

She's Next 2021

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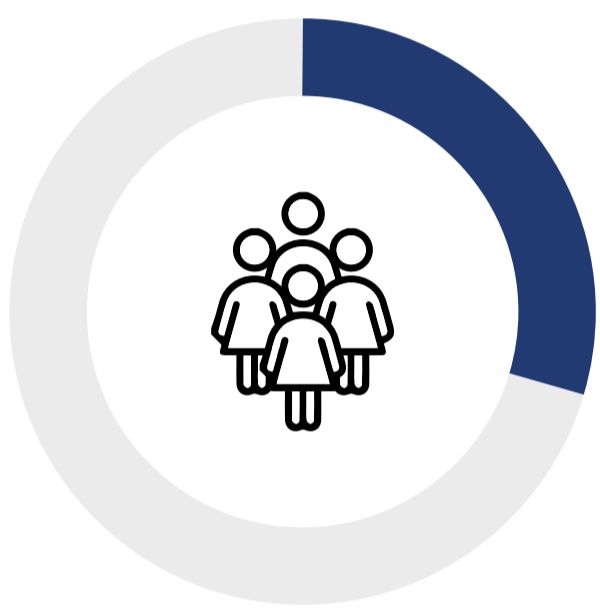
The State of U.S. Black Women Entrepreneurship 2021



71%

(nearly three quarters) of Black-women owned businesses surveyed estimate they can't survive another year under current pandemic conditions.

The **top challenges** facing Black women business owners since the pandemic hit are



keeping up with consumer demands

40%



finding tools to grow and manage their business

37%



raising capital/funding

31%

Finding funding is challenging



Less than half (40%) of Black women surveyed received a PPP or government loan and a third (33%) resorted to self or crowd-funding.

The **top 3 things** Black women business owners would do with additional funding



35%

offer new products and services



34%

advertising and marketing



31%

expand their online presence



91%

of Black women-owned business owners agree, **lifting up their community is what drives them.**