

# Diversity Economics Awarded Significant R&D Grant to Build Innovative DEI Data and Insights Platform for Enterprises

*Innovate UK SMART grant will fund the new GenAI-powered, LLM-based technology platform*

LONDON, UNITED KINGDOM, March 26, 2024 /EINPresswire.com/ -- Key Insights:

- [Diversity Economics Ltd](#) has received a significant R&D grant from the UK government to develop DEAI, a novel DEI data and insights platform aimed at enhancing corporate DEI strategies.
- The platform utilizes a generative AI-led approach for dynamic, actionable DEI insights, aiming to bridge the critical gap in industry-specific DEI data.
- Founder Af Malhotra emphasizes the strategic advantage of DEI and the project's role in transforming corporate DEI practices, highlighting the platform's potential to significantly impact companies' market share and profit through data-led decisions.

Diversity Economics (DE), a trailblazing startup at the forefront of Diversity, Equity, and Inclusion (DEI) data, is thrilled to announce it has received a substantial grant from the UK government to co-fund the venture and accelerate the path to a series A round. This funding is earmarked for the development of



Af Malhotra, Founder Diversity Economics Ltd



Diversity Economics AI logo

the Diversity Economics Insights Platform (DEAI), a first-of-its-kind DEI platform designed to empower enterprises with actionable, data-driven DEI insights.



In a world where nearly half of global companies have yet to fully integrate DEI into their business strategies, the need for comprehensive, industry-specific DEI data has never been more critical. DEAI promises to bridge this gap by offering dynamic insights that enable business leaders to make informed decisions, enhancing employee engagement and overall company performance.



We believe DEI is not just a moral imperative but a strategic advantage. This funding marks a significant milestone in our journey to redefine the landscape of corporate DEI practices."

*Af Malhotra, Founder Diversity Economics*

#### A Data-Driven Approach to DEI

DE's innovative platform leverages a generative AI-led approach, incorporating a proprietary holistic benchmarking and scoring methodology. This approach aligns DEI activities with key company performance indicators (KPIs), facilitating a more strategic integration of DEI into business operations.

"We are at a pivotal moment in how enterprises approach Diversity, Equity, and Inclusion. The generous grant from

the UK government enables us to leap forward in creating a platform that not only aggregates DEI data but transforms it into actionable insights for businesses. At Diversity Economics, we believe that understanding and leveraging DEI is not just a moral imperative but a strategic advantage. This funding marks a significant milestone in our journey to redefine the landscape of corporate DEI practices," said Af Malhotra, Founder of Diversity Economics.

#### Impact on the Market and Society

Research indicates that companies leading in DEI see a net increase in market share by 4% per year. By leveraging data-led DEI decisions, UK businesses could see up to an 8% increase in baseline profit. DE's entry into the market signifies a significant step towards realizing these gains, contributing to a more inclusive and equitable corporate landscape.

#### A Testament to Innovation and Excellence

The Innovate UK Smart Grants represent one of the most competitive funding opportunities for UK-based innovators, with only 5% of applications typically successful in winning. Diversity Economics distinguished itself among thousands of applicants, securing this prestigious grant with an impressive score of 86%. "This achievement is a testament to the groundbreaking work

we are doing at Diversity Economics,” remarked Malhotra. “And it speaks volumes about our team's dedication to excellence and innovation.”

### About Diversity Economics

Diversity Economics Ltd is a pioneer in DEI data, focused on transforming how businesses integrate DEI into their strategic planning. Through the use of advanced AI and data analytics, DE provides enterprises with the insights needed to foster a more inclusive, equitable, and productive workplace.

Denise Williams  
Diversity Economics Ltd  
denise@diversityeconomics.ai

---

This press release can be viewed online at: <https://www.einpresswire.com/article/698908504>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.