

Largest US Immigration Countries 1970-2020

PTA/PAWNET



1992



Small Business Development Centers
Helping businesses start, grow, and prosper.



Widener
University



DIVERSITY IN ENTREPRENEURIAL DEVELOPMENT
Programs And Best Practices Achieving Results In Underserved Communities

Americas SBDC Annual Conference, Memphis Tennessee
September 2023

Live Audience Voting

(like in *American Idol*)



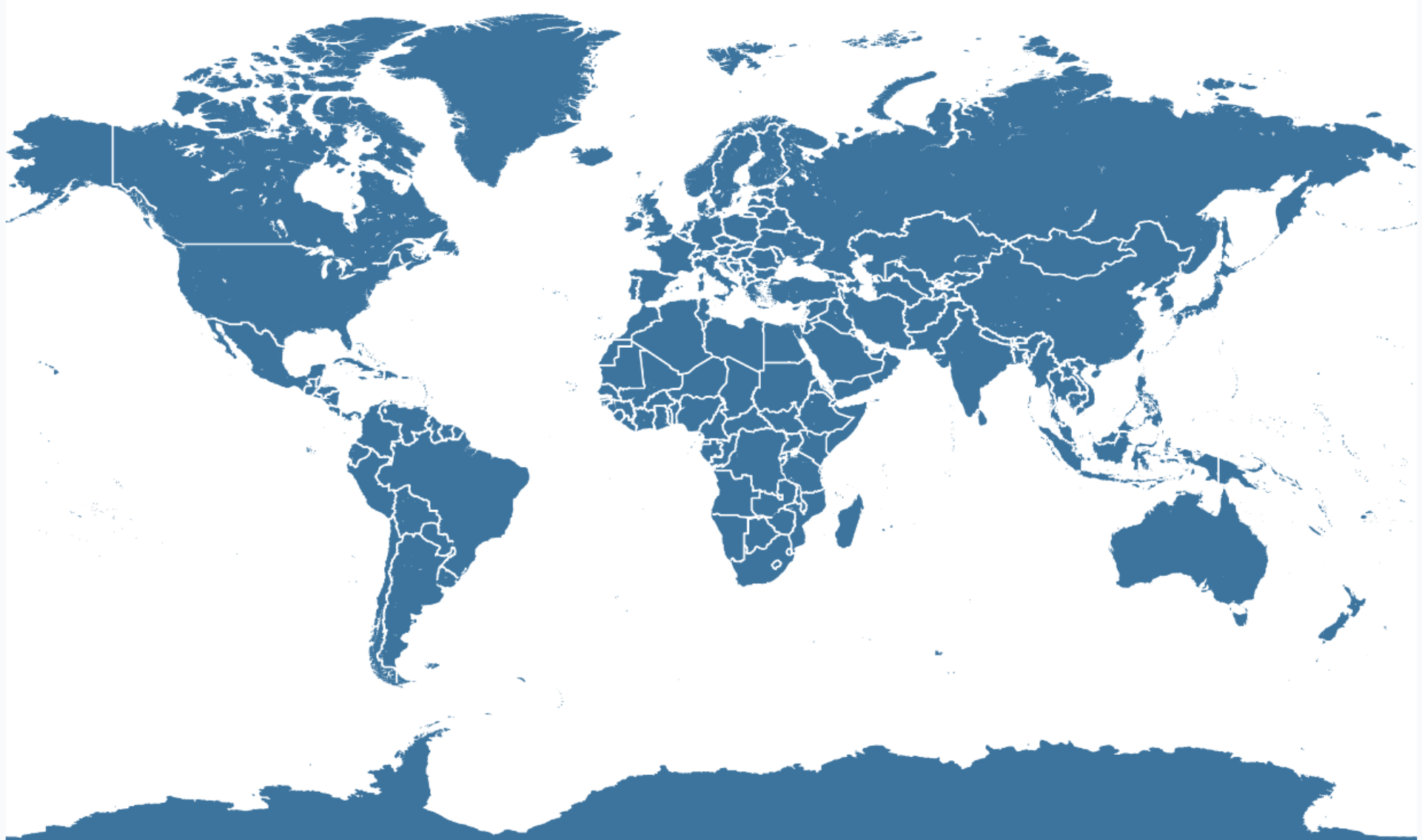
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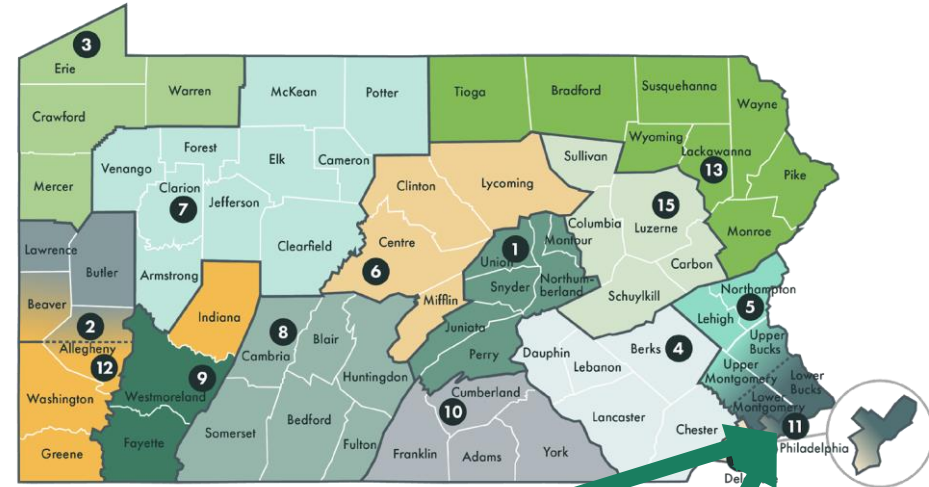
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WIDENER UNIVERSITY SBDC

THE PENNSYLVANIA
SMALL BUSINESS
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**Small Business Development Center
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Helping businesses start, grow, and prosper.



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pennsylvania
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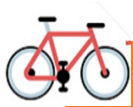
pennsylvania
DEPARTMENT OF COMMUNITY
& ECONOMIC DEVELOPMENT



U.S. Small Business
Administration

DIVERSITY IN ENTREPRENEURIAL DEVELOPMENT

Route Map



1. Background

Data and statistics about underserved populations



2. Working Closely with the community:

What are the Challenges for diverse communities in your area?



3. Needs:

What are the most important needs of the diverse communities in your area?



4. Initiatives to break barriers. Initiatives and projects to serve diverse communities



5. Let's Work Together:

Based on a case story; let's create a program aimed to serve specific community



Diversity

di·ver·si·ty /də'vərsədē,dī'vərsədē/ *noun*

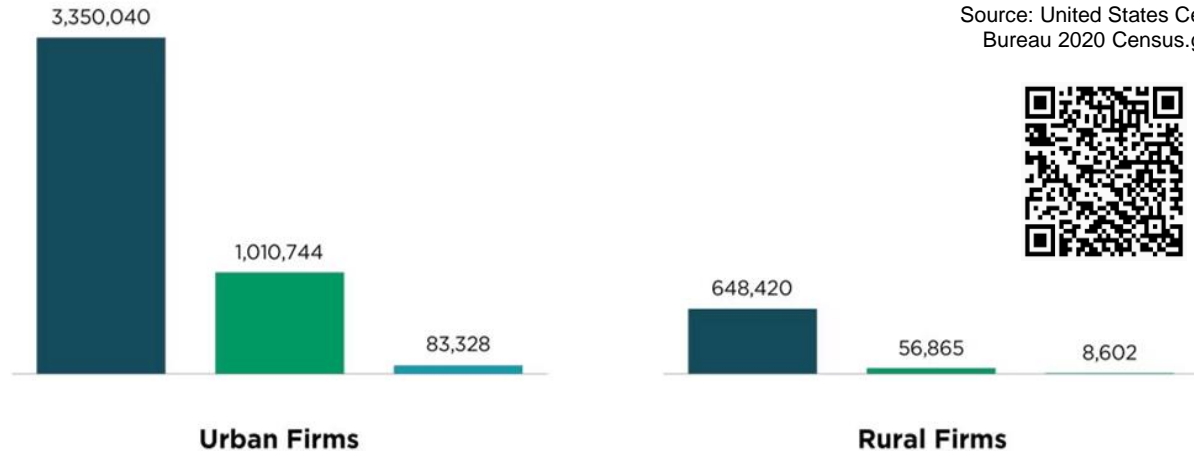
1. the state of being diverse; variety.



THE OPPORTUNITY: SMALL BUSINESS GROWTH



■ Nonminority ■ Minority ■ Equally minority/
nonminority



MINORITY OWNED BUSINESS



1.15 million or 19.9% of employer businesses in 2020 were minority-owned



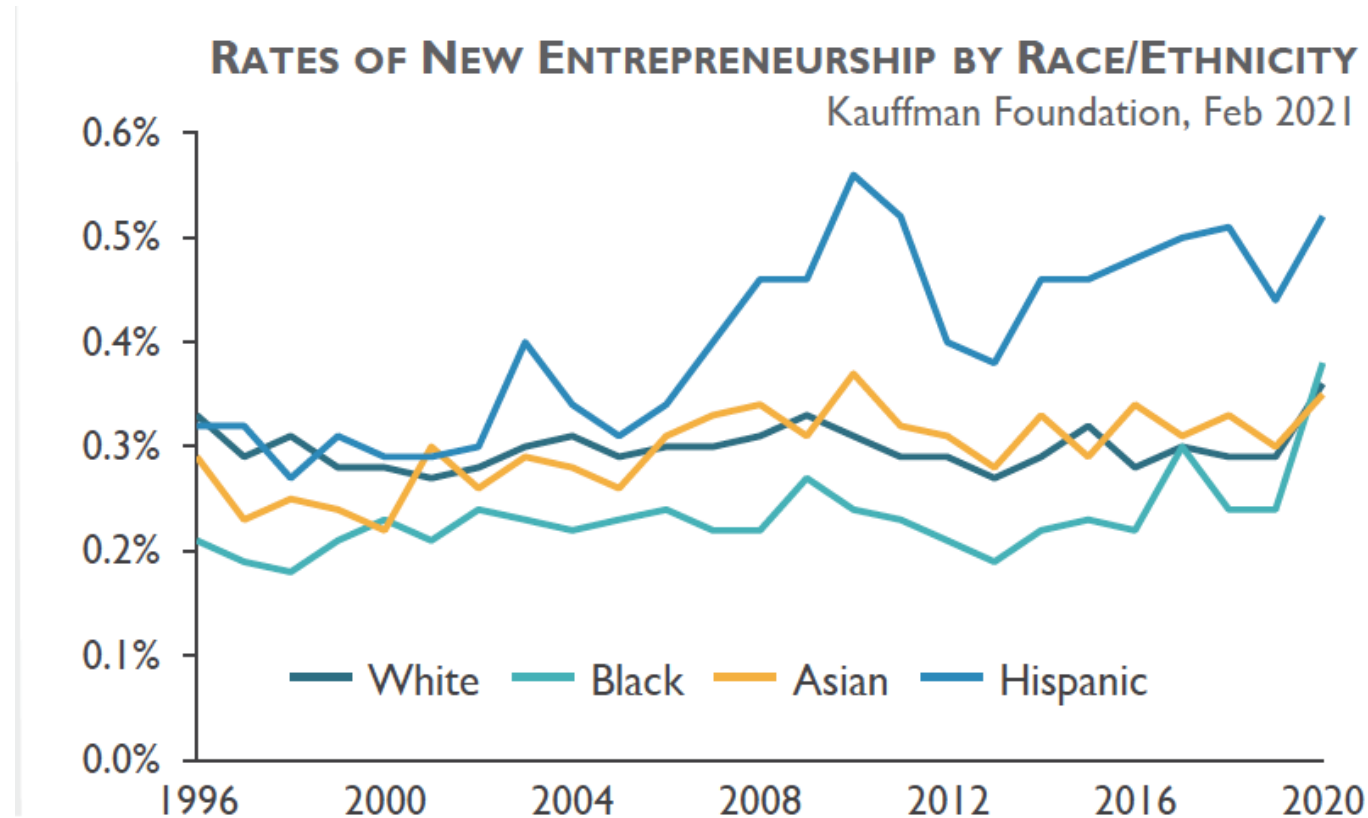
320,864 (5.6%) were veteran-owned



1.24 million (21.4%) were owned by women

MORE NEW SMALL BUSINESS OWNERS THAN EVER ARE PEOPLE OF COLOR

In 2020 rates of new entrepreneurship among Black, Asian, and Hispanic Americans were at or above the rate for White Americans.

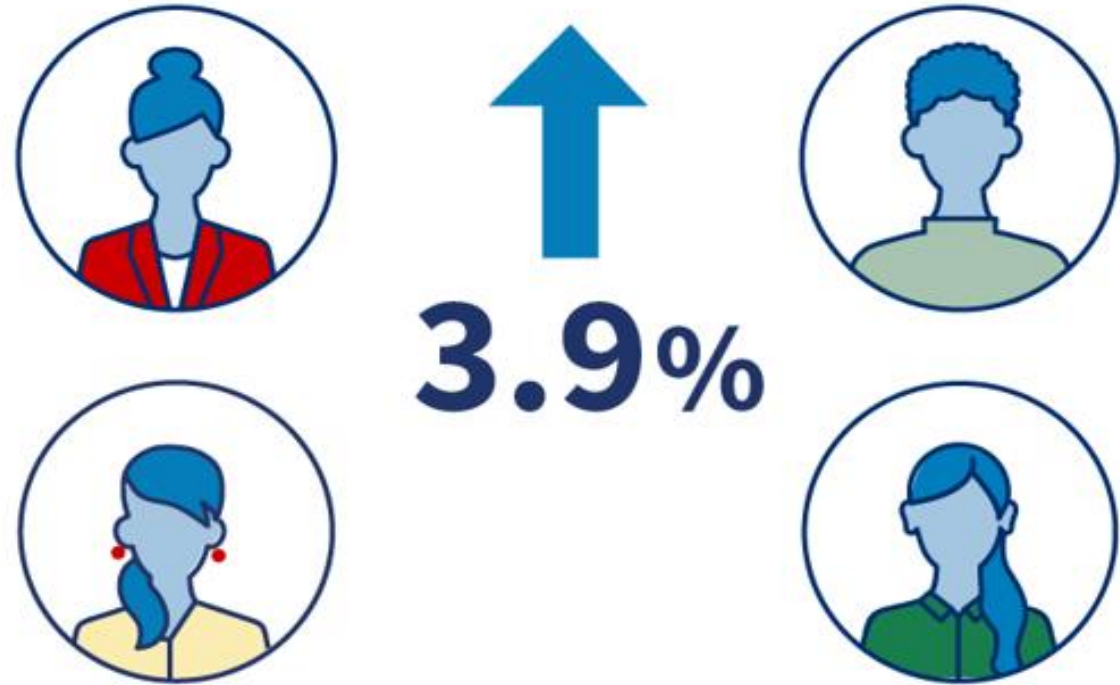


Intentionally supporting the millions of new businesses owned by people of color that have been formed in the past year is an opportunity to **equitably rebuild our economy**.

In 1972, there were just over 400,000 women-owned businesses in the United States. Until 1988, women needed a male relative to sign if they wanted to apply for a business loan.

By 2019, women-owned businesses accounted for 45% of all US businesses

[National Women's Small Business Month \(sba.gov\)](https://www.sba.gov/national-women-small-business-month)



**BETWEEN 2014 AND 2019,
WOMEN'S BUSINESSES GREW 3.9%
ANNUALLY. 2.2% MORE THAN ALL
COMPANIES AT THE TIME.**

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Challenges



Intentionally supporting the millions of new businesses owned by people of color that have been formed in the past year is an opportunity to **equitably rebuild our economy**.

What are the challenges for diverse communities in your area? Please use one word to describe the biggest challenge.

 0

Nobody has responded yet.

Hang tight! Responses are coming in.

WE SERVE DIVERSE COMMUNITIES

Women Entrepreneurs



Multicultural Entrepreneurs



Young entrepreneurs



Entrepreneurs with diverse skills



Veterans



THE CHALLENGE: SEPARATE AND UNEQUAL INFRASTRUCTURE FOR BUSINESS OWNERS OF COLOR



<10%

of government funding reaches Black or Latino(a) business owners despite them making up over 30% of all small businesses.

Systemic Bias

Black-owned small businesses are approved for financing at **1/3 the rate** of white-owned small businesses

Broken Channels

Decades of mistrust have made business owners of color **half as likely** to use mainstream financial institutions – who control **98% of funding**

Bottlenecked Help

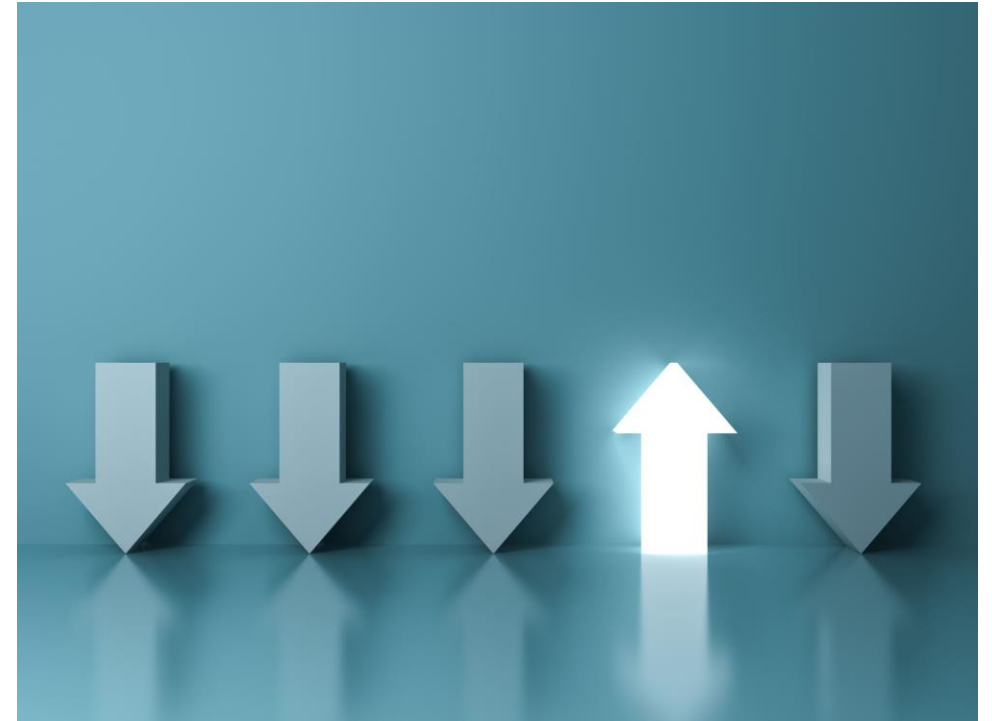
Local providers that are utilized by Black and Latino(a) small businesses are only allocated **2% of funding** – hindering their ability to help

*Includes employer and non-employer businesses

Source: US Census, National Community Reinvestment Coalition, Federal Reserve 2020 Small Business Credit Survey, Small Business Administration

Challenges in Diverse Communities

- *Access to capital*
- *Access to customer and Markets*
- *Business Services*
- *Ecosystem Navigation*



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Resources Needed



3. Needs:
What are the most important
needs of the diverse
communities in your area?

Intentionally supporting the millions of new businesses owned by people of color that have been formed in the past year is an opportunity to **equitably rebuild our economy**.

From your experience, what resources are needed to overcome those challenges?

Access to information in different languages

Industry specific training

One on One assistance

Technology training

Information about available Capital Resources

Access to program aimed to BIPOC businesses

Affordable high quality professional services

Peer networks and mentorship opportunities

Other

From your experience, what resources are needed to overcome those challenges?



SEE MORE ▾

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Main Needs for Diverse Small Business Owners



Guidance accessing to Capital.

Affordable and accessible loans and credit building.

Opportunities to venture ready
Diverse ventures



Support and resources for e-commerce.

Assistance to MWDSBE certifications.

Efforts to address systematic discrimination



Industry specific relationships bases advisory support.

High quality and affordable professional service support.

Peer networks



Trusted avenues to asses and access to capital according with the business stage.

Opportunities to influence in City governments policies

Simplification of regulation

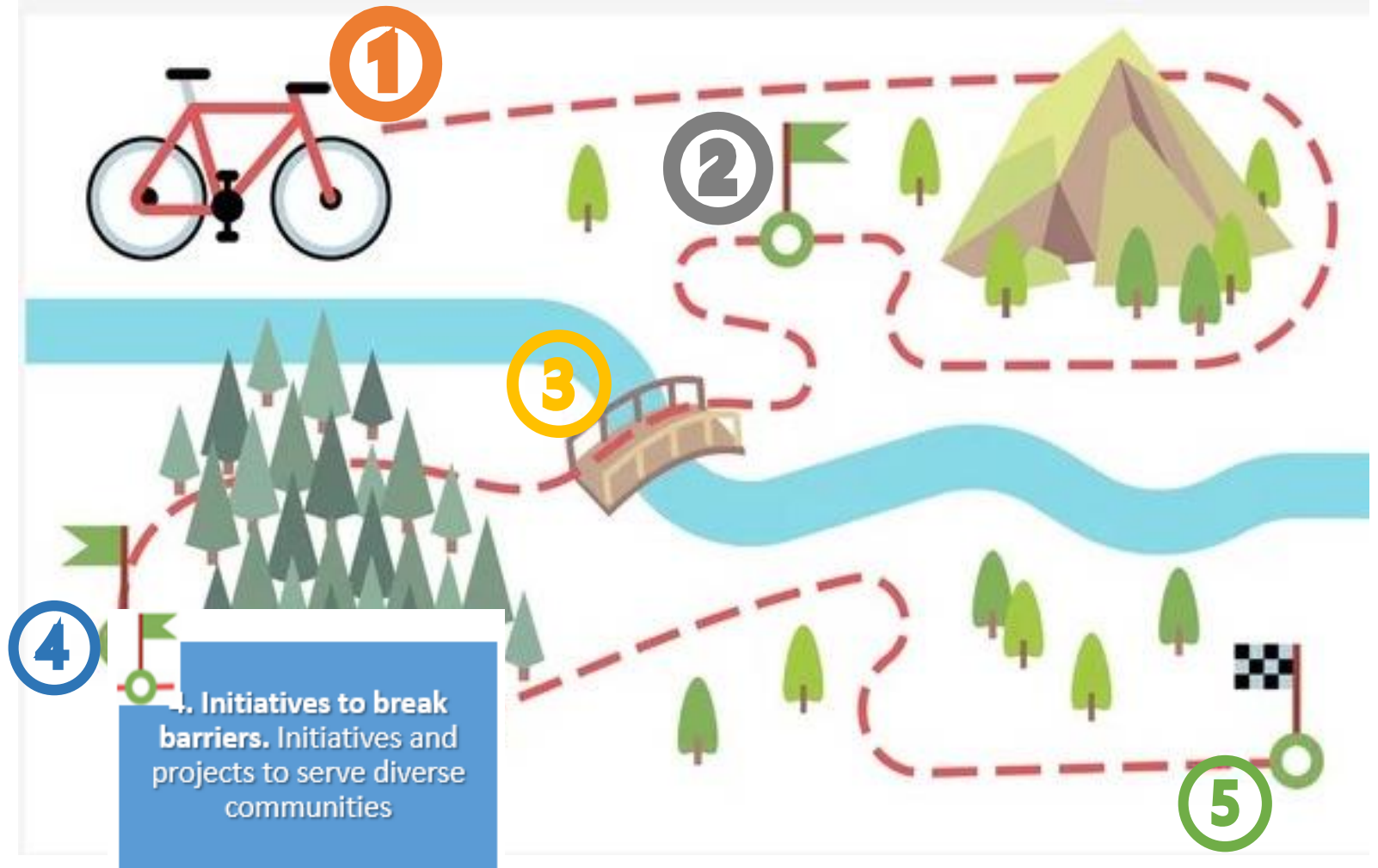
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Initiatives



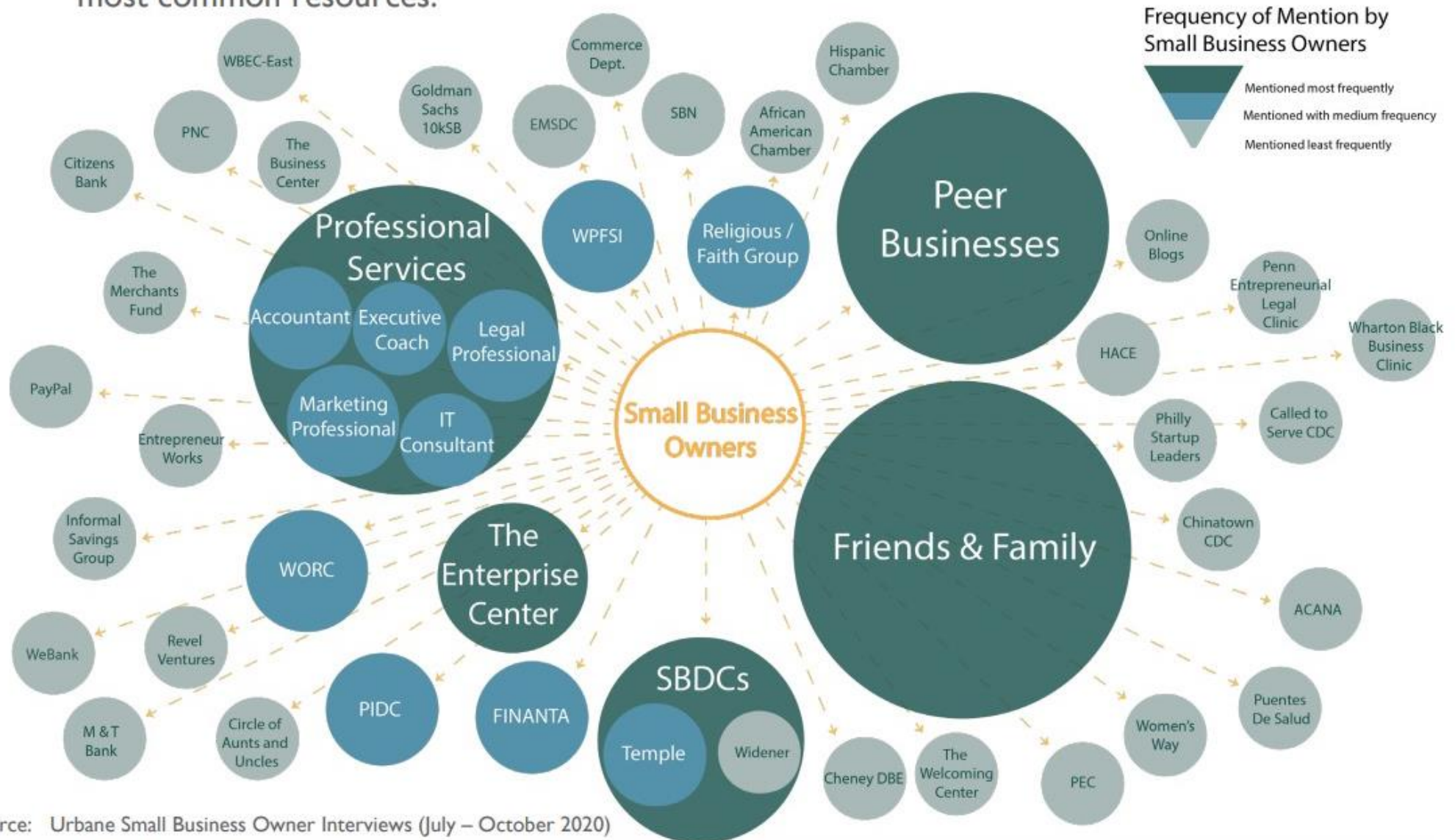
Please mention one of the initiatives developed by your center to serve the diverse communities in your area?

 0

Nobody has responded yet.

Hang tight! Responses are coming in.

The organizations below are sized according to the number of times they were mentioned in business owner interviews and surveys. Friends/family, peers, and professional services are the most common resources.



Source: Urbane Small Business Owner Interviews (July – October 2020)



SERVICES IN SPANISH

Stabilization | Sustainability | Prosperity



Virtual
Master Classes



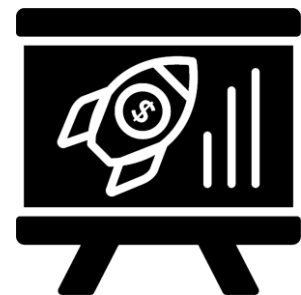
Webinars



Teleconsulting



Instructional
Materials
(guides, workbooks)



On Demand
Webinar Library

www.widenersbdc.org/spa



Partnerships and COLLABORATION PROJECTS



RELACIONES EXTERIORES
SECRETARÍA DE RELACIONES EXTERIORES

MÉXICO
CONSULADO EN FILADELPHIA

1. **EDUCATIONAL PROGRAMS**
2. **TECHNICAL ASSISTANCE**
3. **INDIVIDUAL CONSULTING**
4. **COLLABORATION PROJECTS**



**AFRICAN-AMERICAN
CHAMBER OF COMMERCE**
Pennsylvania ♦ New Jersey ♦ Delaware

TRAINING CRITERIA TO DELIVER RESULTS

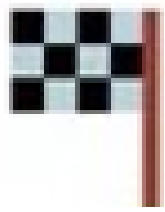


Trusted industry-specific and relationship-based professional advice and guidance (Cultural and language competency)



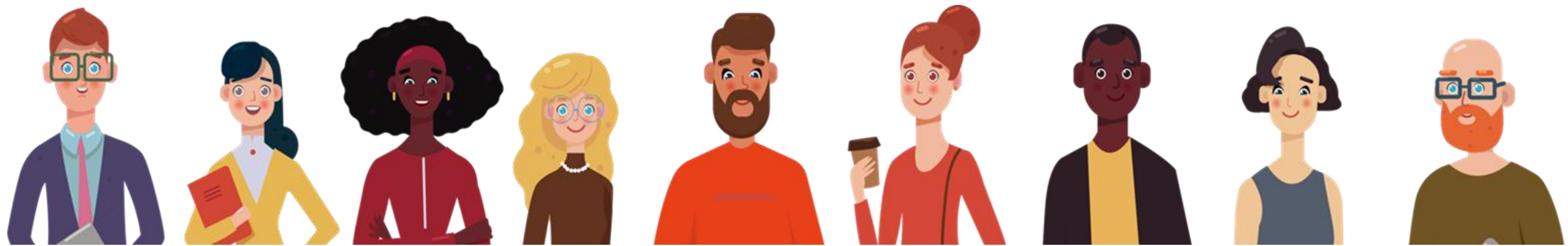
SPECIALTY PROGRAMS





Let's work Together

Based on a case story; let's create a program aimed to serve a community in Seattle.





1. Read the story

You are provided with a case story and a worksheet with information and data of a community , in southeast Seattle.
Read carefully and analyze the information.



2. Design a program aimed to an underserved community

Use the worksheet and put into practice the tips to create a program aimed at diverse communities; Design a poster with a program/ initiative aimed to help them.

Be creative, you can create marketing slogans, phrases, photos, etc. you can even give your workshop/ program a catchy name



3. Present your program

Use your poster and present your Initiative, and the winner is.....?



Case Study



The geographic boundaries constituting Southeast Seattle are south of I-90, north of the southern Seattle City limits, west of Lake Washington, and east of I-5. About 84,000 people live in this region which comprises over a dozen neighborhoods. For decades, this mosaic of communities has been among the most ethnically diverse region in the State. Seventy-one percent of our residents are nonwhite, and 40-53% are immigrants(Vietnamese, Japanese, Filipino, Ethiopian, Easter Europeans, African americans many of whom are fleeing war-torn and impoverished nations from East Africa and the Middle East. Forty ethnic groups live in Southeast Seattle, and 60 different languages are spoken. Thirty percent of the population is under age 18.

Southeast Seattle has the highest poverty rates and the greatest [Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

percentage of low-income residents within the City of Seattle. In certain parts of Southeast Seattle, the unemployment rate hovers at the 16%-20% level — about triple the current Seattle unemployment rate of 5.1%.

Members of Southeast Seattle communities need safe, affordable, and attractive housing, and they need increased opportunities to become economically self-sufficient.

Source of Data: SEED Seattle <https://www.seedseattle.org/economic-development/>.

Data Demographics

**34% Asian, 27%
White or Caucasian,
23% Black or African-
American, 8%
Hispanic and 5% other
races or of mixed race**



Questions?



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