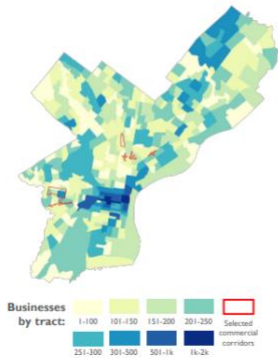
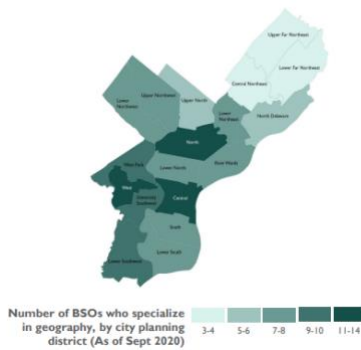


Equity in Small Business Study

Small businesses in Philadelphia by Geography



Business Support Organizations by Geography[®] Served



Accelerating Equitable Small Business Growth in Philadelphia

Econsult Solutions participated on a team along with Urbane Development and SourceLink[®] led by Next Street, to aid the United Way of Philadelphia and Southern New Jersey, the City of Philadelphia, and the Philadelphia Industrial Development Corporation in assessing opportunities for equitable entrepreneurship and developing strategies to increase business opportunities for Philadelphia’s Black- and People of Color-owned small- and mid-sized companies and entrepreneurs.

Our team conducted a thorough assessment of the region’s small- and mid-sized business ecosystem. We inventoried firms, categorizing them by industry, size, stage, growth, and ownership. We also completed a review of capital provision available to small- and mid-size businesses and entrepreneurs owned by citizens who are Black and People of Color in Philadelphia.

ESI’s capabilities in big data and geospatial analysis were helpful for communicating the current state and future potential of Philadelphia’s small business ecosystem. ESI mapped demographic groups and showed the distribution of small business and related organizations to demonstrate connectivity (or lack thereof). Data analysis and visualization illustrated the industries most affected by COVID-19 pandemic emergency response orders, and also helped display the disparities present among minority and underrepresented business owners and entrepreneurs.

Key Technical Applications

Data and Geospatial Analysis and Visualization

Surveys and Primary Research

Project Information

Location: Philadelphia, PA
 Client: United Way of Greater Philadelphia and Southern New Jersey
 Contact: Michael Banks, Managing Director
 Email: mbanks@uwgpsnj.org
 Phone: (215) 665-2500
 Year: 2020

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