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In business since

1999

25+
full-time
employees



We have
worked in

We completed

46

US states and territories

200+

projects for our clients last year

Equitable entrepreneurship: Breaking down barriers to business entry and growth. Creating opportunities for anyone with an idea to pursue it.

62% of Americans have a dream business in mind. 41% would start it in 6 months if they could. But less than 2% actually do.

Source: SBA survey, righttostart.org

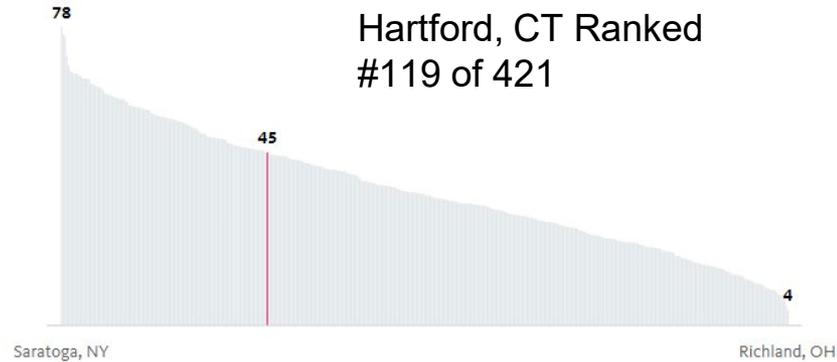
Q: How do we rank on overall indicators of equity?

Data: Prosperity Score

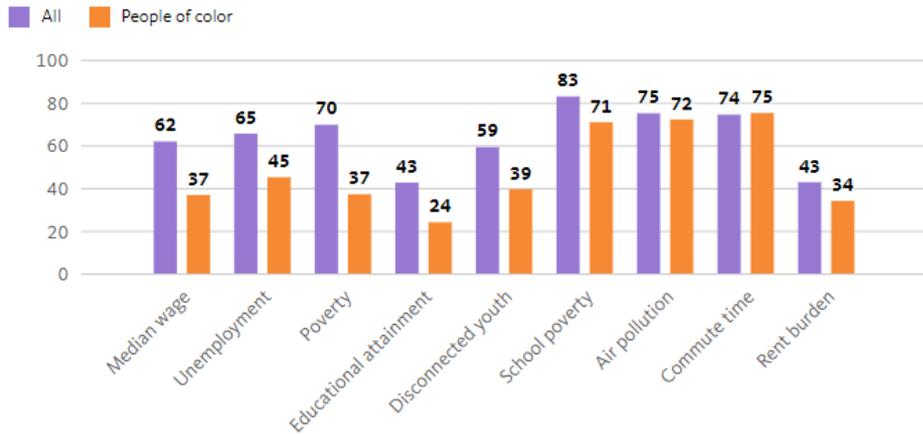
Method: Track ranking

Source: National Equity Atlas (Base: 5-year ACS)

Prosperity score, people of color, ranked: Hartford, CT; 2019



Prosperity score by indicator: Hartford, CT; 2019



Q: Is the rate of business creation equitable?

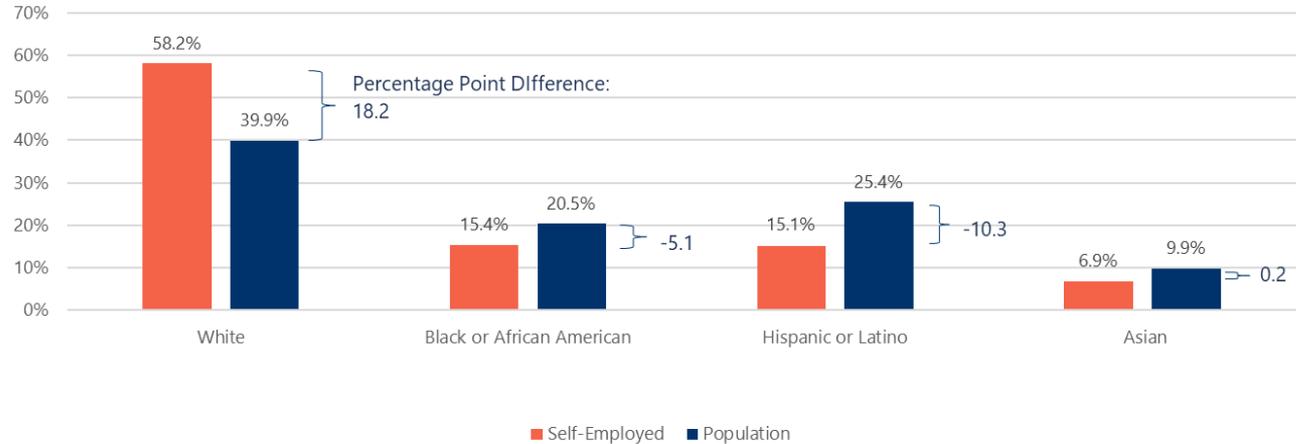
Data: Self-Employed Workers

Method: Benchmark proportion of self-employed vs. population distribution.

Source: Census American Community Survey

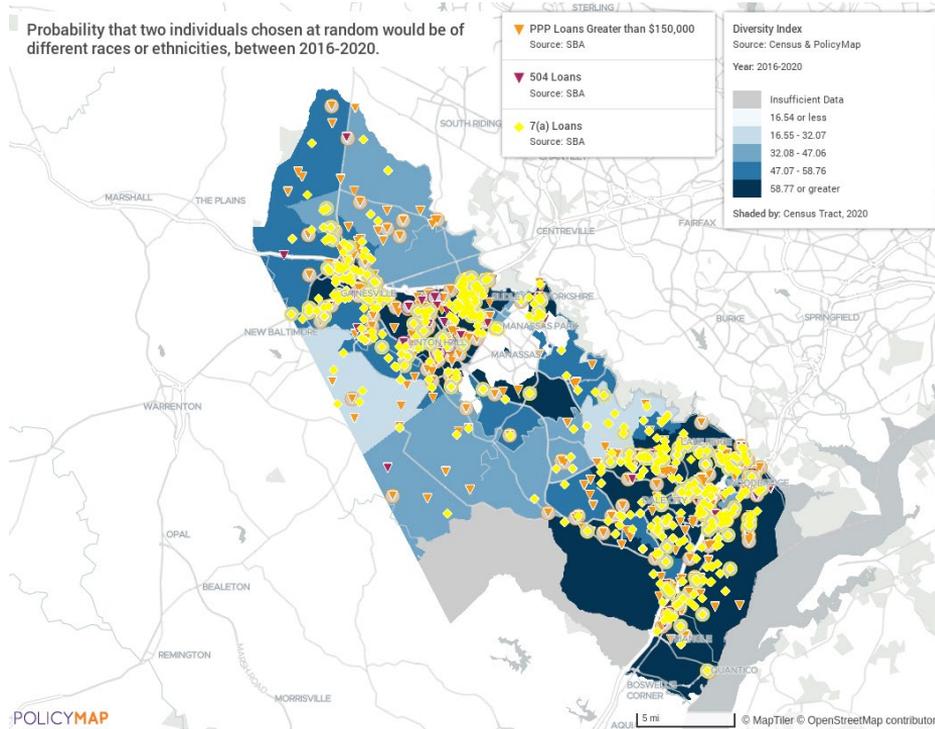
Self-employed individuals are founders!

Self-Employed Firms by Race and Ethnicity (2021)



Q: Is the distribution of small business loans equitable?

Small Business Loans by Diversity Index



Data: Diversity Index & Loan Location

Method: Map layer overlay

Source: SBA, Census

Q: How are our smallest businesses performing?

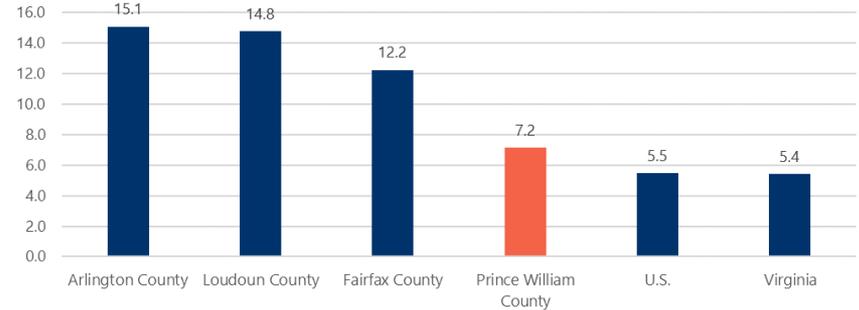
Data: Microbusiness

- Density
- Engagement
- Participation
- Infrastructure

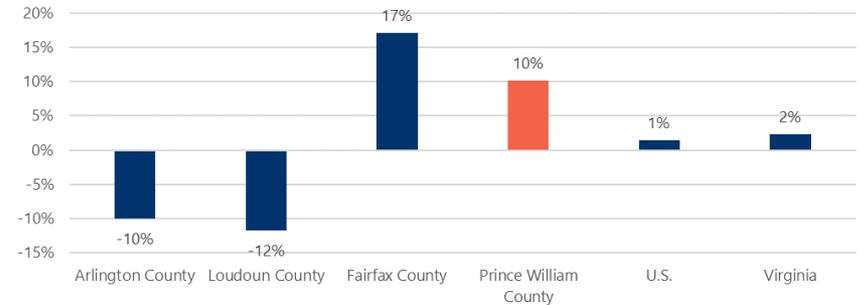
Method: Benchmark against competitors, State, & U.S.

Source: GoDaddy Microbusiness Data Hub

Microbusiness Density (June 2022)



% Change in Microbusinesses (2019-2022)



The BEST data is your own data!

Use business retention and expansion (BRE) methods to engage, understand, and serve under-represented businesses.

BRE Process

- **CONNECT** with the business community
- **UNDERSTAND** needs of local businesses
- **IDENTIFY** pervasive problems or trends
- **REPORT** trends, actions, and impact
- **RESPOND** with resources and solutions
- **ENGAGE** in ongoing projects and initiatives
- **TRACK** and adapt to trends over time



Example Metrics for Tracking Equitable Entrepreneurship

Goal	Metrics Tracked by vulnerable population, business size, etc. as well as location.
Increase density of the network	Increase attendees at events Increase number of local businesses in commercial corridors
Increase number of businesses served	Number of entrepreneurs who meet with staff Number of entrepreneurs who meet with partner organizations Number of referrals made
Increase firm viability	Survival rate (1-year, 5-years) Patents awarded Capital Raised
Increase job creation	Employment by companies less than 5 years old Employment by companies served
Reduce barriers to start	Approval process time, slippage, denials

Principles for Effective Data Usage

The world is complex and changes rapidly, and with this comes uncertainty. Therefore, data must be used to...

Inform, Not Predict



Inform, encourage thinking, ask and share engaging questions, build capacity, and collaborate.

Explore and Explain



Explore emerging issues, challenges, opportunities, and possibilities, and to explain, understand, measure, and evaluate.

Build Trust



Document sources, use multiple sources, and understand and share assumptions and limitations.

Lead Action



Avoid paralysis by analysis through continuous cycles of acting, learning, adapting, and transforming.

Thank you! Thank you!!



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