

ZEBRAS UNITE!

We Need Your Help



The Problem

Currently, our system seeks out companies that are rare **Unicorns** that return quantity over quality, reward consumption over creation, promise quick exits over sustainable growth, and **cause disruption rather than repair**.

FUN FACT:
a group of
zebras is called
a Dazzle.

Our Solution

We believe the need to develop alternative business and financing models to the startup status quo has become a central moral challenge of our time. These models will balance profit and purpose, foster long-term thinking, champion democracy, and put a premium on sharing power, value, and resources. **We can't solve this problem alone so we're gathering the community of like-minded thinkers and practitioners.**

We're calling these alternative models **ZEBRAS**, because **Zebras are real, sustainable, and can reproduce**.

DazzleCon: Building A Movement

We Zebras are out there, but we need to **band together** and **support each other**—to compare notes and explore new models, to advocate and agitate. Our idea is to create a yearly gathering, a **dazzle of Zebras**.

- Jennifer Brandel and Mara Zepeda wrote **Sex & Startups**, followed up by **Zebras Fix What Unicorns Break**. They have been read more than 100,000 times, republished in Quartz, and inspired the movement.

- The response was overwhelming. We heard from **more than 1,000 founders, investors, thought leaders, and journalists** who wanted to be part of the Dazzle and explore new models for business and financing.

- We are hosting a convening and design process to figure out next steps. This first gathering of the Dazzle, which we will call **DazzleCon: Phase One**, will be invite-only and zebra companies will apply to attend.

- DazzleCon 2018: Phase Two** goes big, and goes global with a public conference hosted in Portland, Oregon.

LATE
2017

2018

DazzleCon 2017: The First Step

We are seeking **sponsorships** to help us launch this groundbreaking project. **Platinum, Gold, and Silver** would carry over to **Phase Two**.

To learn more, contact our producer *Rachel Coddington* at rachel@zebrasunite.com.

When & Where

November 15 - 17, 2017 in Portland, Oregon

Who

About 150 vetted Zebra companies, plus funders, investors, foundations, and thought leaders

What

Two day think tank with a dinner program; 9–12 lightning talks organized by theme (defining zebras; financing gaps and needs; operations and culture), and small, facilitated group discussion

Outcomes

1. Define a Zebra;
2. Identify financing gaps and opportunities;
3. Create a support community;
4. Build the foundation for DazzleCon: Phase Two

Committed

- Knight Foundation
- #Angels
- The Long Now Foundation
- Portland Incubator Experiment
- Catalyst Law
- Artha Investing for Impact

Join the Movement!

We're asking for sponsorship to hold an invite-only event to listen to the Zebra community, build the foundations for DazzleCon, and create traction for the movement.

PLATINUM

\$50,000

Also considered a "Speaking Partner" in the Dazzle movement, Platinum Sponsors will contribute both financially and conceptually. In addition to the benefits listed to the right, Platinum Sponsors will get a chance to create and communicate messaging of their own. Platinum sponsors will also be listed as sponsors for DazzleCon: Phase Two.

GOLD

\$25,000

In addition to what's listed to the right, a Gold Sponsor will receive on-stage mentions and the opportunity to coordinate meetings with persons of interest who are attending DazzleCon. Gold sponsors will also be listed as sponsors for DazzleCon: Phase Two.

SILVER

\$10,000

Everything to the right, as well as the option to sponsor an activation, like a lunch or meetup. Silver sponsors will also be listed as sponsors for DazzleCon: Phase Two.

BRONZE

\$5,000

On-site/printed logo love, social media post (1 post on Twitter and/or Instagram/Facebook as appropriate).

THE TEAM

Rachel Coddington, Producer

XOXO, DESIGN WEEK PORTLAND

Rebecca Gates, Curator

SOUND + ASSOCIATES

ORGANIZING COMMITTEE:

Crystal Beasley (*founder, Embodied Reality and QCut*), Jennifer Brandel (*founder, Hearken*), Rimma Boshernitsan (*Dialogue*), (Luke Kanies (*founder, Puppet*), Astrid Scholz (*founder, Sphaera*), Rick Turoczy (*founder, Portland Incubator Experiment*), Anyia Williams (*founder, Tinsel & Black and Brown founders*), and Mara Zepeda (*founder, Switchboard*).