



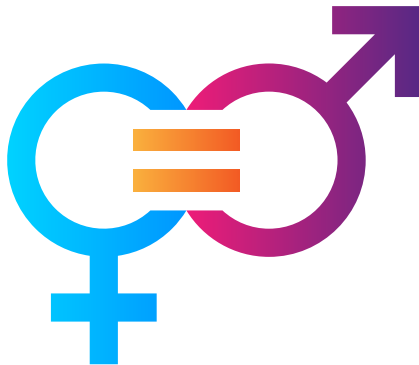
# Diversity and Inclusion

Track gender diversity across every UK industry and company with mnAi's cutting-edge technology.

# Diversity and inclusion

Every UK industry and company mapped by diversity.

The combination of big-data and proprietary business intelligence functionality provided by mnAi's industry-leading platform will help your business promote and support diversity both internally and externally.



mnAi's core product is a data asset encompassing 9m+ UK companies and 6.9m unique individuals (37m total people profiles) that is updated and refreshed in real-time.

Take advantage of our proprietary algorithms to further your understanding of how gender plays a role in the formation and management of companies.

From the identification of female founders, directors and shareholders through to the analysis of entire investment, customer or investment portfolios, our cutting edge technology provides unique insight into the people who power UK SMEs.



## The problem

Gender and ethnicity values are not captured during company formation or critical business events such as capital raising. Consequently, the inability to track the impact of disadvantaged or minority groups leaves significant gaps in policy and research.



## The solution

mnAi's algorithms assign gender values across all UK companies, officers and shareholders in real-time. Ethnicity values are attributed at a company level only and also updated in real-time.



## The benefits

From early stage investment to ground-breaking national studies, mnAi's data provides clients with the ability to proactively manage and monitor supply chains, customer and investment portfolios.

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## Insight

From the identification of female founders, directors and shareholders through to analysis of entire investments, customer or client portfolios, our cutting edge technology provides unique insight into the people who power UK companies.

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## Impact

For government bodies, researchers and corporates looking to actively identify and support female and ethnic minority led founders and companies, our proprietary disaggregated diversity data supports the identification process quickly and easily.

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## Identification

Utilise SIC code or keyword technology to precisely target key verticals or sectors and build and export female founder lists. mnAi's cutting-edge Connected Data technology helps to generate more complete and reliable insights of individuals and companies than anywhere else - including profiling by gender and ethnicity.

# Gender analysis, revolutionised

Promoting and supporting diversity enhances operations, creates opportunities and supports societal growth ... and it's never been easier, or quicker, to do.

mnAi's solution uses machine learning algorithms to track the gender diversity of every UK company by director, officer, and shareholder in real-time.

With 375+ variables our proprietary technology - combined with big data - eliminates the need for extensive, labour-intensive research, which can enable your company to focus

more resource elsewhere, improving the efficiency of your business and accuracy of the insights used to make the important decisions that will shape its future.

**12.5bn**  
data points

**170.4m**  
statutory  
records

**375+**  
variables

**37.1m**  
people

**100m+**  
data points  
added every  
week

**9m**  
UK companies

# Real-time gender analysis

We are an award-winning technology provider and the largest UK source for company data with a commitment to identifying, supporting and promoting female leadership and entrepreneurship. Here's how you can use our Diversity and Inclusion solution for your business, both internally and externally:



## Interactive modelling

Your data, your way. From interactive charts to heat maps, build and control insights in a way that makes sense to you.



## Detailed analysis

Gain a deeper understanding of how gender plays a role in the foundation and management of companies using our proprietary algorithms.



## Financial insights

Get access to gender-driven macro and micro economic trends using our AI-powered solution, which includes 55 million complete financial records.



## Regional searches

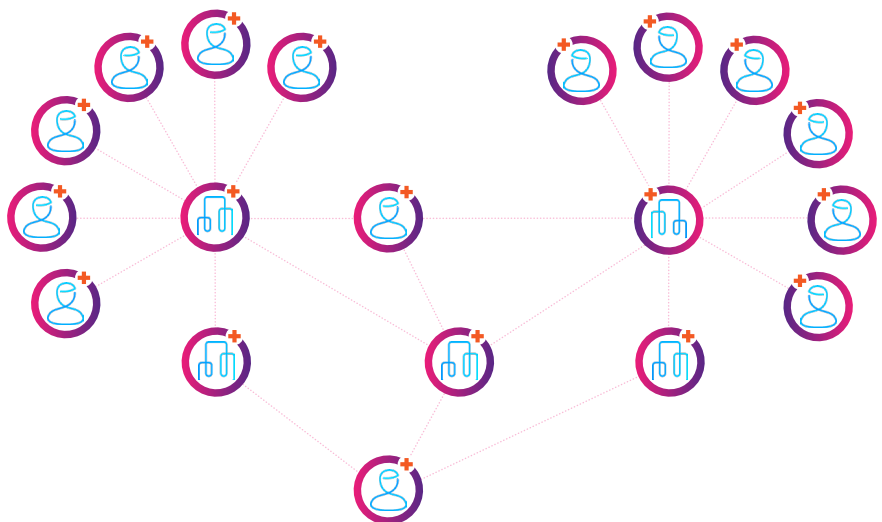
Discover local gender trends using our free-draw mapping technology. Create bespoke geographical searches based on specific locations.

# Our data in action

We've revolutionised the way gender insights are accessed, and provide unrivalled levels of intelligence.

Industrial insight	Company Profile	Person Profile
<ul style="list-style-type: none"><li>• Market analysis</li><li>• Investment bias</li><li>• Sector analysis</li><li>• Generational and demographic analysis</li><li>• Start-up and scale up</li><li>• Economic research</li><li>• Productivity and employment analysis</li></ul>	<ul style="list-style-type: none"><li>• Director gender</li><li>• Shareholder gender</li><li>• Company gender</li><li>• Company ethnicity</li></ul>	<ul style="list-style-type: none"><li>• Director gender</li><li>• Shareholder gender</li><li>• Company gender</li></ul>

100m+ million connections between companies, directors, PSCs, shareholders  
100,000 daily updates.



## Contact the team directly



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