

PATH TO 15|55 STRATEGIC GOALS AND SUCCESS METRICS



BOLD GOAL

GROW AT LEAST 15% OF BLACK BUSINESSES, CREATE 600,000+ NEW JOBS, AND ADD \$55 BILLION TO THE U.S. ECONOMY



STRATEGIES

GROW EXISTING
BUSINESS

INVEST IN
INTERCONNECTED
SYSTEMS

REIMAGINE THE
POSSIBILITIES



KEY PERFORMANCE
INDICATORS

Job Growth

- # of Jobs in *BBOs

Revenue Growth

- % Increase in *BBO Revenue

Remove Barriers to Capital: •

- #/% *BBO friendly leaders in positions of power and influence
- #/ %/\$ of AUM controlled by black institutions & individuals
- #/\$ Capital Products for *BBOs

Policy and Political Accountability

- \$ Resulted from *BBO friendly policies

Capacity Building for Low Growth Industries

- # of *BBO reinvestment in black community
- #/% Early stage capital Invested in *BBOs
- # of *BBOs converted to high growth industries

Shifting the Narrative

- # of investors that believe in *BBO

