



 SEIDEA

Date: December, 2022

# SEIDEA

IMPACT REPORT

2019-2022

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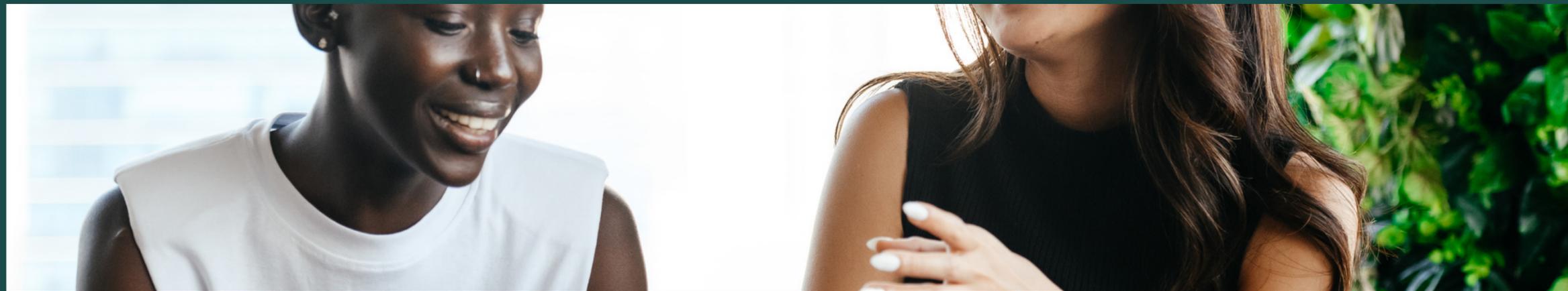
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# OBJECTIVES

In our efforts to diversify the cybersecurity industry and empower Black and Minority ethnic women, Seidea has set three main objectives. Through these efforts, we aim to create a more inclusive and equitable industry that better serves the needs of society. We are committed to making a positive impact and to advancing our mission of diversity and inclusion in the cybersecurity industry.



01

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Provide support and resources to Black and Minority ethnic women as they build careers in cybersecurity.

02

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Partner with cybersecurity companies to promote diversity and inclusion in their hiring and retention practices.

03

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Work with schools and children's charities to educate kids about cybersecurity and inspire them to pursue careers in this field.

# CEO'S MESSAGE

Dear friends, supporters, and partners of Seidea,

It is with great pleasure that I present to you the impact report for our social enterprise, Seidea. Over the past three years, we have worked tirelessly to diversify the cybersecurity industry and empower Black and Minority ethnic women to build successful careers in this field.

As you will see in the pages that follow, our efforts have resulted in significant progress towards our mission. We have supported dozens of talented Black and Minority women as they pursue careers in cybersecurity, and we have partnered with leading organisations to bring diversity and inclusion to the forefront of their hiring and retention efforts. But our work is far from done. The need for a diverse and inclusive cybersecurity workforce is more pressing than ever, and we are committed to continuing our efforts to make a positive impact in this important industry.

Thank you for your support and partnership. Together, we are making a difference and creating a more equitable and secure future for all.



Stephanie Itimi  
CEO & Founder, SEIDEA CIC

A photograph of two Black women sitting in a modern office environment. The woman on the left is wearing an orange top and has her hair in a bun, smiling and looking towards the other woman. The woman on the right is wearing a grey ruffled blouse and a black skirt, sitting in a black leather chair with her hands clasped, looking back at the first woman. The background features a large green plant, a blue cabinet with a parrot on top, and a white wall with a shadow of a plant.

Part 1:

# BME WOMEN

Our primary goal is to assist Black and Minority ethnic women in developing their cybersecurity careers by offering support and resources. The following section highlights the specific actions we have taken and the impact we have made through these efforts

# UPSKILLED 1500+ BLACK & MINORITY ETHNIC WOMEN

Between 2019 and 2022, Seidea organised 35 learning events for our members, which aimed to connect BME women with cybersecurity experts. These events provided our members with an opportunity to network with other Seidea members and join an inclusive community. According to participant feedback, 92% of attendees felt that the events increased their cybersecurity knowledge and 78% reported that the events aided their career journey. We are proud to have provided these opportunities to our members and we look forward to continuing to support diversity and inclusion in the cybersecurity industry through education and networking events.



# 51 FACILITATED INTERNSHIPS & 21 MENTORSHIPS

From 2020 to 2021, Seidea, in partnership with Mosse Security Institute and SheSecures, provided 51 Black and Minority Ethnic women with access to a remote internship program and certification. This 9-month internship taught skills that could be immediately applied in the field and helped interns secure their first job. An impressive 88.46% of participants landed a work opportunity within 6 months of completing the training. We are proud to have supported these women in gaining valuable experience and skills, and we look forward to continuing to promote diversity and inclusion in the cybersecurity industry through our future internship programs.



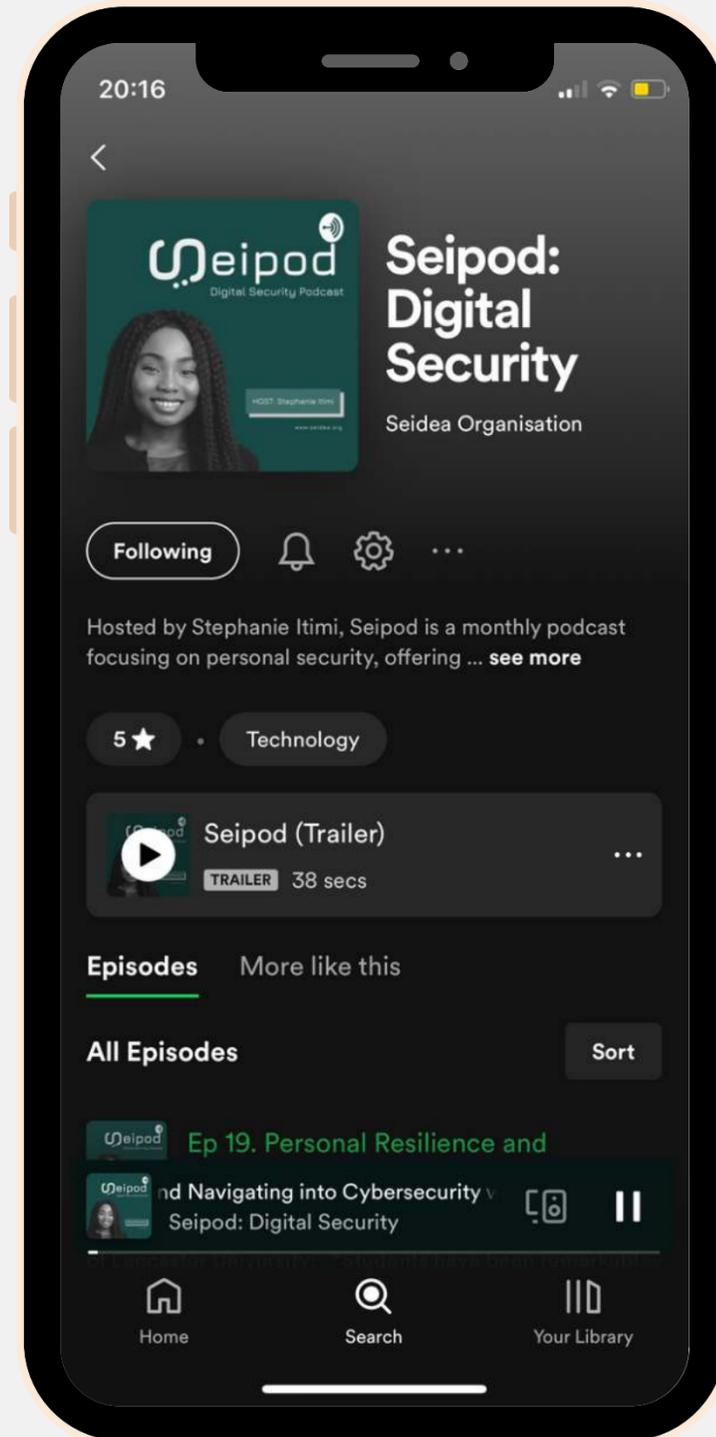


## 4 CYBER SCHOLARSHIPS

Seidea, in partnership with CyLon and CompTIA, provided 4 Black and Minority Ethnic women in the UK with a scholarship to fund a CompTIA Sec+ course, exam voucher, and exam prep training. This training led to a 67% increase in the participants' cybersecurity knowledge and a 43% increase in their career growth. One of the participants even obtained a new job thanks to her CompTIA Sec+ certification. These women were able to take advantage of this opportunity to develop their skills and knowledge, and they are now better prepared to pursue careers in the cybersecurity field. Seidea is proud to have supported these women in achieving their goals and we look forward to continuing to support diversity and inclusion in the cybersecurity industry.



**CYLON** CompTIA



# EMPOWERED 2000+ INDIVIDUALS WITH CYBER SECURITY KNOWLEDGE



From 2019 to 2022, Seidea recorded 19 cybersecurity podcast episodes for our members, which focused on personal security and offered valuable insights to help BME women overcome common cyber attacks and improve their personal security. The platform has received over 2000 downloads since its launch. These podcast episodes have provided our members with valuable information and resources to help them stay safe online and better protect their personal information. We are proud to have provided this valuable service to our members and we look forward to continuing to support diversity and inclusion in the cybersecurity industry through our podcast and other resources.

A close-up photograph of a person's hands typing on a laptop keyboard. The laptop screen on the left shows green code on a black background, resembling a terminal or code editor. The person is wearing a dark long-sleeved shirt. The background is slightly blurred, showing a desk and a mouse.

Part 2:

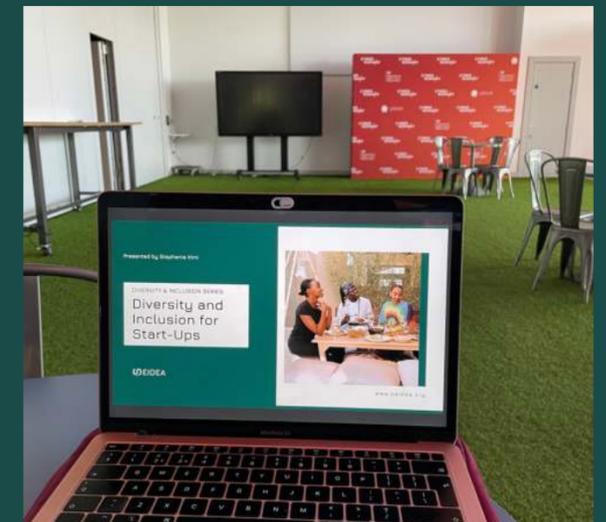
# INDUSTRY PARTNERSHIP

To effectively increase diversity in the cybersecurity field, we recognise the need for collaboration with cybersecurity companies. As such, we have partnered with these organisations to prioritise diversity and inclusion in their hiring and retention practices. The following section details the impact of these partnerships to date.

# DELIVERED DEI TRAINING TO 70+ CYBER SECURITY COMPANIES



In 2022, Seidea delivered Diversity, Equity and Inclusion (DEI) to over 70 cybersecurity companies in diversity and inclusion through our partnership with Plexal and their Cyber Runway program. The Cyber Runway is the UK's largest government-backed cybersecurity accelerator for entrepreneurs, startups, and scaleups. It is designed to help companies develop their cybersecurity products and services and bring them to market.







Part 3:

# EARLY YEARS

As we work towards our goal of diversifying the cybersecurity industry, we recognise the importance of encouraging diverse learners to explore this field. To achieve this, we partner with schools and children's charities to empower kids to learn more about cybersecurity. This section highlights our impact in this area so far.

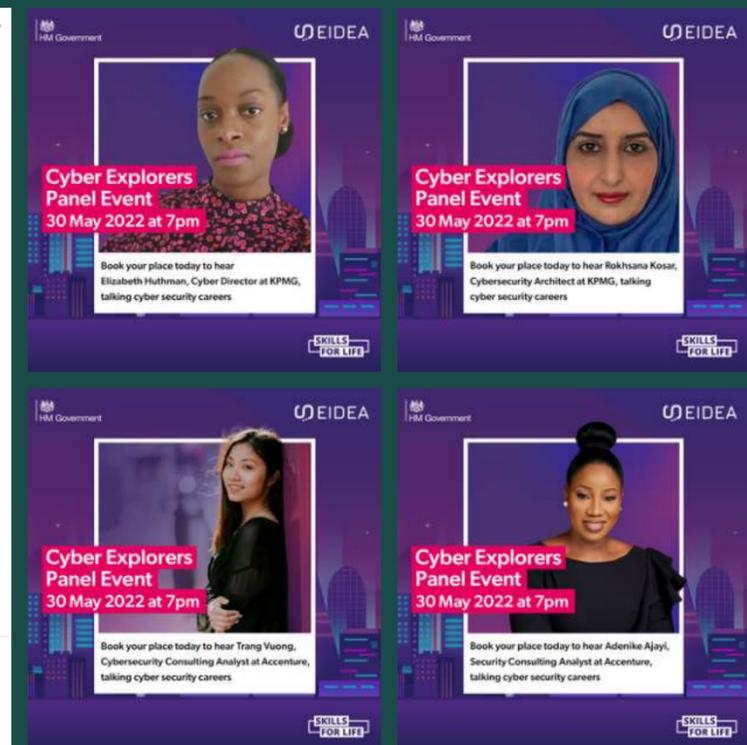
# EMPOWERED 450+ KIDS (11 -14) TO LEARN ABOUT CYBER SECURITY



In 2022, Seidea teamed up with QA and professionals from KPMG and Accenture to support the Cyber Explorers platform, a government-led initiative that aims to introduce children to cybersecurity. To further this goal, we organised a series of events and activities, including:

- A cybersecurity event at Hanson Academy in Bradford
- A cybersecurity hackathon at Inverclyde Academy in Scotland
- An online CTF competition in partnership with African churches in Scotland
- An online cybersecurity event featuring Black and Minority Ethnic role models

These events were successful in introducing over 400 young people to the exciting world of cybersecurity and encouraging them to pursue careers in this field. We are proud of the impact that these initiatives have had and look forward to continuing our efforts to promote diversity and inclusion in the cybersecurity industry.



# 113 BME GIRLS (9-16) TAUGHT CODING

From 2019 to 2021, Seidea's Sei-Code project empowered 113 Black and Minority Ethnic (BME) girls aged 9-16 by teaching them how to code and boosting their confidence through animated storytelling. With the help of Scratch and Google CS-First club, the girls were introduced to programming through engaging video game development. In addition to learning coding skills, the project also fostered the girls' creative writing abilities and provided them with opportunities to learn from and be inspired by BME women in the technology industry. The Sei-Code project was successful in helping BME girls explore and excel in the world of technology.



# DELIVERED CYBER CAREER SIMULATION WORKSHOPS TO 100+ YOUNG ADULTS (16-18)



In 2021 and 2022, Seidea partnered with InvestIN to provide career simulation workshops on cybersecurity to over 100 young adults aged 16-18. These workshops were designed to give participants a taste of what it's like to work in the cybersecurity industry and to help them explore potential career paths. We are proud of the impact that these workshops have had and are grateful to InvestIN for the opportunity to support their efforts to inspire and empower the next generation of cybersecurity professionals.



# SEIDEA TEAM

## **Stephanie Itimi, Founder & CEO**

Stephanie Itimi is a Certified CISMP Digital entrepreneur and Cybersecurity expert with over 6 years of experience in human aspects of cybersecurity. She is a PhD student in information security, based at the CDT in Cyber Security at Royal Holloway, University of London.

## **Helen Babalola, Finance Advisor**

Helen is currently an Education, Gender and Equalities Statistics Adviser to the Foreign, Commonwealth and Development Office. Prior to working in government, Helen held various positions within Investment Banking.

## **Antonia Douglas, Head of Operations**

Antonia is a Cyber security professional with over four years' experience within the industry. Antonia is passionate about diversity, and the advancement of minority women in supporting them to pursue a career within technology.

## **Faith Teberen, Head of Programmes**

Faith is currently working towards a career in Project Management. She has experience within the cyber security industry. Faith is passionate about helping women thrive within today's economy.

## **Zarina Camal, Strategy Advisor**

Zarina is a Senior Cybersecurity professional in the civil service. She has over 18 years of experience in both the private and public sectors and is a trustee governor who is shaping the future of young students at S.T.EM.

## **Stephen Chapendama, Cybersecurity Advisor**

Stephen Chapendama is a DevSecOps & Cybersecurity professional. He is an alumnus of the University of Hertfordshire with a BSc in Computer Science (Networks).

# SEIDEA PARTNERS 2019-2022

Companies we have partnered with to create life changing cybersecurity career opportunities for Black and Minority Ethnic women.





Thank you for taking the time to read through our impact report. We are grateful for the opportunity to share the progress and achievements we have made in our efforts to support Black and Minority ethnic women in the cybersecurity industry. We hope that this report has provided insight into the impact we have been able to create and we look forward to continuing to work towards our goal of promoting diversity and inclusion in the field. Thank you for your support.

## Contact Us

For any questions or clarifications on our report.

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