

>>> June 2025

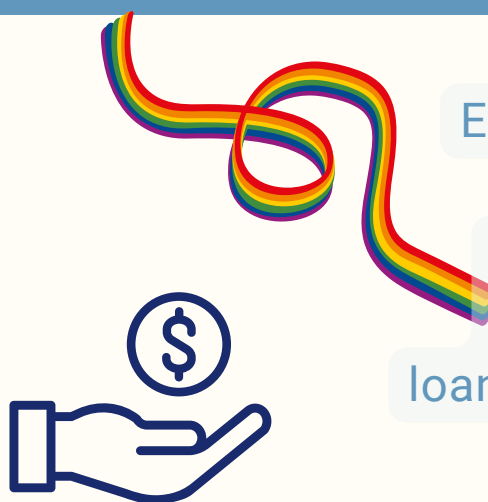
EXPLORING CHALLENGES FOR SMALL BUSINESS OWNERS ACROSS DIFFERENT BACKGROUNDS



Date

Black-owned small businesses earn 59% less and Latinx-owned small businesses earn 21% less in first-year revenues than white-owned counterparts.

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The Center for LGBTQ Economic Advancement & Research showed that LGBTQ businesses were equally likely to apply for loans and financing, but less likely to receive it.

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Here are additional resources to support and promote minority-owned businesses:

- [7 Ways to Promote Your Minority Owned Business](#)
- [Diverse Business Certifications - Small Business MA Toolkit](#)

79% of Black business owners say they've experienced racism from a customer.

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Even the most successful women entrepreneurs have coped with struggling to be heard and gaining the confidence to own their achievements.

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