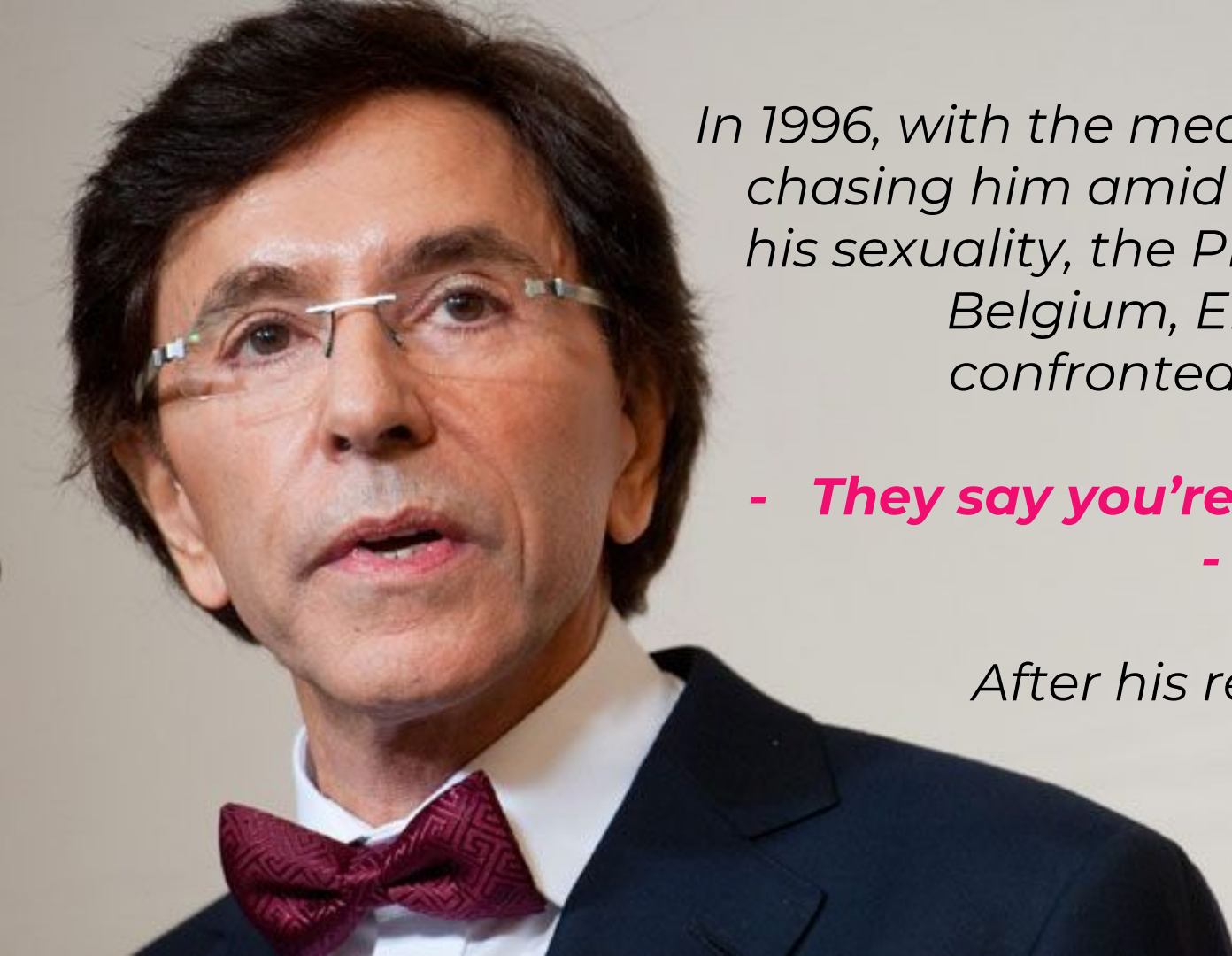


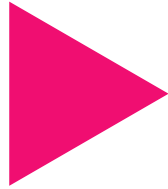
sowhat



In 1996, with the media aggressively chasing him amid rumours about his sexuality, the Prime Minister of Belgium, Elio di Rupo, was confronted by a journalist:

- They say you're a homosexual**
- Yes, so what?**

After his reply, everything went silent



[sowhat.lgbt](#) will feature videos to inspire LGBT young people and encourage everyone to build more inclusive workplaces.

Who will be on the videos

These videos will feature famous LGBT leaders, but also less known business leaders and senior staff.

This will reinforce the idea to young LGBTs that they are not alone and will find support during their career.





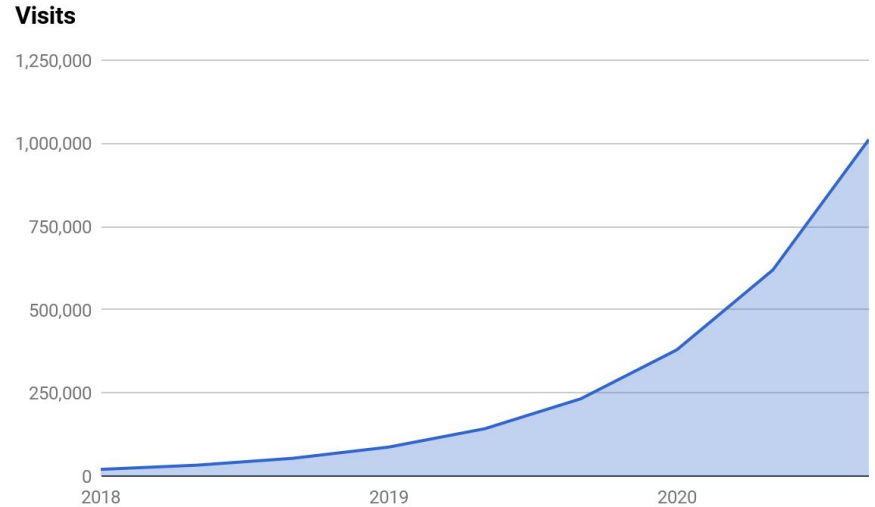
Reach

These videos will be designed and edited to be as inspiring as possible, optimising the format to make them viral and reach as many people as possible.

We expect these videos to get viral and give visibility to one another.

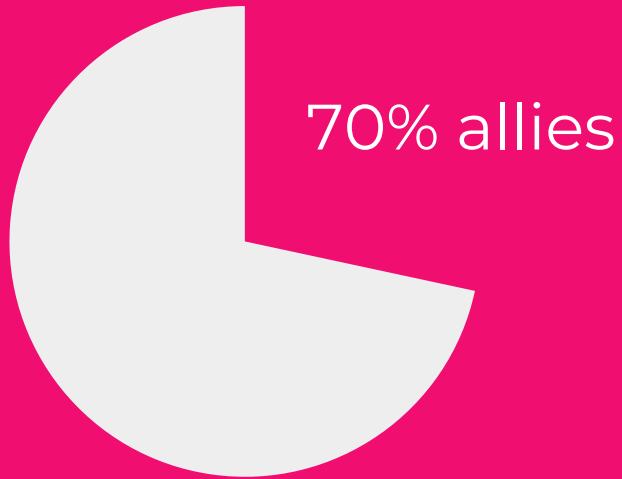
Our projection is to reach:

- 2018: 50,000 visits
- 2019: 230,000 visits
- 2020: 1,100,000 visits



Who's behind?

So What is a student-led non-profit initiative run by a group of business students from all about the world.



global team

Who supports us?

We are proud to have the support of top business, political and social leaders around the world



Inga Beale
CEO



Brian Rolfes
Partner and Director



Josh Graff
Head of UK



Harry Briggs
Partner



Jeffrey Krogh
Managing director



Iain Anderson
Chairman



Joao Soares
Partner



Baroness Barker

How can you help?

We would like to invite you to be part of this project, recording a video talking about an experience, idea or advice for the younger generations.

Look for 20 minutes on your calendar for us

Tell us your story / message
/ Q&A

We'll take care of the rest

your fears
VS what
really
happened

how
did you
come
out

best
firm
policies

why would
you share
such
private
issue with
colleagues

how
did
people
react

Possible messages

how did
hiding your
sexuality
affect your
work

challenge
s and how
you dealt
with them

impact
on
career

in what
ways did
your life
change

thankyou

Jaime Noain
jaime@sowhat.lgbt
+44 7463751101