

## Gaps in access faced by minority businesses

The median White-owned firm has revenue 1.5 times that of the median Latino-owned firm and 5 times that of the median African American-owned firm.

### MEDIAN BUSINESSES REVENUE BY RACE

WHITE-OWNED



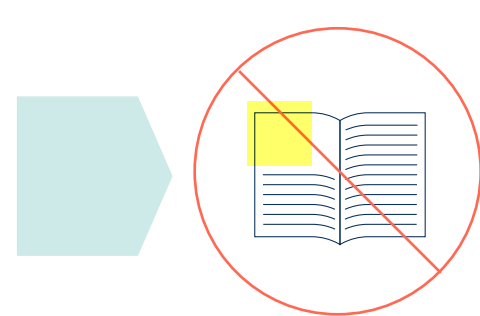
LATINX-OWNED



AFRICAN AMERICAN-OWNED

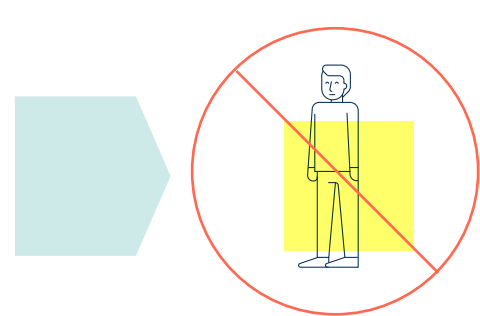


These discrepancies are generated by a systemically limited access to resources for which the Three-M strategy provides solutions.



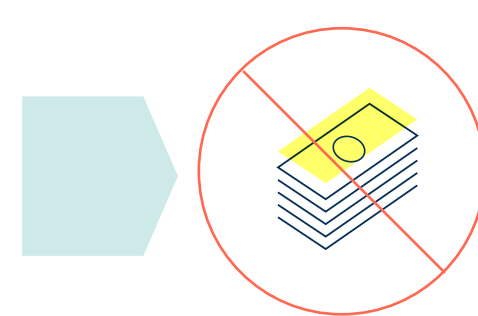
### Management

Limited access to business education



### Markets

Limited access to customers



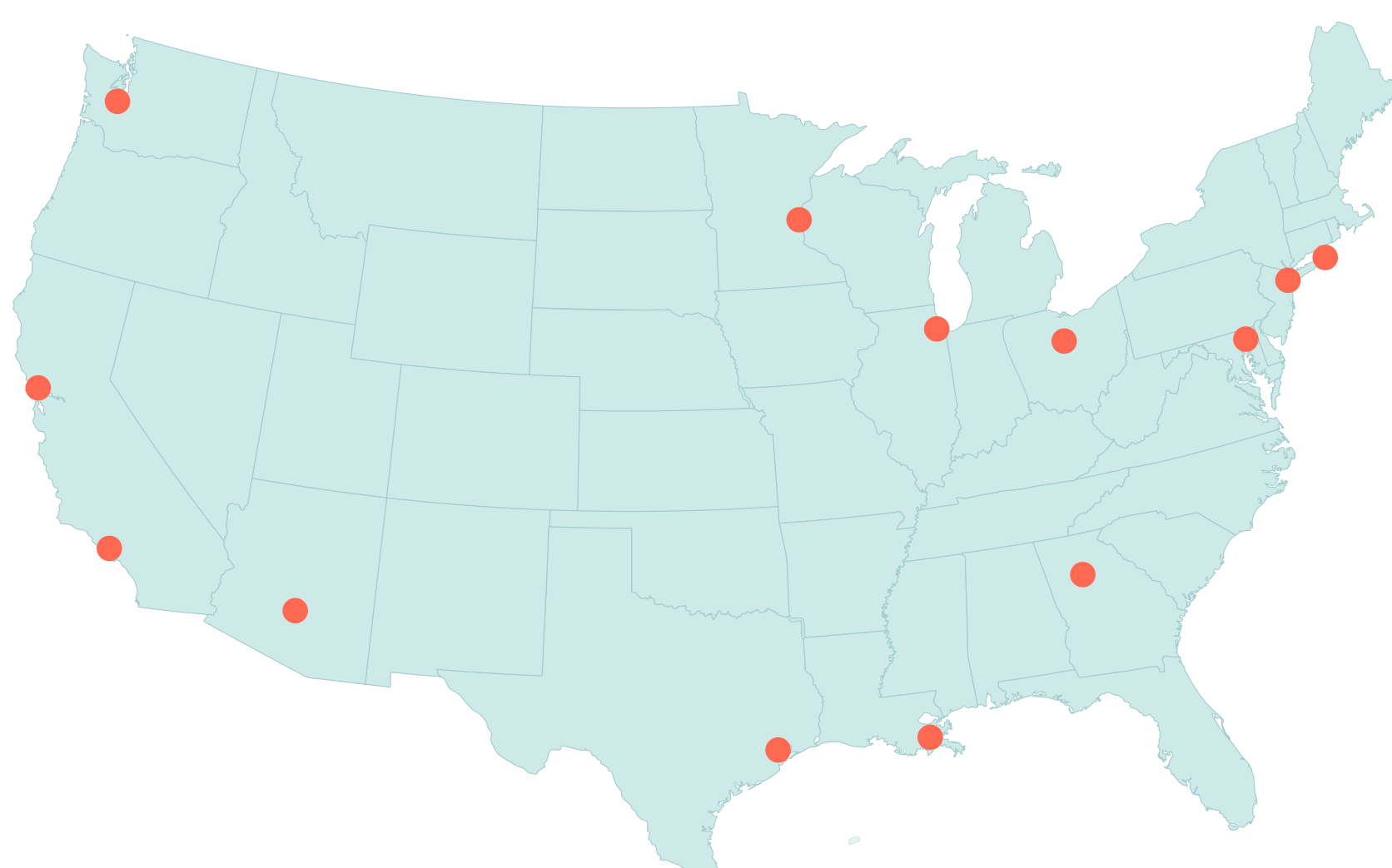
### Money

Limited access to capital

## Partnering to Grow Minority-Owned Businesses

With a research-driven approach to addressing these gaps, business and universities are building a Three-M model to accelerate the growth of minority-owned and inner-city businesses by targeting specific businesses through their programming.

### ASCEND CITIES

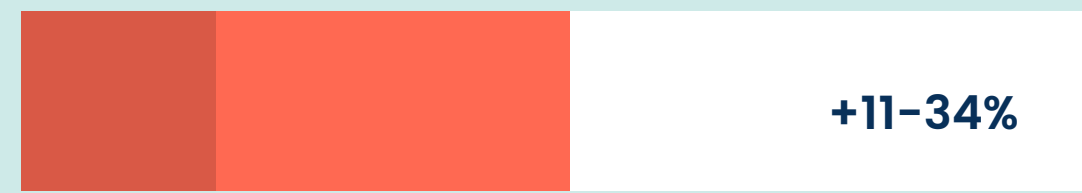


### Early Results

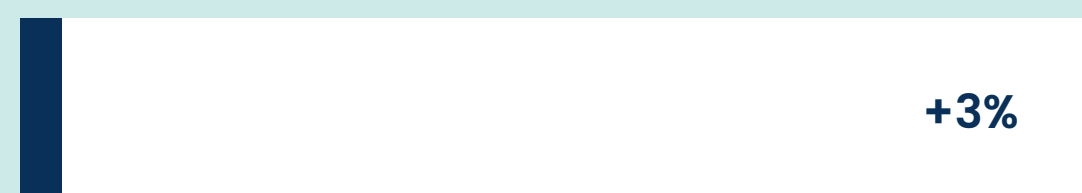
In the year leading up to the launch of Ascend2020 early tests of the model show promising results:

#### ECONOMIC GROWTH RATE IN 2016

Ascend

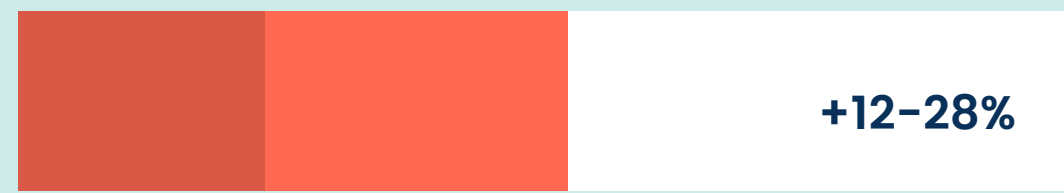


USA

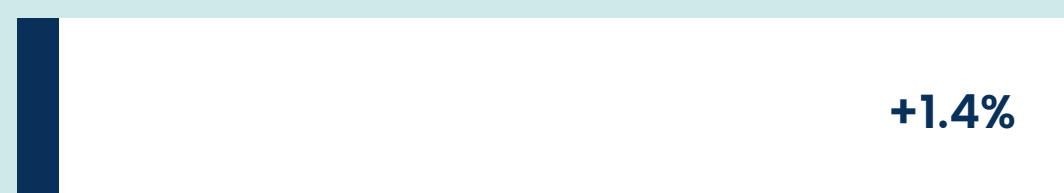


#### JOB GROWTH RATE IN 2016

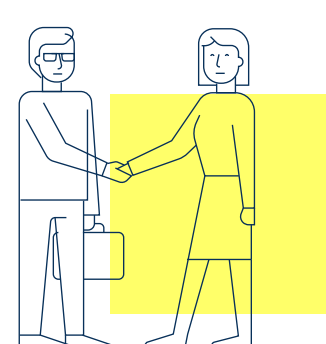
Ascend



USA



### The Three-M Model



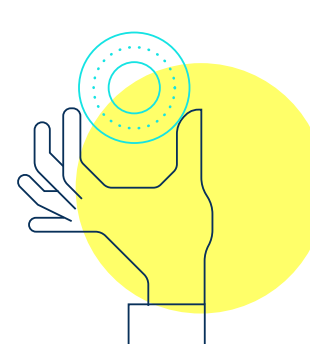
### Management

- Business & Education
- Targeted Incubation / Acceleration Resources
- Talent Acquisition/Retention & HR Support



### Markets

- Broader Industry Networks & Partnerships
- Regional/National Supply Chain
- Global Business Opportunities



### Money

- Early Stage Seed Capital
- Patient/Flexible Credit Products
- Equity Investment