

# 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

