

# Help bring down barriers to your business' growth.

## You qualify to participate because...

- You are a woman of color entrepreneur
- Who is an equal or majority owner of a business
- With annual revenues of \$250,000 to \$5,000,000
- Who wants to grow her business

### About the study: *Accelerating the Growth of Businesses Owned by Women of Color*

This exciting multi-year nationwide participatory research study is being conducted by the Center for Women's Business Research and the Center for Women's Leadership at Babson College, and sponsored by many industry-leading organizations. Together, our goal is to expand opportunities for one of the most vital and vibrant segments of our nation's economy.

The study will identify obstacles to business growth faced by women business owners of color and what it takes to overcome these obstacles at the personal, community, and national levels.

## As a research participant, you will...

- Attend one of the day-long research forums taking place across the country, where you'll have a chance to explore complex issues facing your business, contribute your experience, and acquire proven ideas for taking your business to the next level.
- Identify steps you can take to overcome your individual obstacles and contribute to developing community, and national action plans.
- Provide ongoing information to the research project.
- Join us at the National Conference where a national agenda for action, based on participants' experiences, will be presented to business scholars, policymakers, and corporate executives. You and your company will be highlighted in event materials.

Only by becoming part of *Accelerating the Growth of Businesses Owned by Women of Color* research project can you make sure the study's research recommendations reflect your experience...and are on the right track.

## You'll gain immediate benefits...

- Network with other dynamic, successful women of color entrepreneurs.
- Share obstacles you have faced with other business owners.
- Learn from nationally recognized experts in women's entrepreneurship.
- Create solid strategies for taking your business to the next level.
- Achieve measurable business success as you implement steps to overcome obstacles.

## and long-term rewards...

- Shape research conclusions and recommendations.
- Impact national and community political and social policy decisions.
- Affect the views, policies, and practices of corporate executives.
- Trigger changes that benefit your business today.
- Create new opportunities for all women of color business owners, now and in the future.



Accept this exclusive invitation to apply.

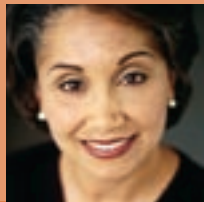
For more information, go to [www.womensbusinessresearch.org/womenofcolor.html](http://www.womensbusinessresearch.org/womenofcolor.html) or call 202.638.3060.

For research forum dates and locations, and to apply to participate in the forum nearest you, go to [www.womensbusinessresearch.org/womenofcolor.html](http://www.womensbusinessresearch.org/womenofcolor.html)

Women of color are starting businesses at five times the rate of all firms, faster than any other group in the nation. So why does growth of these businesses—in revenues and number of employees—lag behind?

Participate in the *Accelerating the Growth of Businesses Owned by Women of Color* research study, and you can help us find out.

This is your invitation to apply to participate in one of the study's research forums being conducted around the country. Plan now to attend the one-day forum nearest you, and help tear down barriers to business growth...while you acquire insights from experts and other women entrepreneurs.



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telephone 202.638.3060

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**The Center For Women's Business Research** provides data-driven knowledge that propels the growth of women business owners and their enterprises to economic and social significance. We do this by setting the national agenda; creating insight on the status and achievements of women business owners; altering perceptions about the economic viability and progress of women-owned enterprises; and driving awareness of the economic and social impact of this vital business sector. Find out more online at [www.womensbusinessresearch.org](http://www.womensbusinessresearch.org).

**The Center For Women's Leadership at Babson College** is dedicated to the advancement of women in business. It is a premier academic source for the insights and educational opportunities that women need to achieve their leadership goals and organizations need to leverage their talent and market power. Babson College is a premier independent school of management and is the recognized international leader in entrepreneurship education. For information on the Center, go to [www.babson.edu/cwl](http://www.babson.edu/cwl).

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Center for  
Women's Business Research



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Women's Business Research



Knowledge that Means Business

## Accelerating the Growth of Businesses Owned by Women of Color

Barriers are about to tumble.  
Be there.

Participate in the groundbreaking national research project

