



Finance

Community Chairs

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TAO Staff Contacts

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Aim Statement

The TAO Finance Community aims to be a network of like-minded professionals to come together to share expertise and support best practices for those working in a finance/accounting role in FinTech, Tech, and the industries/services that support Tech. This will be accomplished through professional development opportunities, creation of an online community group via Mobilize to continue discussions, and facilitation of mentorship opportunities.

What Does Success Look like?

Regular engagement among network members (platform activity measure)

- Network members leverage the group for ideas and problem solving
- Network members share best practices and resources

Growth of network (up to 50 community members by 12/31/2021)

- The bigger the network, the bigger the pool of knowledge and resources
- Increased resources for TAO
 - New members
 - Attract new sponsors
 - Increase engagement/other benefits for existing TAO Communities
- Broader network enables better talent acquisition for network members

One event per quarter with keynote speaker/presenter

- Learning from industry experts
 - Including investors where appropriate
- Alternate mode of engagement for network members
- Interacting with like-minded individuals
 - Energizing/momentum to lead within our companies
 - New ideas/tools to move our companies forward
 - Including incorporation of software solutions to common departmental issues
 - Hearing what other industries are doing/new perspectives



How Will Success be Measured

Regular engagement among network members (platform activity measure)

- Engagement Metrics:
 - Mobilize Analytics
 - Main Community Posts
 - 75% of Community View
 - 50% of Community Click, Comment, Respond
 - Event Feedback Surveys
 - Achieve a NPS score of 4.0 or higher on a scale of 1.0 to 5.0

Growth of network (up to 50 community members by 12/31/2021)

- Community members will be determined by those registered within the Mobilize community

One event per quarter with keynote speaker/presenter/panel

- Number of sponsored, TAO Facilitated Events that are organized with a TAO staff member with registration collection via Cvent

What Makes Us Different

The group is focused on:

- Finance Education
 - Best Practices
 - Software Solutions
 - Mentorship Opportunities
 - Professional Development - advancement of skills
 - Community Discussions centered on common issues found in Finance
- Community Ideally Suited for
 - FinTech Companies
 - Finance/Accounting Departments of Tech Companies
 - Accounting Companies
 - Finance Companies
 - *The above includes: Firms, Investors, and Banking companies*