



HOW MUCH CAPITAL DO LATINAS GET?

Even though Latinas start businesses at six times the national rate, they represent less than 1% of those entrepreneurs who receive venture capital.

(LBAN & Stanford GSB)

HOW DO NEW HISPANIC BUSINESS ENTERPRISES (HBES) GET FUNDING?

11.5% of Latino entrepreneurs report using a personal credit card to fund a new business or acquire an existing business, compared to 9% of white and Asian entrepreneurs.

(Kauffman Foundation)

HOW DO NEW HBES GET FUNDING?

Minority-owned businesses are more likely to rely on personal savings (49%) than all small businesses (43%) to fund and grow their company.

(U.S. Chamber of Commerce)

HOW DO NEW HBES GET FUNDING?

38% of minority-owned businesses said they are more likely to turn to local banks or credit unions for funding.

(U.S. Chamber of Commerce)

HOW MUCH DO LATINOS LACK ACCESS TO CAPITAL?

15.1% of Latino entrepreneurs report that a lack of access to capital negatively impacted profitability, compared to only 8.9% of white-owned businesses.

(Kauffman Foundation)



WHAT IS THE ECONOMIC IMPACT OF THIS LACK OF ACCESS TO CAPITAL?

The sales that Latino firms generate, versus what they would generate if on par with the average non-Latino business, present an opportunity gap of \$1.38 trillion for the U.S. economy.

(LBAN & Stanford GSB)

WHAT IS THE LATINO PARTICIPATION IN EXECUTIVE BOARDS?

Latinos make up 18% of the U.S. population, but only 2.9% of Fortune 1000 board seats, the fewest of any ethnic group.

(Latino Voices)

WHAT PERCENTAGE OF ENTREPRENEURS CAN ACCESS CAPITAL?

At least 83% of entrepreneurs do not access bank loans or venture capital when launching a business, tilting the scales in favor of those who have the wealth to create new enterprises.

(Start Us Up)

HOW MUCH ECONOMIC RELIEF DID LATINOS GET?

Only 56,000 Latino-owned businesses received \$3.7 billion, which accounted for less than 1% of all CARES Act Paycheck Protection Program (PPP) economic relief.

(U.S. Small Business Administration)