

B<sup>3</sup>

ELEVATION

BRANDING BLACK-OWNED BUSINESSES



DP Marketing Strategies



DP Marketing Strategies

Meet Diane





SOUTHEAST GEORGIA  
HEALTH SYSTEM



HOUSTON  
**Methodist**<sup>®</sup>  
LEADING MEDICINE



FIFTH THIRD  
BANK




DP Marketing Strategies



# Enter The Year 2020

Social Justice Pandemic, Viral Pandemic & Race Relations on new level of understanding, forgiveness and significant attempts at reparations



*“With challenging times and civil unrest, the lens has been focused more on Black-owned businesses. But are they ready?”*

*– Diane Palmer*





# This is America

**330**   
**MILLION**  
**PEOPLE**

**in the United States**  
**(June 2020)**

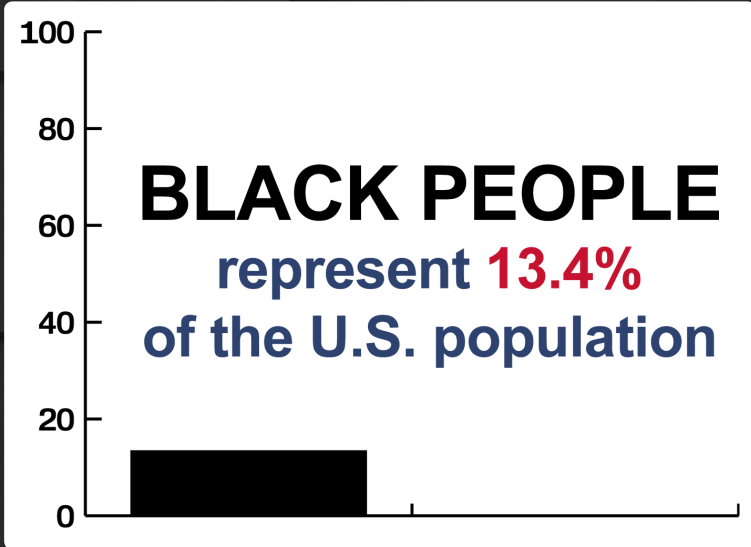
Source:  
United States Population (2020) - Worldometer  
[www.worldometers.info › us-population](http://www.worldometers.info/us-population)



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# This Is America For Us





# Small Business in America



**30.7 MILLION**  
small businesses  
in the USA







# Black Small Business in America

**2.6**   
**MILLION**

are **BLACK-OWNED**  
small businesses





# Economic Despair





# Poor Academic Institutions/Performance

\$23 billion *more*  
funding predominantly  
white school districts

Source:

[https://www.npr.org/2019/02/26/696794821/  
why-white-school-districts-have-so-much-  
more-money](https://www.npr.org/2019/02/26/696794821/why-white-school-districts-have-so-much-more-money)



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# Entrepreneurial Progress

Black people  
come in 3<sup>rd</sup> place  
to Asians and  
Hispanics





# Entrepreneurial Progress



Inter-generational  
economic empowerment  
like Jewish community



Sense of pride like  
Hispanic counterparts



Successful entrepreneurs  
like Asian and middle  
eastern community



# Small Businesses By Race

Black children can go their whole lives without encountering a black business owner

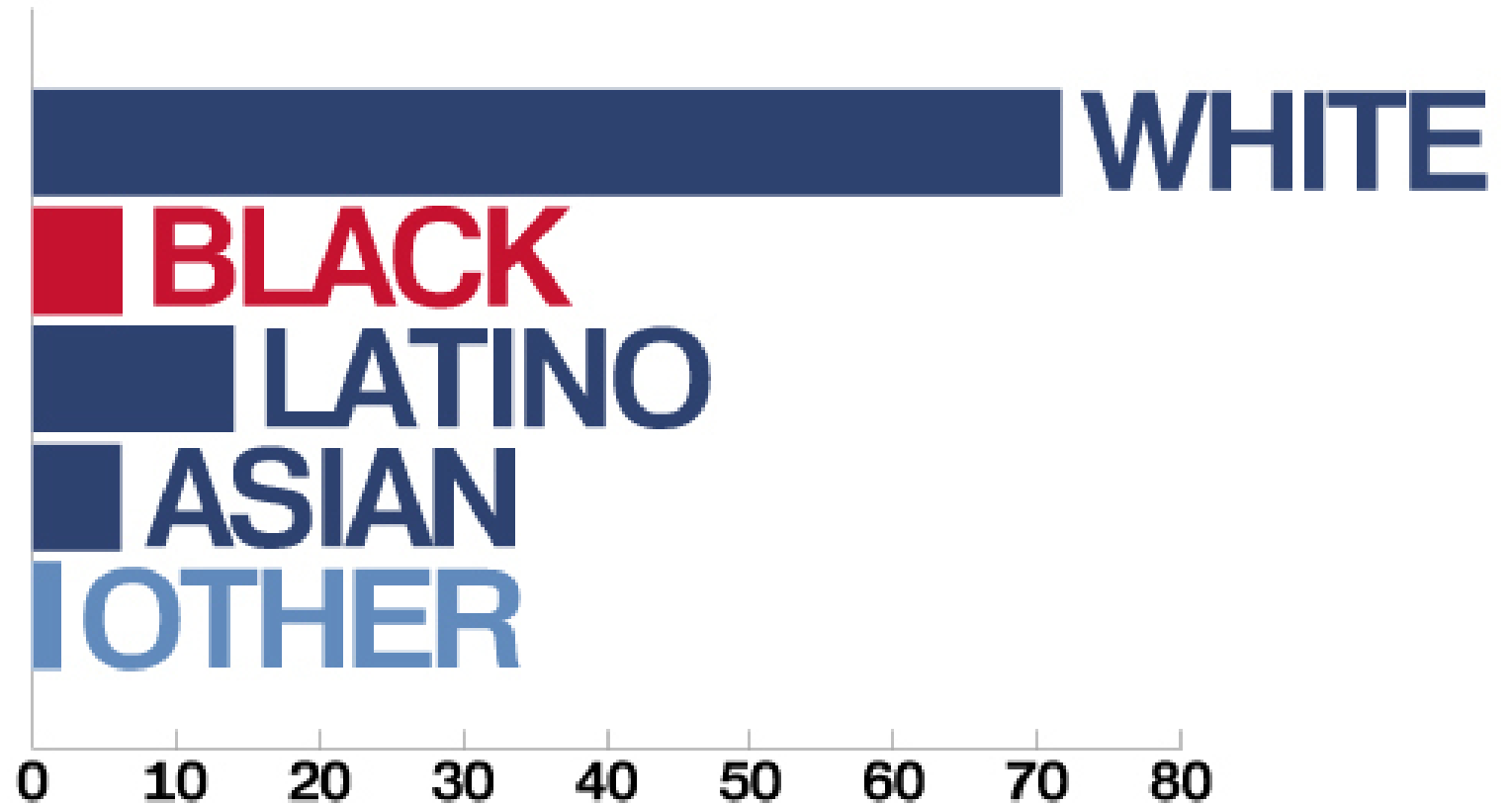


# Small Businesses By Race

Here are the percentages of small business owners by race, as of the most recent Kauffman Index:

- **White:** 71.67%
- **Black:** 6.22%
- **Latino:** 13.99%
- **Asian:** 6.16%
- **Other:** 1.96%

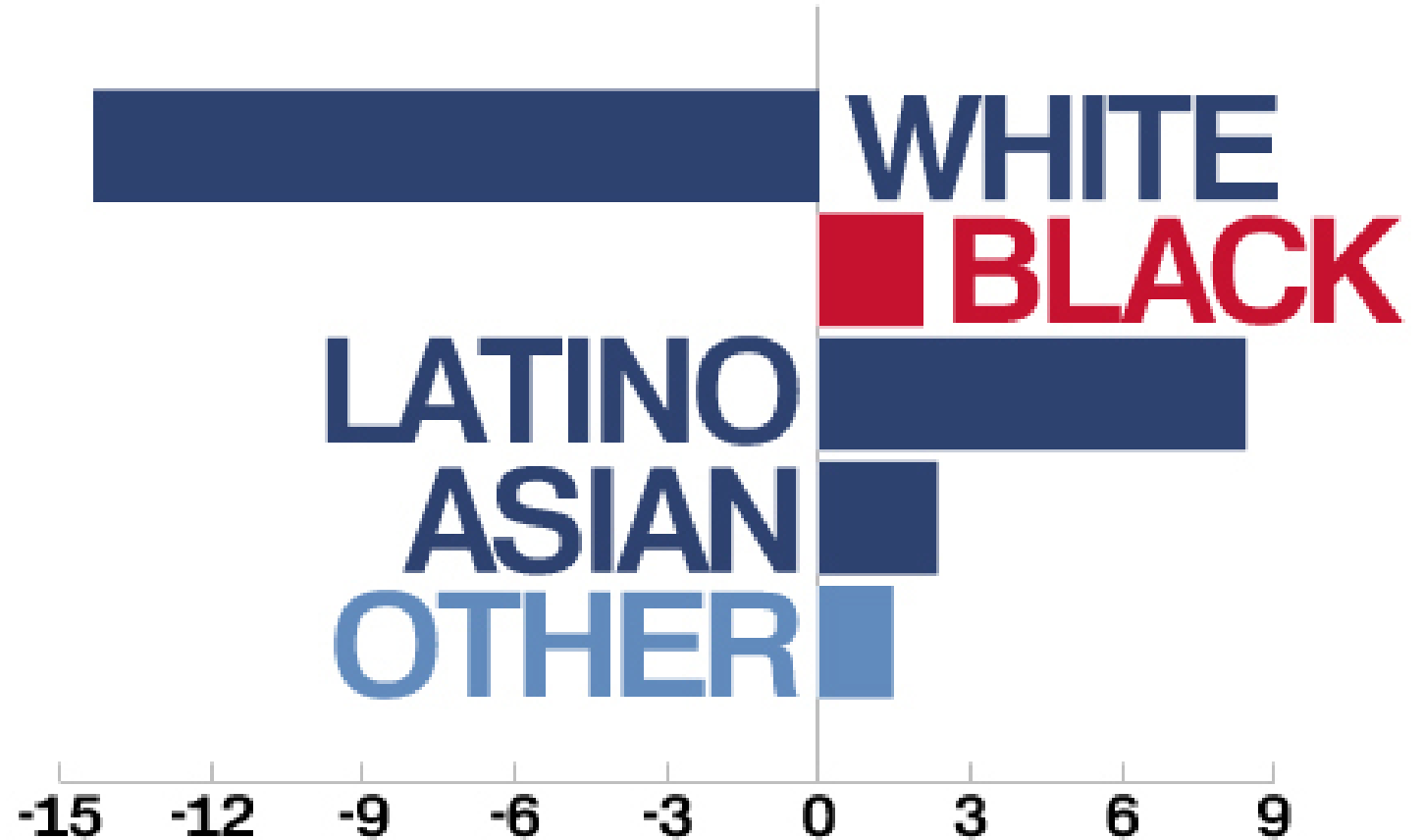
Kauffman Index



# Small Business Progress By Race

For context, here's how those numbers have changed since 1996:

- **White:** -14.33%
- **Black:** +2.06%
- **Latino:** +8.44%
- **Asian:** +2.35%
- **Other:** +1.46%



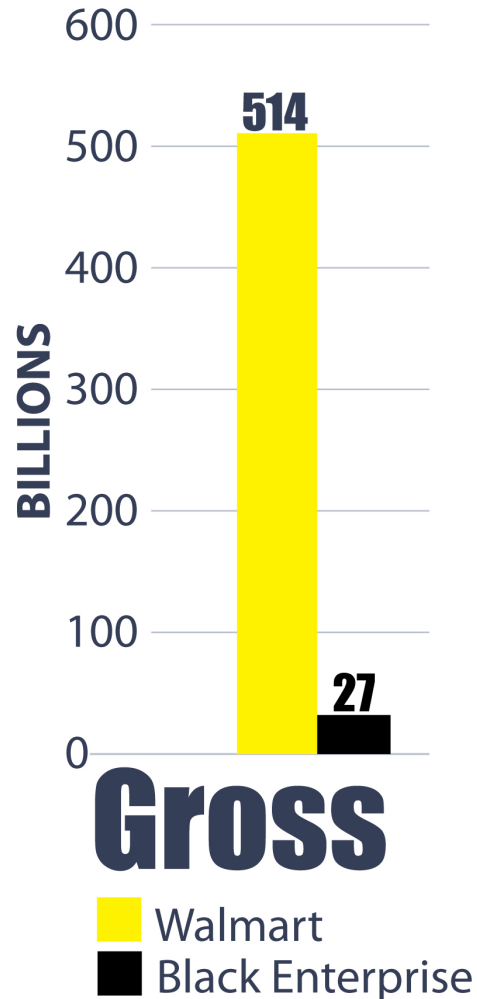




# Earnings & Employees

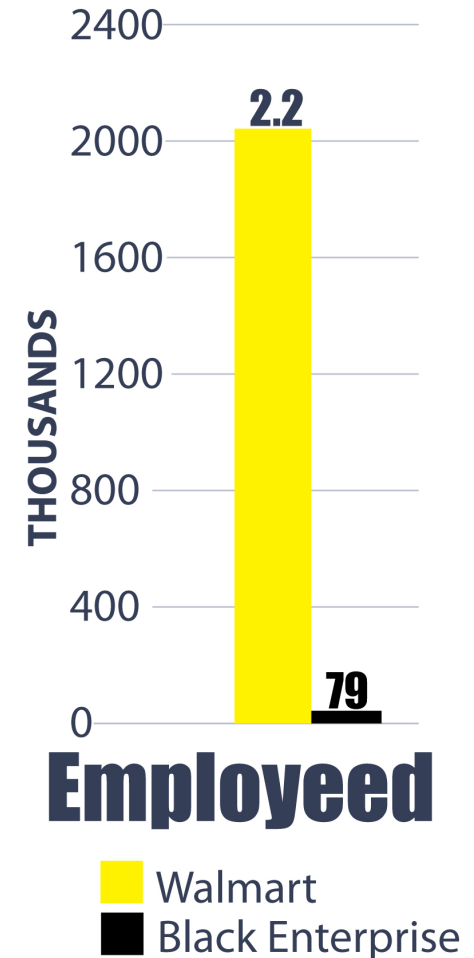
## Black Enterprise Data: Top 100 black-owned firms:

- grossed \$27 billion
- employed 79,216 workers



## Walmart:

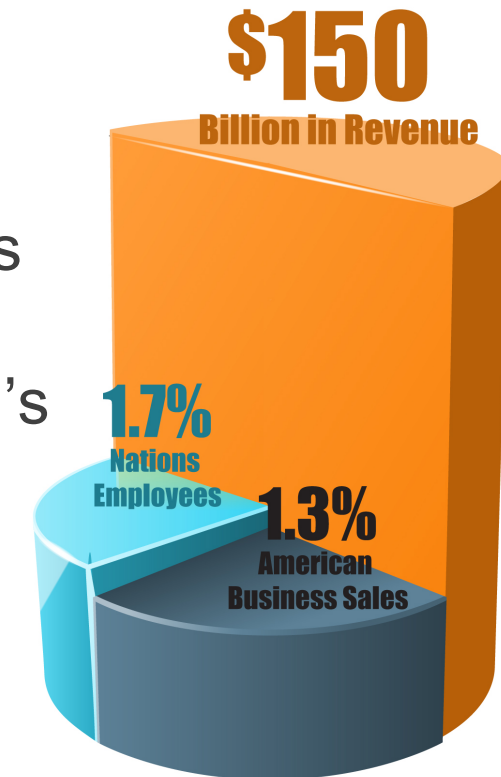
- grossed more than (20x) twenty times as much (\$514 billion)
- employed 2.2 million more workers



# A Drop in the Bucket?

**2.5+million U.S.  
black-owned  
businesses  
generate \$150  
billion in  
revenue.**

- 1.3 percent of total American business sales
- 1.7 percent of the nation's employees.



**2.5+ Million  
Black-owned Business**

# The Small Business Challenge



Lack of Capital/  
Cash Flow



Marketing/  
Advertising



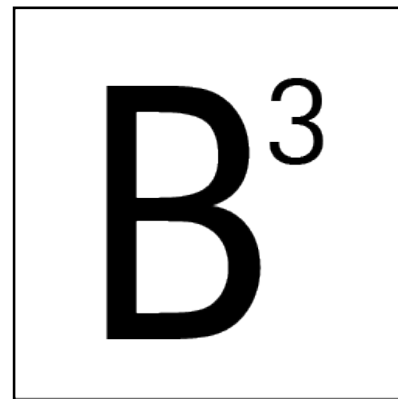
Time  
Management

Source: [www.sba.gov](http://www.sba.gov)



# Mission Vision/Statement

B3 Elevation is dedicated to providing marketing services for black - owned businesses, to help elevate and equip them to grow and compete in the marketplace on a level playing field.



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BRANDING BLACK-OWNED BUSINESSES