



STATE OF SMALL BUSINESS

**WHAT ENTREPRENEURS OF
COLOR NEED TO SUCCEED**

**Small Business
Digital Alliance**

OHIO SHOWS OPPORTUNITY FOR NEW BUSINESSES

980,000+

small businesses represent 99.6% of Ohio businesses.

2,200,000

small business employees represent nearly 45% of Ohio's workforce.¹

OHIO RANKS:

#2

INFRASTRUCTURE

#11

TECHNOLOGY & INNOVATION

#4

COST OF DOING BUSINESS

#4

ACCESS TO CAPITAL FOR SMALL BUSINESSES²

OHIO'S MINORITY BUSINESS OWNERSHIP HASN'T YET RETURNED TO PRE-PANDEMIC LEVELS



In 2019, Ohio's 153,645 minority-owned small businesses made up 16.1% of the small business community.

In 2021, that dropped to 131,513 businesses, or 13.1%

But business formation is on the rise, with 4,102 new small businesses opening in 2021.³

DIGITAL TOOLS CREATE BETTER OUTCOMES FOR SMALL BUSINESSES

Deloitte's analysis in *Connected Small Businesses in the United States* found that **digitally advanced small businesses experience significantly better outcomes** than those with lower levels of digital engagement.⁴

2X AS MUCH EARNED
REVENUE
PER EMPLOYEE

3X AS LIKELY TO HAVE
EXPORTED OVER
THE PREVIOUS YEAR

NEARLY
3X AS LIKELY TO BE
CREATING JOBS OVER
THE PREVIOUS YEAR

NEARLY
4X REVENUE GROWTH
EXPERIENCED OVER
THE PREVIOUS YEAR

MORE THAN
6X AS HIGH AVERAGE
EMPLOYMENT
GROWTH RATE

Despite these benefits, Deloitte found that

74% OF US SMALL BUSINESSES
AREN'T TAKING ADVANTAGE
OF DIGITAL TOOLS.

CONSUMERS WANT TO SUPPORT SMALL BUSINESSES - BUT USE OF OUTDATED TECHNOLOGY MAKES IT HARD



66%

of consumers said crises like the pandemic made them more likely to shop from small businesses in the future.

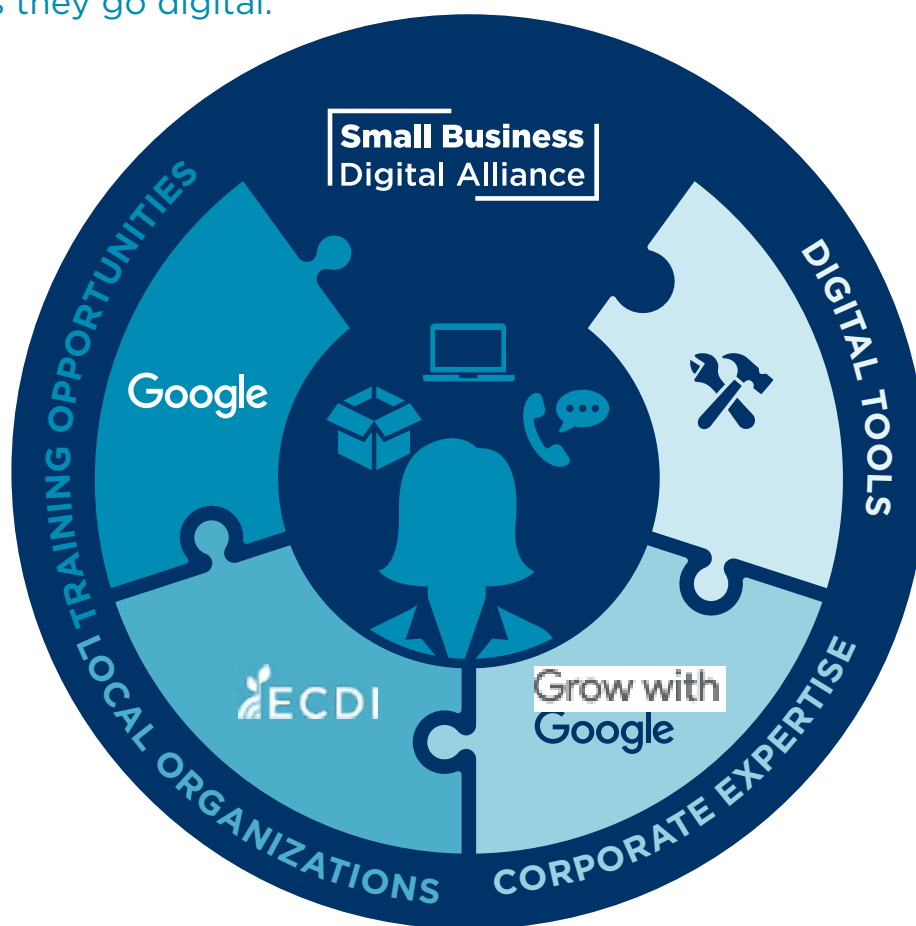


63%

said that the limited use of digital technologies by small businesses makes shopping more complex than with big retailers.⁵

SBDA BRINGS TOGETHER KEY PLAYERS IN THE COLUMBUS ECOSYSTEM

The SBDA brings together ecosystem partners dedicated to creating economic opportunity for all entrepreneurs and small business owners. Digitally advanced small businesses experience significantly better outcomes than those with lower levels of digital engagement. Yet, nearly 75% of small businesses aren't taking advantage of digital tools, and microbusinesses cite getting online as their second biggest challenge.⁶ Local organizations can identify local needs and contextualize and deliver corporate expertise to their small business communities as they go digital.



LOCAL STAKEHOLDERS REPRESENT 13,000 OHIOANS

COLUMBUS HISPANIC CHAMBER OF COMMERCE (CHCC)

COLUMBUS AFRICAN AMERICAN CHAMBER OF COMMERCE (COAACC)

WOMEN'S SMALL BUSINESS ACCELERATOR (WSBA)

COLUMBUS METROPOLITAN LIBRARY SCORE OHIO GOODWILL COLUMBUS

ECONOMIC AND COMMUNITY DEVELOPMENT INSTITUTE (ECDI)

ROUNDTABLE CONVENES KEY ECOSYSTEM PLAYERS TO DISCUSS EQUITABLE OPPORTUNITIES FOR SMALL BUSINESS

The Small Business Digital Alliance and Google hosted a roundtable for small businesses and local organizations at the Economic and Community Development Institute (ECDI) in Columbus, OH. The discussion centered around ways to create equitable opportunity for small businesses in central Ohio. Small Business Administrator Isabella Casillas Guzman joined with local small business leaders, and leaders from the private sector to discuss issues related to small business development – including access to capital, digital skills training, and accessing community resources – to help all Buckeye businesses grow.



LINDSAY SIMS,
GROW WITH GOOGLE,
DIGITAL COACH

DIGITAL TRAININGS SUPPORT GROWING SMALL BUSINESSES

The Grow with Google Digital Coaches program offers free training and hands-on coaching to diverse small businesses. Since 2017, more than 3,500 business owners in Ohio have joined workshops hosted by Ohio-based Digital Coach, Lindsay Sims, who is a local marketing expert, entrepreneur and educator based in Northeast Ohio. Small businesses can take workshops led by Lindsay to learn digital skills like digital marketing, social media, lead generation, email marketing, and more.

Learn more about Lindsay's upcoming free workshops at grow.google/digital-coaches.

SMALL BUSINESSES USE DIGITAL PLATFORMS TO REACH NEW CUSTOMERS



**LISA AND VINCENTE GUTIERREZ,
DOS HERMANOS
TACO TRUCK,
COLUMBUS, OHIO**

“When COVID hit... people started showing up at my door to ask if I had fresh food.

One day, a gentleman rang the doorbell and asked me, “Do you have a burrito?” Being that I was scared of losing my own business and scared of contracting Covid, I told my brother-in-law to make him a burrito. By the end of the week, I had to put a cash register in the front lobby because I couldn’t dig change out of my purse every day, and that turned into DoorDash, and DoorDash turned into Uber Eats, Postmates, Chow Now, and Grub Hub.

So, out of Covid, we turned our Commissary Kitchen into a takeout restaurant. We see 50 to 60 delivery drivers per day and have both lunch and dinner services here in this neighborhood.”

Pat Bennett is a local entrepreneur based in Northeast Ohio who uses her personal experience and business acumen to inspire small business development in the Buckeye state. In 2018, Pat launched her first venture, Pat’s Granola, turning her family granola recipe into a full-fledged business.

In the early days, she relied on face-to-face interactions to get her artisan granola to retailers and had virtually no presence at all. After learning about local resources in the small business community – including free trainings and resources provided by the Ohio-based Grow with Google Digital Coach – she quickly learned new skills, adopted digital tools and began to shift her focus to online sales. This led to a 500% increase in sales for Pat’s Granola and helped Pat share her story as an entrepreneur.

Now, Pat is setting her sights on new horizons by pivoting to become a local small business consultant for Ohio entrepreneurs. She wants to help other businesses benefit from using the same digital tools and resources that she did.



**PAT BENNETT,
PAT’S GRANOLA,
CLEVELAND, OHIO**

ENDNOTES

1. US Small Business Administration. “Ohio Small Business Economic Profile.” August 2022.
<https://cdn.advocacy.sba.gov/wp-content/uploads/2022/08/30121329/Small-Business-Economic-Profile-OH.pdf>
2. CNBC. “America’s Top States for Business.” July 13, 2022.
<https://www.cnbc.com/2022/07/13/top-states-for-business-ohio.html>
3. US Small Business Administration. “Ohio Small Business Economic Profile.” August 2022.
<https://cdn.advocacy.sba.gov/wp-content/uploads/2022/08/30121329/Small-Business-Economic-Profile-OH.pdf>
4. Deloitte. “Small Business Technology Trends.” 2018.
<https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/con-nected-small-businesses.html>
5. Connected Commerce Council and Google. “Digital Tools Continue to Unlock Opportunities for US Small Businesses.” February 2022.
<https://connectedcouncil.org/wp-content/uploads/2022/02/Digital-Tools-Continue-To-Unlock-Opportunities-For-U.S.-Small-Businesses-FINAL.pdf>
6. Deloitte. “Small Business Technology Trends.” 2018.
<https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/con-nected-small-businesses.html>

Small Business
Digital Alliance