



**TECH  
LONDON  
ADVOCATES**

**BLACK WOMEN  
IN TECH**





# INTRODUCTION

## TLA BLACK WOMEN IN TECH

Our mantra: **Get comfortable getting uncomfortable**

TLA Black women in tech is a **not-for-profit global organisation**, based in London, dedicated to building bridges of opportunities in tech by enabling Black female talents to excel and companies to have access to Black women of talent. We are a community of Black women tech advocates of all levels and allies who support and empower diversity and inclusion.

**Our mission is to inspire, support, connect the tech sphere to allow more Black women and young girls to excel and tech companies to perform better through diversity & inclusion.**



# SPONSORS FOR THIS PROJECT

FACEBOOK

accenture



hundo

DIVERSIFYING  
CREATING INCLUSIVE CAREERS

# OUR CONTINUOUSLY GROWING NETWORK

We partner with organisations in the UK and around the world to amplify visibility and support Black women entrepreneurs in tech. Our community is **constantly growing by 10% month by month.**



# SPONSOR OUR BOOK

## THE BOOK OF REPRESENTATION FOR INSPIRATION



The under-representation of great Black women leaves Black women and young Black girls to accomplish their goals without role models or confidence. Therefore, an increase in representation is imperative to raise inspiration.

'The Voices in the Shadow' aims to showcase the journeys of 51 Black women in the UK who impacted the tech industry. In turn, it gives Black women and young Black girls the empowerment they need for them to feel that there is a place for them to flourish professionally.

- **Distribution:** This book will be distributed to educational institutions across the UK and available to the public.
- **Release date:** Black History Month, October 2021



# WHAT IS INCLUDED IN THE BOOK?

## THE BOOK OF REPRESENTATION FOR INSPIRATION



### What is included in the book?



The book cover for Adeshola Cole features a portrait of her on the left. To the right of the portrait is a yellow line graph with two points. Below the portrait is a quote: "watching them thrive productively has been my greatest and fulfilling moments." Below the quote is a QR code and the text "Scan to learn more about Adeshola!". At the bottom left of the cover, it says "ADESHOLA COLE CEO AND FOUNDER OF TRITEK CONSULTING LIMITED TECH".

**W**henever made the statement, "your current state in life does not define you", forever my story while coming up with such a saying. I have been through thick and thin of life as a child, adolescent, becoming an entrepreneur and sustaining it, working with and empowering people. Yes, I am a product of the toughest refinement process which has given room to a great personality in the realization life.

I am Adeshola Cole, born in Hackney to Nigerian parents and raised in Birmingham. I grew up in a foster home which countless led to abuse of all kinds until I decided to stand up for myself. My rebellious childhood led to me being sent to Nigeria where I had my early education and university degree. My journey to Nigeria helped me with self-discipline and knowing my roots. Returning to the United Kingdom after my tertiary education has given me the opportunity in becoming the woman I am today both in sad and great memories.

My career journey started in the bakeries from where I proceeded to becoming an attendant in a gambling and booking shop where I garnered experiences that will help me in the today-future. Upon leaving the bookings, I became a cashier in the banking sector for the next ten years. Here, I felt unfulfilled as the work politics were not allowing me to develop myself. I decided to go for training to develop and upskill myself in the IT sector as a Project Manager and Business Analyst. It is this stage that I discovered my ability and passion for mentoring people.

This led to the creation and establishment of Tritek Consulting that is solely focused in helping people realize their career goals in the IT sector. What I started with two candidates now has over a thousand candidates. In this journey so far, I have been able to help three hundred candidates transition into Project Management and Business Analyst roles in the IT sector. My journey as an Entrepreneur, Project Manager and Business Analyst has been a great and life changing one. Helping people transition into

the IT sector as a realization of their career dreams and watching them thrive productively has been my greatest and fulfilling moments. I did not only realize my dreams in life but also impacted people positively with them. Thus, it is not enough to have dreams and vision; ensure you impact others with them.

I have been recognized with different awards for my humanitarian, impactful, and productive service. Some of them are Mentor of the Year 2016, Woman of the Year 2018, IT Training Company of the Year 2020, etc. I am a vivid case study of the saying that "you can become whatever you choose to be in life". Just decide on what to do with your life and relentlessly work towards it; surely you will realize it someday and become a fulfilled being.

- **The stories:** 51 stories from women in the book. Each story has a QR code which allows readers to find out more about each women
- **Careers in technology:** We will present the non-techie and techie roles. We want our readers to understand that you don't need to have an engineering degree to work in technology

# WHAT IS INCLUDED IN THE BOOK?

## THE BOOK OF REPRESENTATION FOR INSPIRATION



### What is also included in the book?

The blossom journal has been designed to help readers dream, set and achieve their goals with clarity.

**and so much more...**

# WHAT IS INCLUDED IN THE BOOK?

## THE BOOK OF REPRESENTATION FOR INSPIRATION



**We also acknowledge our sponsors in the book**

Sponsors will get their logo, company presentation and QR code featured in the book to maximise their reach and endorsement of this project.



# SPONSOR OUR BOOK

## THE BOOK OF REPRESENTATION FOR INSPIRATION



### THE VOICES IN THE SHADOW



[Click here to watch our book vision cartoon](#)



# SPONSOR OUR BOOK



DISCOVER WHY THEY BELIEVE THIS BOOK MATTERS



[Click here to watch full video](#)



# MISSION BY THE END OF 2022

## YOUR SPONSORSHIP IMPACT



We are planning to reach **300 schools\*** across the UK.



Each school represents **400 scholars**



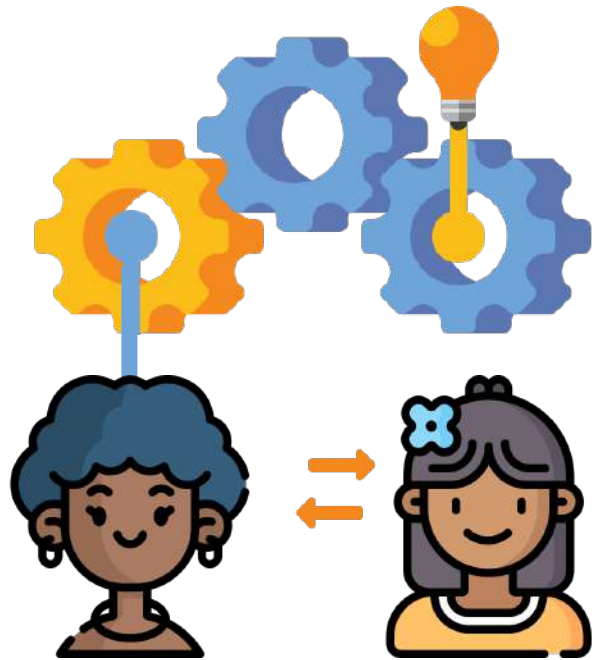
We are expected to impact **+120,000 scholars\***



We included the **“Pass it on”** scheme. Once read, the book gets passed to someone else.

# MISSION THROUGHOUT THE YEAR

## YOUR SPONSORSHIP IMPACT



We intend to support activities with scholars, the women of the books and companies.

Such as:

- School visit
- Mentoring
- Internship
- More

# THE BOOK OUTREACH

## BOOK AWARENESS



We are aiming to also provide posters to maximise awareness within schools

# MISSION BY THE END OF 2022

## YOUR SPONSORSHIP IMPACT



We will measure our impact and present it in our **2022 impact report**

- Our impact report will highlight the activities we will carry out with schools throughout the year, the impact indicators, stories, testimonials and our sponsors.
- This will then be made available to the public and the media.

# SUPPORTED BY THE GOVERNMENT

## THE BOOK OF REPRESENTATION FOR INSPIRATION



We are supported and endorsed by:



Department for  
Digital, Culture  
Media & Sport



**Sponsorship opportunities  
end 30<sup>th</sup> of September 2021**





# BOOK SPONSORSHIP



	GOLD SPONSOR	PLATINUM SPONSOR	DIAMOND SPONSOR	EMERALD SPONSOR
	£2,000	£5,000	£10,000	£20,000
<b>Book publication</b>				
Company logo	v	v	v	v
Company profile feature	v	v	v	v
QR Code		v	v	v
<b>Branding, Marketing &amp; Digital</b>				
Company logo on our website	v	v	v	v
Company profile to feature on our website	v	v	v	v
Company logo and link to be included in HTML newsletters	v	v	v	v
Promotion on relevant social media channels	v	v	v	v
Interview opportunity		v	v	v
<b>Brand featured in the impact report</b>		v	v	v
Editorial Q&A			v	v
Public relation opportunities			v	v
<b>Networking &amp; Book launch event</b>				
Book launch party	4 passes	10 passes	15 passes	18 passes
Keynote panel discussion		v	v	v
<b>Throughout the year</b>				
Keynote presentation by Flavilla Fongang for your company			1 presentation	2 presentations
Post vacancies on our website			Up to 30	Up to 40
A virtual partnership event to connect with TLA community				v
Book copies				10 copies

**Sponsorship opportunities end  
30<sup>th</sup> of September 2021**

**Ready to work with the most  
exciting community?**

**Contact:**

[blackwomentech@3coloursrule.com](mailto:blackwomentech@3coloursrule.com)





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**BLACK WOMEN  
IN TECH**

**THINK SUCCESS**  
**ACT THROUGH TECH**

#blackwomenintech