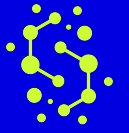


Self-eSTEM

Bridging Brilliance: Normalizing BIPOC Women in STEM

Self-eSTEM Investors Deck 2022





Despite an overall increase in STEM programming and career pathways, **BIPOC Women are still being kept out & pushed out of the STEM talent pipeline.**

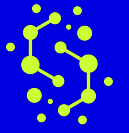


The Solution

Self- eSTEM:

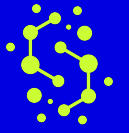
The new
face and
culture
of STEM
innovation.





To transform the face and culture of STEM, **we need a multi-faceted and multi-generational approach that co-creates conditions for BIPOC girls and women to thrive.**

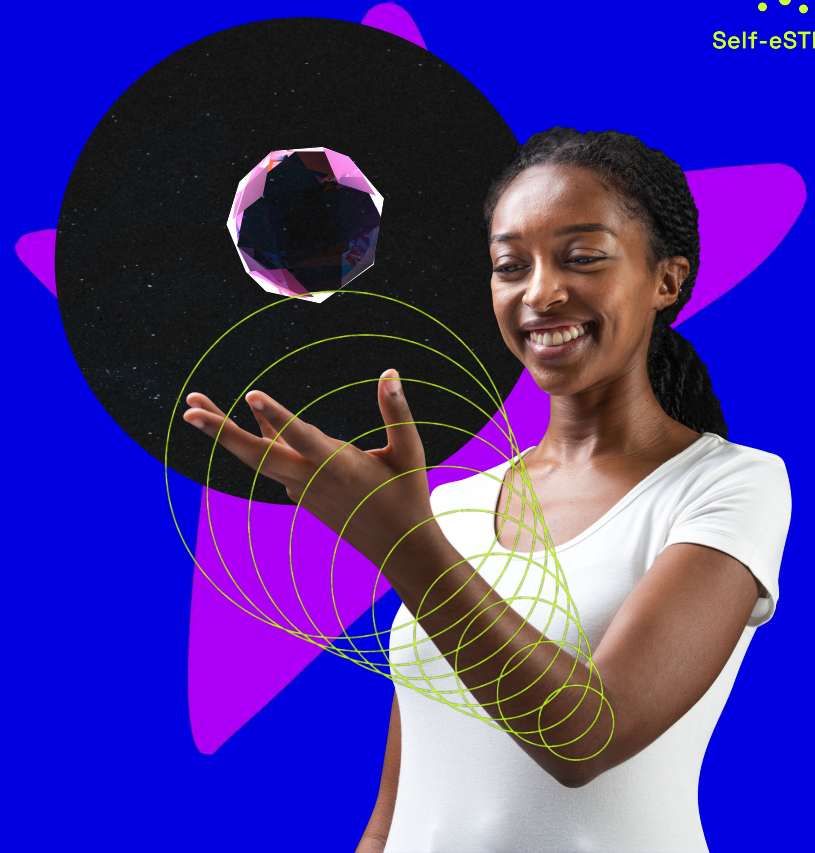
OUR MISSION



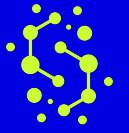
Self-eSTEM

Founded in 2014, our mission is to ignite **pride, purpose, and possibility** among BIPOC girls and women through STEM by providing:

- culturally relevant education,
- training & mentorship,
- and access to a network of support to fuel their personal and professional development throughout the talent pipeline.



INNOVATION IN ACTION



Self-eSTEM

Bridging aptitude and belief, we **unleash the brilliance** in BIPOC girls and women by championing STEM through holistic:

- cognitive & non-cognitive development,
- and social & emotional learning.



The Approach

Our Culturally Thriving Learning Model™

is a multi-faceted approach that fosters a growth mindset and resilience among BIPOC woman so they can thrive in the STEM workforce and address the innovation gap.



1

Starts early



2

Wrap-around
program
support model



3

Culturally
relevant
pedagogy



4

Focuses on
self-esteem &
wellness



5

Leverages
the power of
community

Our Strengths



Holistic
and culturally-
responsive
approach

**Culturally-
reflective**
staff &
leadership

**Human-
centered**
curriculum

**Relation-
ship-based**
partnerships

Rooted
in Oakland
& Bay Area



Our Executive Board of Directors

We are experienced and well-positioned to tackle pressing issues across the STEM talent ecosystem.



Shalonda
Tillman

**Chief Operations
Officer & Curriculum
Lead**
Educator
Oakland Unified
School District



Gervetti
Lockett,
Ph.D.

**Director, Marketing
& Digital Content**
Learning &
Development Partner
Facebook



Jeremiah
Tolbert

**Director, Infrastructure &
Corporate Development**
Founder/CEO, Tolbert
Architect & Designs



Kranthi
Meka

Board Chair
VP of Customer
Success Bakkt



Karen
Trapenberg
Frick, Ph.D.

Treasurer & Grants
Associate Professor,
City & Regional Planning
and Director of
Transportation Center
UC Berkeley

Our Advisory Board

We are experienced and well-positioned to build strategic partnerships to advance Self-eSTEM's mission.



**Stevie
Gray**

**Former Vice President,
Ticket Operations**
Golden State Warriors



**Patty
Dingle**

**Global Head of Diversity
& Inclusion**
Riot Games



**Ashley
Tucker**

**Senior Manager
Corporate Engineering
& Solutions**
Lyft



**Jacquelyn
Broader**

Research Associate
UC Berkeley

OUR VALUES



1.	2.	3.	4.	5.
Community & Self-Love We bolster self-esteem and confidence.	Innovation We imagine and create the world we yearn for.	Creativity We encourage curiosity and creative genius.	Purpose We lead with authenticity and intentionality.	Equity We improve life outcomes through STEM.

Impact to Date

STEM EDUCATION

Unleashing brilliance & self-esteem

- Reached **1,320+ BIPOC girls (ages 7-17)** (65% from low-income families)
- Mentored **150+ BIPOC women (ages 18+)**
- Provided **1,300+ hours** of STEM training
- Activated **1,000+ volunteers**
- Maintained a **90% attendance** rate
- Achieved a **100% matriculation** rate
- Helped **81% youth** realize STEM career-identities

Program Awards & Recognition

2018 The **first all BIPOC girls team** to compete in a *NorCal FIRST Tech Challenge* competition (2018)

2017 The **first all BIPOC girls team** to compete and receive Judge's award in a *NorCal FIRST Lego League* competition



Contact:

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Executive Director
& Founder

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@selfestemorg



@selfestem



@selfestemorg



@self-estem

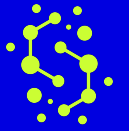
The Problem

How we know this is a problem...

5%

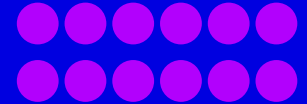
of STEM Professionals
are BIPOC Women

Source: [National Center for Science and Engineering Statistics, 2019.](#)

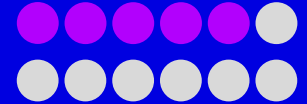


Self-eSTEM

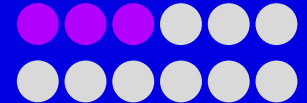
For every **12 women of color** that graduate with a STEM degree...



...only **5 are working** in STEM after 2 years...



...after 10 years that number **drops to 3.**



Source: [Georgetown University, Center of on Education & the Workforce: STEM, 2014.](#)

OUR CORE STRATEGIES



Network Building



Goal
Building a network and infrastructure to support BIPOC girls and women as the new face and culture of STEM innovation.

Programs & Initiatives

- Events
- Volunteer Drives
- Institutional Partnerships

Narrative Change



Goal
Providing counter-narratives that shift mainstream perceptions of BIPOC girls and women in STEM, and inspire them to become changemakers.

Programs & Initiatives

- Social Media Campaigns
- Annual Awards Gala

STEM Education



Goal
Foster the personal, educational and professional development of BIPOC girls and women throughout the STEM talent pipeline.

Programs & Initiatives

- Early STEM Immersion Program
- Emerging (STEM) Leaders Program

2023 STEM Exploration Camp: July 10 - 15 (9:00am-3:30pm PST)



Project-based activity: Intersection of STEM & Fashion & Entrepreneurship

Following the success of the hit TV show "Project Runway," participants in the Self-eSTEM program will become aspiring fashion designers and entrepreneurs. They will collaborate to develop a unique, Self-eSTEM-inspired "mini collection," incorporating key STEM concepts in product design, engineering, and mathematical principles. Our **Innovators**, working in small groups, will build and brand their fashion company, designing an inclusive collection for youth and people in their community. Aligned with the core values of Self-eSTEM, which primarily focus on building self-esteem and confidence in young girls and women, their designs will inspire youth to become future STEM leaders, entrepreneurs, innovators, and changemakers.

By the end of the camp, our **Innovators** will:

1. Leverage **digital media (Canva, etc.)** to create a custom logo and brand name.
2. Use **math & engineering design principles** to build patterns and pieces to create clothing.
3. Design a custom print using **tessellation (geometric)** principles.
4. Use **product design principles** to build clothing for identified target customers.
5. Create a **custom (digital) website or slides (Google Workspace, etc.)** aligned with their company brand and designs
6. Combine **fashion with STEM** to create wearable clothing and accessories and compete in a fashion show.
7. Practice **21st-century skills** by presenting their completed designs to peers and family.
8. Connect with and be **inspired by BIPOC women entrepreneurs** and STEM professionals in the Bay Area.

Impact Videos



Innovators

Volunteers

2021 - 2022

Program Partners



2022



*As of January 2022

2015 - 2021

Previous Program Partners

