The 2020 socioeconomic environment in the U.S. created greater awareness of the systemic barriers faced by diverse founders. In 2021, a national survey of 1,000 Black and Latino entrepreneurs ($2m–$25m in revenue), led to the creation of The Entrepreneur’s Paradox: How Black and Latino entrepreneurs are balancing growth and uncertainty. The results validate EAN’s focus on the importance of mentoring, capital and networks.

- 88% met or exceeded performance expectations
- 93% worry attention will be short-term
- 56% say a network of trusted advisors is key to growth
- 77% anticipate more growth in 2022 compared to 2021

Find out what’s next for EAN and the entrepreneurs.

120
Cultured founders
83%
revenue greater than $5m
53%
revenue $10-15m
36%
revenue $15-25m
5%
revenue greater than $25.1m*
64%
business to business
36%
business to consumer*

120
Live learning webcasts with top C-suite and market leaders
8
EY EAN participants highlighted
146
Executive mentors

EAN approach

In a time when many companies are focusing on funding to minority small business owners, there is a void when it comes to providing more broadscale support for enterprises that are no longer “small.” The EAN 12-month immersive business accelerator program and evergreen community is based on four pillars:

- Curriculum
- Coaching
- Community
- Capital

8 EAN companies hired as vendors
2 EAN participant client conversions

Curriculum
21% of Latino US adults over 25 with a bachelor’s degree or higher Coaching
70% of mentored businesses survive longer than five years Community
8% of Black owners have strong business network compared to 26% nonminority Capital
2.4% of total US venture dollars raised for Black and Latino founders in 2020**

Media exposure

2021 was a brand building year for EAN and the entrepreneurs. Several founders were featured in regional, trade and top-tier media outlets across the U.S.

- 65 pieces of earned media coverage
- 8 EY EAN participants highlighted

The entrepreneur’s paradox

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Contact us

Email at ean@ey.com
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2023 applications launch June 2022

*Data represents curated.
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36% revenue $15-25m
5% revenue greater than $25.1m*
64% business to business
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120 culturally diverse founders
15 live learning webcasts with top C-suite and market leaders
5,546 mentor hours
146 executive mentors

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