

Inclusive Entrepreneurship

Growing New Orleans' Economy through Diversity



ENTREPRENEURSHIP

Creates jobs



Boosts wealth
for individuals
and families



Is a critical source
of innovation &
productivity

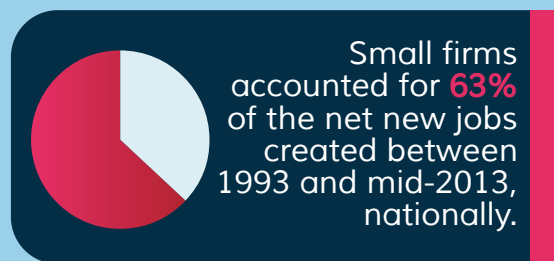


SMALL BUSINESS IS

BIG



Small businesses actually create more jobs than large companies each year.

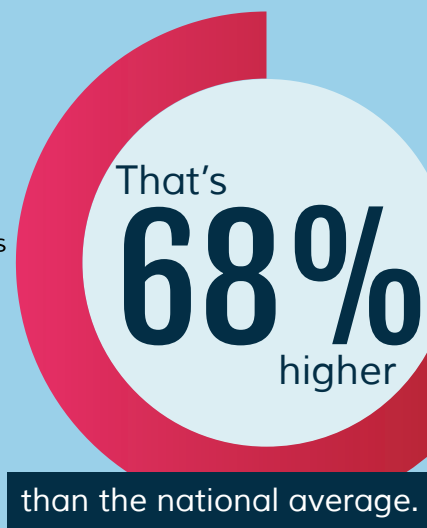
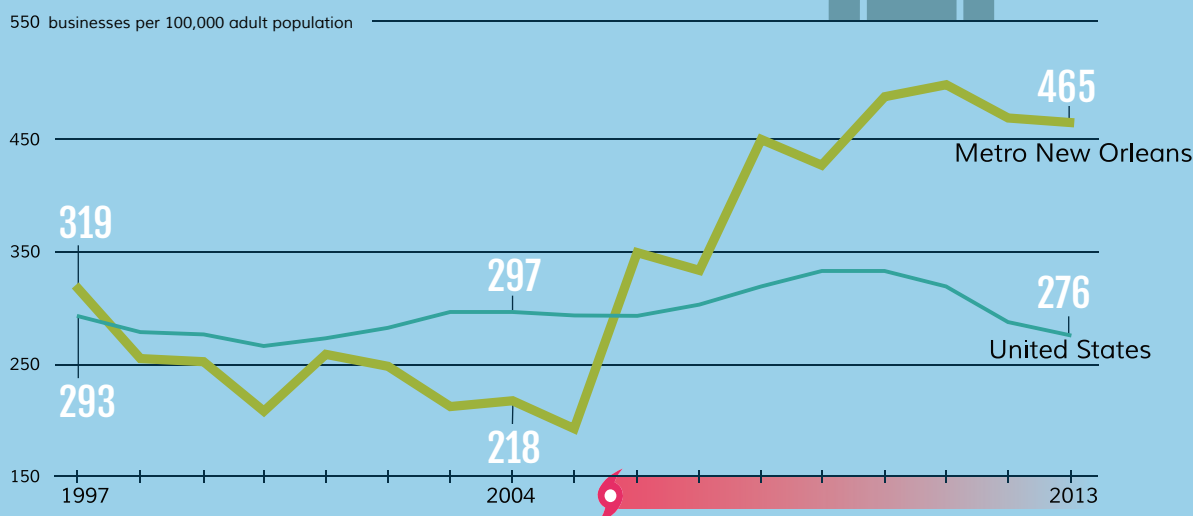


POST-KATRINA, NEW ORLEANS

has experienced a surge in entrepreneurship

For every **100,000** adults,
465 started a new business.

INDIVIDUALS STARTING UP BUSINESSES
PER 100,000 ADULT POPULATION (THREE-YEAR AVERAGES)



BUT HOW IS ENTREPRENEURSHIP SPREAD AMONG NEW ORLEANS' DIVERSE POPULATION?

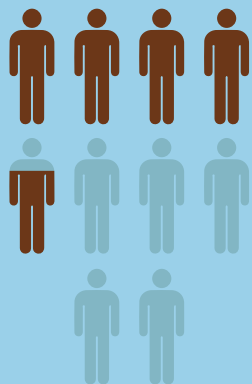
In 2012,

IN METRO NEW ORLEANS,

while minorities
represented

47%

of the total population,



they owned

36%

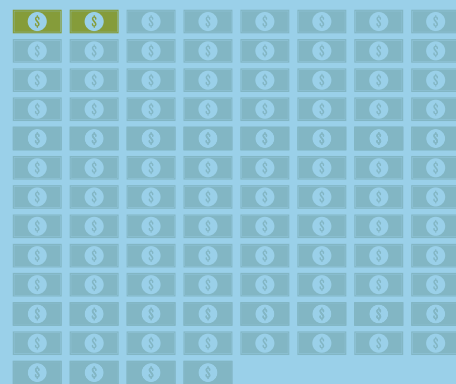
of all firms



and their businesses
only received

2%

of all receipts*.



*Receipts: Include the total sales, shipments, receipts, revenue, or business done by domestic establishments.

MINORITY-OWNED BUSINESSES'

potential benefits to New Orleans
are not being fully realized.



These businesses are more likely than
other employers to hire minorities and
give back to their communities, which in
turn helps to foster even more economic
growth locally.

How can New Orleans work to MAKE ENTREPRENEURSHIP MORE INCLUSIVE?



Split or "unbundle"
contracts into smaller more
attainable amounts prior to
the proposal stage.



Increase networking
between minority-owned
businesses to boost the
likelihood of joint ventures.



Government tracking of
subcontractors on all
executed contracts.



Incubators and investors
ensure their talent recruitment
reflects the demographics of
the city or region.

SOURCES:

Expanding Opportunity for Minority-Owned Businesses in Metro New Orleans, 2015
The New Orleans Index at Eight, 2013
Small Business Administration



inclusivenola.org