappear.  
They weave themselves into the fabric of everyday life  
until they are indistinguishable from it.”

Mark Weiser



An aerial photograph of a busy city street, likely in New York City, showing a dense grid of buildings, cars, and pedestrians. A white network of lines and dots is overlaid on the image, connecting various points across the street and buildings, symbolizing a global or digital network. The text is centered over the image.

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## DRIVING TRANSFORMATION

Companies, governments &  
public institutions



ECONOMIC OPPORTUNITY

## SOCIETAL IMPACT

Measurable global impact and digital  
inclusion for all citizens

**DIGITAL  
TRANSFORMATION**  
will create...

# **DIGITAL DIVIDE**



## AWARENESS

Impact of digital transformation on diversity



## PURPOSEFULNESS

Ensure that the digital dividend is inclusive

## URGENCY

Early and often



# Labor markets disrupted

Jobs created



Jobs displaced



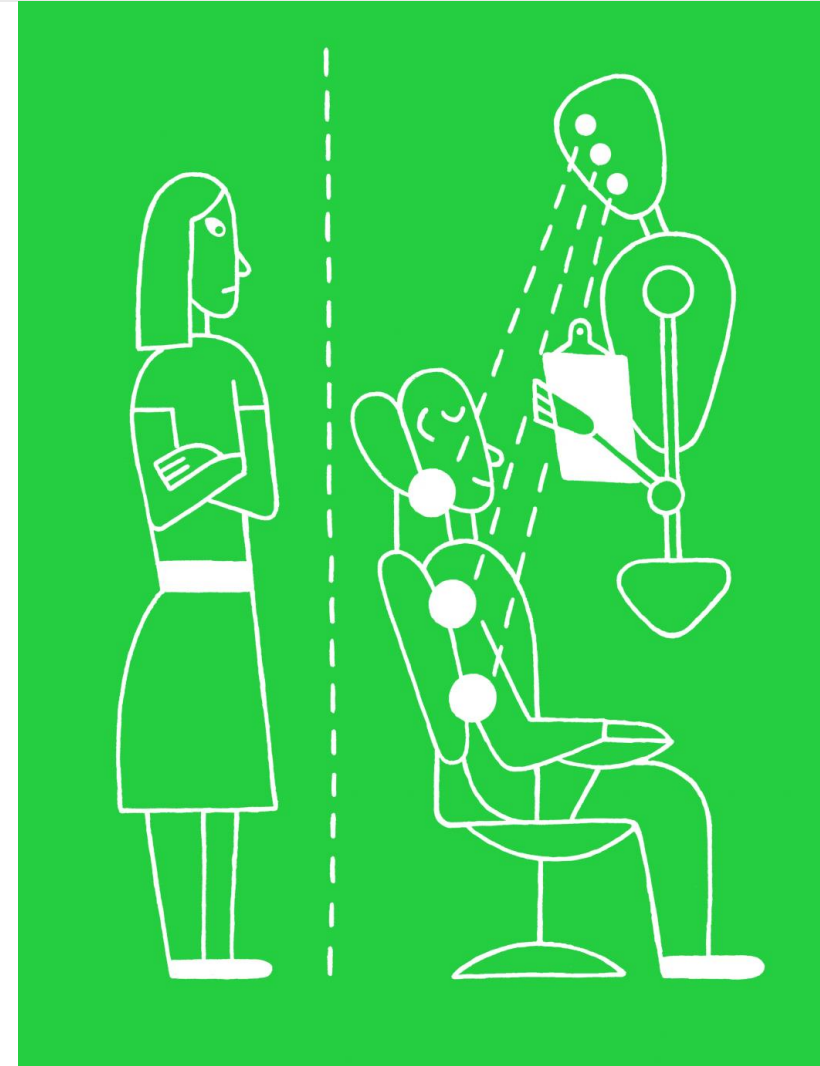
# The Dangers of Tech-Bro AI

Tabitha Goldstaub, a cofounder of [CognitionX](#), which helps companies deploy AI, says that diversifying the field is necessary to make sure products actually work well.

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**I** f you think about artificial intelligence and the core components of what makes an AI, you have the fact that it's given a goal and then will find a way to reach that goal. It's then often very un-transparent as to how it reached that goal. If you're building into a machine some unconscious bias, you might not know that it's there; the output could be detrimental to women and it's very tough to work out exactly why that has happened.

In traditional technology, you can see [what has happened]: women



MIGUEL PORLAN



Why **diversity**  
is an even bigger  
imperative



*Thank you!*

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