

Diversity Atlas, World-Leading DEI Data Platform, Secure \$6 Million in Bridge Funding

MELBOURNE 16th April, 2024 – [Diversity Atlas](#), the world’s leading diversity data analytics platform which was born out of [Cultural Infusion](#), announced a funding round of \$AUD 6 million from Canadian funding platform, Gener8 VC, to support the commercial growth of the data platform, after unprecedented demand.

Diversity Atlas uses data and a proprietary algorithm to track cultural diversity and sentiment within a company, offering leadership valuable insights into their company profile. The platform, which was developed by a team of data engineers, anthropologists and other subject matter experts over a 7-year period, owns the largest dataset of its kind, with over 45k human identity data points. Thanks to its unique algorithm and vast dataset, the platform is able to offer businesses more trustworthy and granular data about their company than ever before.

The benefits of a diverse and equitable workforce have been well documented. According to [Diversity Wins](#), a 2020 study by McKinsey & Company, diverse companies are more likely to financially outperform their peers. Diversity Atlas gives business leaders and key stakeholders access to normalised data that can be used to assess the diversity profile within their company, drive organisational change, improve employee engagement and reach ESG goals.

“We are excited to officially announce this funding round, to support the high-growth period we are currently experiencing at Diversity Atlas,” said Peter Mousaferiadis, CEO and Founder of Diversity Atlas. “Diversity in the workplace has never been more relevant, and having robust data allows companies and organisations, big and small, to make intelligent decisions and foster sustainable growth for their company and team.”

“At Gener8 VC we are focused on investing in the changemakers of tomorrow. Diversity Atlas is a great example of how data can foster a positive work environment to support positive economic growth,” said Kurt Menzies, the Founder of Gener8 VC.

Diversity Atlas expects to double their team to support high growth and its expansion into new markets. Company growth will be focused on expanding in key markets in the EU and North America.

Fundraising was secured by Sydney Business advisory firm, Catapult.

Diversity Atlas was advised by Lewis+Behr Corporate Advisory legal director Daniel Finn.

About Diversity Atlas:

[Diversity Atlas](#), the world's leading diversity data analytics platform, officially launched in 2019. The platform boasts the world's largest dataset of its kind, and has recently been recognised as the first step to inclusion in the [AWS Inclusion Playbook](#). Diversity Atlas gives companies, organisations and communities unprecedented access to their cultural diversity makeup to drive change, build engagement and reach company goals.

Diversity Atlas is built from scientific, peer-reviewed research and more than seven years of development and is being used by organisations across the globe varying in size from 50 to more than 1 million. Find out more [here](#).

About Gener8

Gener8.VC is a private Impact Funding Platform founded by Kurt Menzies in 2022 based in Canada. Gener8.VC is focused on connecting investor capital to entrepreneurial resources within a more sustainable funding model. Driving a Global Movement towards creating impact and positive change around the globe. It starts by Funding Differently.

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