

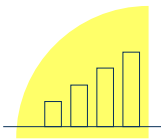
About us

Through an ambitious partnership between JPMorgan Chase, the Consulting and Business Development Center at the University of Washington's Foster School of Business and nearly 100 entrepreneurial support organizations in 13 cities, Ascend is growing businesses owned by people of color, women, and veterans.

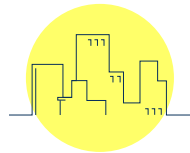
Ascend is an ecosystem approach and national network of business schools, non-profit lenders and B2B market makers that collaborate locally to spur business growth in their communities.



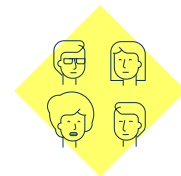
Creating Entrepreneurial Support Systems



Building long term success



Creating local and inclusive economic growth



Addressing disparity

Ascend's goals are to:

- Grow business revenues and profits
- Increase the number and dollar value of loans, investments and contracts secured by targeted businesses
- Build a sustainable ecosystem in Ascend cities among organizations that have the capacity to grow businesses owned by women and minorities

Ecosystem Outcomes

- At least 50% of Ascend businesses will have the capacity to be Tier 1 suppliers to local anchors or national corporations
- The majority of Ascend businesses will have grown revenue at a rate higher than the regional GDP growth rate
- Businesses across the Ascend network connecting for joint-venture, partnering and B2B opportunities



Now Ascend is multiplying that impact all over the national map.

"We've built a data-driven model that is improving business performance which will grow more \$1 million, \$10 million, \$100 million and \$1 billion businesses owned by people of color."

MICHAEL VERCHOT

NATIONAL LEAD, ASCEND; DIRECTOR, CONSULTING AND BUSINESS DEVELOPMENT CENTER

Gaps in access faced by minority businesses

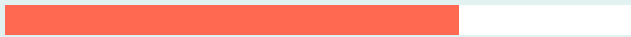
The median White-owned firm has revenue 1.5 times that of the median Latino-owned firm and 5 times that of the median African American-owned firm.

MEDIAN BUSINESSES REVENUE BY RACE

WHITE-OWNED



LATINX-OWNED



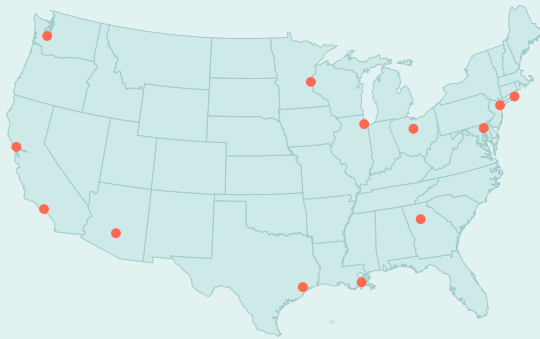
AFRICAN AMERICAN-OWNED



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

Partnering to Grow Minority-Owned Businesses

ASCEND CITIES



With a research-driven approach to addressing these gaps, business and universities are building a Three-M model to accelerate the growth of businesses owned by people of color, women, veterans, and those in inner cities by targeting specific businesses through their programming.

Early Results

In its first full year of national operations Ascend is already fulfilling its promise:

ECONOMIC GROWTH RATE IN 2017-18

ASCEND



USA



JOB GROWTH RATE IN 2017-18

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