



Lila Owens, founder of Cupcakin' Bake Shop in Berkeley, CA, worked with marketing and logistics expert Robert Bonner to streamline her operations and open additional stores throughout California.

Many small business owners, particularly women, people of color, and those far from major metro areas, lack access to advisors and networks that could help their businesses thrive. This puts these job-creating entrepreneurs at a disadvantage.

70% of small businesses whose owners have an advisor survive at least 5 years—twice the rate of businesses whose owners lack advisors.

FOR MORE INFORMATION:
Natalia Carrasco
Director of Business Advising
ncarrasco@pcvmail.org
(510) 947- 5167

PCV's BusinessAdvising.org

Pacific Community Ventures is fighting the small business advice gap with our nationwide platform, BusinessAdvising.org. Through scalable tech paired with dedicated Client Experience Managers, PCV matches entrepreneurs with pro bono experts on any challenge they have, such as customer acquisition, improving financial management practices, or increasing their digital presence. Because they meet virtually, entrepreneurs are matched with the best possible advisor for them, regardless of location. This is a tremendous advantage to busy entrepreneurs, as well as those in underserved or rural areas.

Our average client receives 15 hours of free advising—worth more than \$2,900 according to Taproot Foundation's valuation of time donated by professionals. A multi-city pilot with a partner organization in 2018 showed that entrepreneurs who worked with PCV's BusinessAdvising.org were twice as likely to create jobs, and had 14% higher average revenue growth than those that did not.

HOW PCV'S BUSINESSADVISING.ORG WORKS



1. Sign up online

Entrepreneurs and volunteers provide details about their challenges or expertise.



2. Talk with us

Our Experience Managers screen applicants to gather more information.



3. Get matched

We use a custom algorithm to help us pick the best match.



4. Kick it off

Entrepreneurs and advisors connect at their convenience.

The Small Business Support Circle

Pacific Community Ventures is bringing together organizations invested in the success and resilience of small businesses across the United States. Members of the PCV Small Business Support Circle will utilize PCV's BusinessAdvising.org (BA) pro bono advising program to provide their small businesses clients additional support to survive and thrive, empowering workers and the communities they serve nationwide.

Enhance your Small Business Owners' Experience

As part of PCV's partnership with Kaiser Permanente and their [Actions to Fight Racism and Promote Equity](#) initiative, PCV is offering community organizations across its geographic footprint the opportunity to join the Small Business Support Circle as a referral partner and give their small business client community free access to PCV's BusinessAdvising.org platform through 2023. Referral partners collaborate with PCV to enroll their small business clients and monitor their progress using PCV's plug-and-play process and tools, therefore complementing their own existing offerings. Referred businesses will also have access to our [Good Jobs. Good Business](#) toolkit and advisors.

Referral Partners Will Have Benefits Like:

Complement to your Support Offering

With advisors across a wide variety of industries and business functions, we add and complement to the support you give to your small business owners. They can add and change advisors as their needs evolve.

Data, Data, Data!

We will share a continuously-updated dashboard so you can keep track of the referrals you send us, how many people are matched, etc. We will also share the impact data we gather via our onboarding and yearly data collection. Plus, success stories!

Active Collaboration

Our team will conduct ongoing check-ins to keep you in the loop of our progress. We will also provide you with all the materials you will need to communicate this opportunity to your small business owners.

IMPACT HIGHLIGHTS



81%

of entrepreneurs served in 2019 were women and/or people of color



68%

increased revenues, with the average company earning 12% growth year-over-year



4192
JOBS

were created or retained by these businesses



\$20.27

is the average hourly wage paid to employees at supported small businesses

Roger Cedeño Jr., owner of DNA Motor Lab, worked with Ryan Rasieleski, using the [Good Jobs, Good Business Toolkit](#) to identify methods to create an engaging workplace, including establishing meetings to celebrate victories and highlight areas for continued improvement.

