

American Dreamers

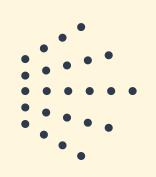
SPOTLIGHT ON ENTREPRENEURS

From job creation to innovation, entrepreneurs have a major impact on the U.S. economy. 99.9% of businesses are small businesses. Every one of those business started somewhere, because of someone. Who are these doers and dreamers? They are men and women, people of all ages, individuals from many different backgrounds daring to build something from nothing. Here is a look at some of the business owners helping our communities to thrive.





ENTREPRENEURS







MEDIAN INVESTMENT OF

MOST OFTEN SELF **OR FAMILY FUNDED**

STRUGGLING WITH **REGULATION AND TECHNOLOGY COSTS** **AMERICANS ARE**

ENTREPRENEURS

WORKING HARD TO START OR RUN AND GROW THEIR **BUSINESSES**



OF SMALL BUSINESSES **ARE HOME-BASED**



IN 4

WORKED IN A FAMILY BUSINESS BEFORE OPENING THEIR OWN



45%

OF BUSINESSES ARE **OWNED BY WOMEN**



9%

OWNED BY VETERANS

OF BUSINESSES ARE



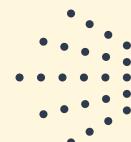
1.4M +

LGBTQIA

ENTREPRENEURS



BUSINESSES SURVIVE 10 YEARS OR MORE



MINORITIES

AFRICAN, ASIAN, HISPANIC, LATINO, NATIVE, AND PACIFIC ISLANDER AMERICANS ALASKA NATIVES, AMERICAN INDIANS AND NATIVE HAWAIIANS

8 M

BUSINESSES ARE OWNED BY THESE GROUPS

7M

PEOPLE ARE EMPLOYED BY THESE BUSINESSES

38%

INCREASE IN BUSINESSES

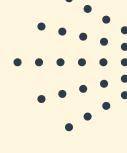


FEATURED SQUARE SELLER

Los Angeles, CA

Woody Lovell THE BARBERSHOP CLUB

SINCE 2007



NEW AMERICANS

IMMIGRANTS, REFUGEES

ENTREPRENEURS ARE NEW AMERICANS

22%

MORE LIKELY TO OWN **BUSINESSES THAN NATIVE-BORN CITIZENS**

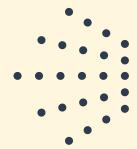
40%

OF FORTUNE 500 FIRMS HAVE A FOUNDER THAT IMMIGRATED TO THE U.S. OR WHOSE PARENTS DID



FEATURED SQUARE SELLER Yassin Terou

YASSIN'S FALAFEL HOUSE



18-34 YEAR OLDS

MILLENNIALS

OF MILLENNIALS ARE SELF-EMPLOYED

AVERAGE AGE TO LAUNCH THEIR 1ST BUSINESS

ARE BURDENED BY AN ARE BURDENED BY AN AVERAGE OF \$30,000 IN STUDENT LOAN DEBT

AGE SPECTRUM

51+ YEAR OLDS

BOOMERS / ENCORE / SENIORS

8-18%

Knoxville, TN

OF BOOMERS ARE SELF-EMPLOYED

AVERAGE AGE TO LAUNCH THEIR 1ST BUSINESS

EACH

AVERAGE NUMBER OF BUSINESSES



ENTREPRENEURS ARE AN INSPIRATION - THEIR DRIVE, THEIR STORIES, HOW THEY START SMALL BUT DREAM BIG TO MAKE LIFE BETTER FOR THEMSELVES AND OTHERS. AT SQUARE, WE SUPPORT OVER TWO MILLION OF THESE HARD-WORKING ENTREPRENEURS EVERY DAY.



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