



DIVERSITY IN ENTREPRENEURIAL DEVELOPMENT

Programs and Best Practices Achieving Results in Underserved Communities

Main Business Needs for Diverse Small Business Owners

Capital Access

- Guidance on and support in accessing available capital across the continuum (incl. angel and venture capital investment, traditional debt and emergency funds)
- More affordable and accessible loans and credit building resources for entrepreneurs who graduate past start up phase.
- Opportunities for BIPOC venture ready entrepreneurs to connect with and secure investments from equity investors

Customer and Markets

- Support and resources in building entrepreneur's e-commerce infrastructure and digital acumen.
- Assistance and channels for M/W/DSBE- Certified business to achieve and maintain certification and to secure large buyer contracts.
- Dedicated efforts to address systematic discrimination that limits access to networks and opportunities in the marketplace.

Business Service

- Industry specific relationship-based advisory support.
- Better access to high-quality, affordable professional services(ex: accounting and bookkeeping, legal, and digital marketing).
- More peer networks and mentorship opportunities with fellow entrepreneurs.

Ecosystem Navigation

- Trusted avenues to assess and access existing capital and business supportresources by business stage.
- More opportunities to influence City governments policies.
- Simplification of regulatory process with city government agencies.