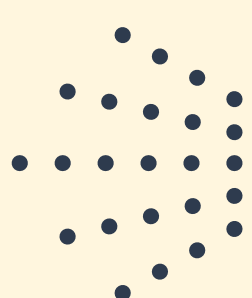
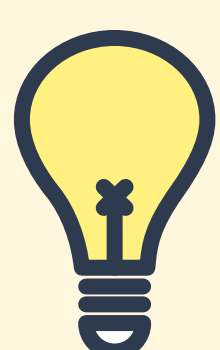




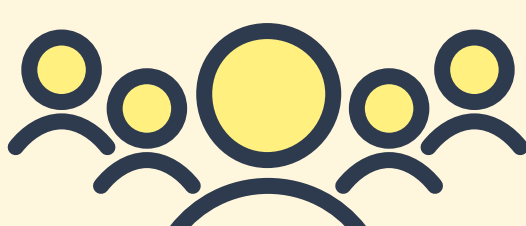
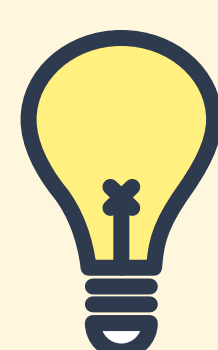
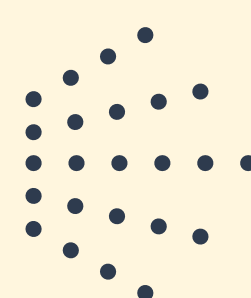
American Dreamers

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.¹ 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



28M
AMERICANS ARE ENTREPRENEURS

START WITH AN INITIAL MEDIAN INVESTMENT OF
\$17.5K
MOST OFTEN SELF OR FAMILY FUNDED

STRUGGLING WITH REGULATION AND TECHNOLOGY COSTS

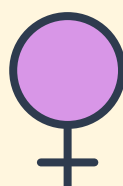
WORKING HARD TO START OR RUN AND GROW THEIR BUSINESSES

50%
OF SMALL BUSINESSES ARE HOME-BASED



1 IN 4

WORKED IN A FAMILY BUSINESS BEFORE OPENING THEIR OWN



45%

OF BUSINESSES ARE OWNED BY WOMEN



9%

OF BUSINESSES ARE OWNED BY VETERANS



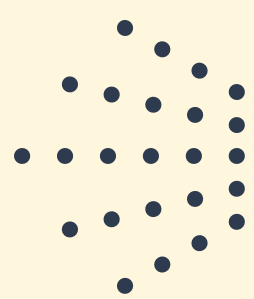
1.4M+

LGBTQIA ENTREPRENEURS



1 IN 3

BUSINESSES SURVIVE 10 YEARS OR MORE



MINORITIES

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

8M BUSINESSES ARE OWNED BY THESE GROUPS

7M PEOPLE ARE EMPLOYED BY THESE BUSINESSES

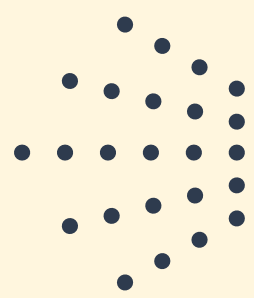
38% INCREASE IN BUSINESSES SINCE 2007



FEATURED SQUARE SELLER

Woody Lovell

THE BARBERSHOP CLUB
Los Angeles, CA



NEW AMERICANS

IMMIGRANTS, REFUGEES

1 IN 4 ENTREPRENEURS ARE NEW AMERICANS

22% MORE LIKELY TO OWN BUSINESSES THAN NATIVE-BORN CITIZENS

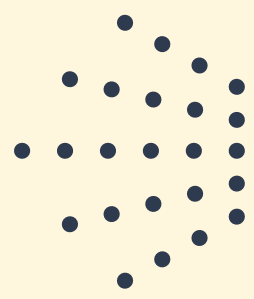
40% OF FORTUNE 500 FIRMS HAVE A FOUNDER THAT IMMIGRATED TO THE U.S. OR WHOSE PARENTS DID



FEATURED SQUARE SELLER

Yassin Terou

YASSIN'S FALAFEL HOUSE
Knoxville, TN



18-34 YEAR OLDS

MILLENNIALS

2% OF MILLENNIALS ARE SELF-EMPLOYED

28 AVERAGE AGE TO LAUNCH THEIR 1ST BUSINESS

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

THE AGE SPECTRUM

51+ YEAR OLDS

BOOMERS / ENCORE / SENIORS

8-18% OF BOOMERS ARE SELF-EMPLOYED

35 AVERAGE AGE TO LAUNCH THEIR 1ST BUSINESS

3 AVERAGE NUMBER OF BUSINESSES EACH



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.

