

## THE #ALLFORSMALL COMMUNITY

### ACROSS ALL PROGRAMS

**3,243**

entrepreneurs reached

**2,482**

volunteers

**\$21.1M**

in free business  
services provided

#### Gender



**80%**  
WOMEN

**15%**  
MEN

**1%**  
NON-BINARY

**4%**  
PREFER NOT TO ANSWER

#### Business Locations

**32%**

New York

**34%**

California

**46**

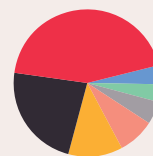
States and  
Puerto Rico

#### Race/Ethnicity

Black, African and/or  
African American **44%**

Hispanic and/or  
Latina/o/x **23%**

White **12%**



**8%** Asian American,  
East Asian, South Asian,  
and/or Southeast Asian

**5%** Prefer not to answer

**4%** Multi-racial

**4%** Other

### TECHNICAL ASSISTANCE

**594**

small business owners received support with  
a unique business need through our technical  
assistance service

**1,306**

business needs addressed by volunteers

**626** Finance **535** Legal **145** Marketing/Sales

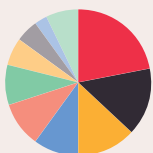
**85%**

businesses maintained or grew employment

**40%**

average business revenue growth

#### Industries



**22%** Professional  
Services

**15%** Personal  
Services

**13%** Food

**10%** Arts and  
Entertainment

**10%** Other Retail  
Products

**9%** Clothing,  
Jewelry, and  
Accessories

**6%** Childcare or  
Education

**5%** Health Care

**3%** Construction

**7%** Other

### WORKSHOPS

**2,619**

entrepreneurs attended at least one of our  
expert-led workshops on pressing topics for  
small business owners

**64**

workshops were hosted

**93%**

of attendees reported gaining knowledge  
at workshops

### Our work helped drive economic security and freedom for small business owners:



**82%** of entrepreneurs report our services  
saved them time or money.



Small businesses receiving our technical  
assistance have a **97%** business survival rate.



**81%** of entrepreneurs feel more confident  
about their business than when they began  
working with Start Small.



# FROM OUR CLIENTS & PARTNERS



"I think they're [Start Small Think Big] so good. I'm a client and getting so much out of it. They know how to SHARE POWER. . . I love this program for entrepreneurs."

— **JESSICA MUÑOZ**

"Working with the [volunteer group] was nothing short of transformative. . . After years of wrestling with financial projections on my own, their guidance not only cleared the fog but also helped me confidently complete my first-year forecast."

— **SUZANNE SINATRA**



"Collaborating with Start Small Think Big ("SSTB") has been a mutually rewarding experience for both the small business owners and Blackstone teams across the globe. Blackstone participants are consistently enthusiastic about volunteering with SSTB during the events scheduled throughout the year. These opportunities allow employees to make a meaningful impact on the small businesses owners and to support business success. It is incredibly fulfilling to see the business advice and financial and accounting guidance resonate with the business owners."

— **BLACKSTONE**



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