

# Economic Development Identity-Specific Resource Guide

The City of Pleasanton takes pride in its thriving and growing small business community. We are dedicated to supporting and uplifting our small businesses. Through this resource guide, we hope that you can find resources and tools that align with your identity and goals.

## Resources for Women-Owned Businesses

*National*

### Women's Business Enterprise National Council

The Women's Business Enterprise National Council is a non-profit organization committed to helping women-owned businesses thrive. Alongside the various programs, events, and networking opportunities, the council provides a WBENC certification that validates any business that is at least 51% owned by a woman or women. Their certification is a valuable resource for acquiring grants and funding.

[www.wbenc.org](http://www.wbenc.org) | (202) 872-5515

### Ladies Who Launch

Ladies Who Launch is a global community dedicated to empowering women and non-binary small business owners. They provide free access to educational resources, networking, and business templates. Additionally, LWL has a comprehensive grants database which is updated on weekly basis to help business owners find funding opportunities.

[www.ladieswholaunch.org](http://www.ladieswholaunch.org)

## HerRise MicroGrant

The HerRise MicroGrant offers financial assistance to innovative women of color who struggle to find funding opportunities. Through the Yva Jourdan Foundation, HerRise raises money to help woc entrepreneurs gain access to capital.

[www.hersuitespot.com/herrise/](http://www.hersuitespot.com/herrise/)

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*Local*

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## SF Women's Business Center

San Francisco's Women's Business Center support women entrepreneurs in the San Francisco Bay Area. The center provides access to networking, business planning classes, and community events.

[www.rencenter.org/san-francisco-soma-wbc](http://www.rencenter.org/san-francisco-soma-wbc) | (415) 541-8580

# Resources for AAPI-Owned Businesses

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*National*

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## AAPISTRONG - National ACE

AAPISTRONG is a business development program sponsored by the National AAPI Chamber of Commerce and Entrepreneurship (National ACE) that is focused on creating a network of AAPI business leaders, entrepreneurs, and stakeholders. AAPISTRONG hosts roundtables, provides grants, and conducts important trainings.

[www.aapistrong.com](http://www.aapistrong.com) | (202) 204-2579

## Asian American Business Development Center

The Asian American Business Development Center (AABDC) is centered around promoting Asian American businesses. AABDC's Project Rebuild is dedicated to helping businesses with technical assistance, capital access, legal consultancy, and digital marketing.

[www.aabdc.com](http://www.aabdc.com) | (212) 966-0100

## Asian Pacific Fund

The Asian Pacific Fund is focused on mobilizing resources from donors, corporations, and institutions to Bay Area's underserved AANHPI-owned businesses. They provide grants, offer scholarships, and cultivate leaders.

[asianpacificfund.org](http://asianpacificfund.org) | (510) 736-0797

# Resources for Black-Owned Businesses

## Black Business Association

Black Business Association (BBA) is focused on helping black and diverse business owners are able to gain greater access to contracting and procurement opportunities in the public and private sector. BBA hosts an educational webinar series called Business Ready which helps business owners learn to develop strategic business plans.

[www.bbala.org](http://www.bbala.org) | (323) 291-9334

## Black Connect

Black Connect is national non-profit organization that is committed to eliminating the racial wealth gap facing Black Americans. Black Connect's Business & Entrepreneur Assessment (BEA) is a mentorship program that helps owners create a road map to launch their business venture. Black Connect also offers essential legal and financial services for at-risk businesses.

[www.blackconnect.org](http://www.blackconnect.org) | (813) 405-5918

## Black Girl Ventures

Black Girl Ventures (BGV) provides underrepresented woman-identifying founders with access to community, capital, and capacity building. BGV offers a unique 3-month leadership development program called Emerging Leaders Fellowship Program.

[www.blackgirlventures.org](http://www.blackgirlventures.org) | (571) 771-7424

## Bay Area Organization of Black Owned Businesses

Bay Area Organization of Black Owned Businesses (BAOBOB) is a merchants' association dedicated to advancing and promoting black-owned businesses through community and educational events.

[www.baobobdirectory.com](http://www.baobobdirectory.com)

## Resources for Native American-Owned Businesses

### Native American Business Association

The Native American Business Association (NABA) is a national organization focused on providing a voice for Native American business owners. NABA promotes economic development, advocates for supportive programs, and distributes resources.

[www.nativeamericanbusinessassociation.org](http://www.nativeamericanbusinessassociation.org)

### NDN Collective

NDN Collective is an Indigenous-led organization committed to building Indigenous power through organizing, grantmaking, philanthropy, and more. The NDN Fund supports innovative entrepreneurs and businesses that offer clear social and cultural benefits. The fund hopes to provide capital to projects that uphold Indigenous principles of regenerative economies.

[ndncollective.org](http://ndncollective.org) | (605) 791-3999

### The National Center for American Indian Enterprise Development

The National Center for American Indian Enterprise Development is engaged in helping Native American business owners realize their business goals. The organization provides professional business consulting and technical assistance. They work to implement Native American businesses in the supply chains of Fortune 100 companies.

[www.ncaied.org](http://www.ncaied.org) | (888) 962-2433

# Resources for Hispanic-Owned Businesses

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## National

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### Latino Business Action Network

Latino Business Action Network (LBAN) is a non-profit dedicated to strengthening Latino entrepreneurship. LBAN's Business Scaling Program at Stanford helps Latino business owners transform their businesses.

[www.lban.us](http://www.lban.us)

### Association of Latino Professionals for America

The Association of Latino Professionals for America (ALPFA) is centered around empowering and developing Latino men and women as leaders of the global economy. Learn In x ALPFA is a Latina-led mentoring program that helps raise awareness to the many barriers Latinas face in the business world.

[www.alpfa.org](http://www.alpfa.org) | (855) MYA-LPFA

### Hispanic Association of Small Businesses

The Hispanic Association of Small Businesses focuses on helping Hispanic and other minority-owned businesses with educational materials, business workshops, and remedial English workshops. They also organize multicultural events to promote businesses.

[www.hasb.org](http://www.hasb.org) | (951) 443-1111

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## Local

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### San Francisco Bay Area Hispanic Chamber of Commerce

The Hispanic Chamber of Commerce is dedicated to developing, enhancing, and promoting valuable business opportunities for its community. The chamber represents local issues and advocates for growth in government.

[www.sfbayhcc.com](http://www.sfbayhcc.com) | (415) 572-3568



# Resources for Veteran-Owned Businesses

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## National

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### **Veteran Entrepreneurship Portal**

The Veteran Entrepreneurship Portal (VEP) is designed to make it easier for Veteran small business owners to discover and access federal services. The portal provides information for learning how to start a business, access financing, grow a business, and where to find opportunities.

[www.va.gov/osdbu/entrepreneur/](http://www.va.gov/osdbu/entrepreneur/)

### **Bunker Labs**

Bunker Labs is an organization committed to helping veteran and military spouse entrepreneurs alike launch and grow their own businesses. Their Launch Lab Online Course is a gamified, interactive module made to help guide veterans through starting their business. Bunker Labs also offers various educational content on financing, entrepreneurship, and sustainable business practices.

[www.bunkerlabs.org](http://www.bunkerlabs.org)

### **VET to CEO**

VETtoCEO is a non-profit organization that is focused on transitioning military members into successful business owners. All of their educational programs are crafted and led by veterans. The Veterans Small Business Accelerator program is a free, virtual program where veterans can learn more about business ownership.

[www.vettoceo.org](http://www.vettoceo.org) | (888) 677-2765

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## Local

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### **CalTAP Entrepreneurship Pathway**

The California Transition Assistance Program (CalTAP) Entrepreneurship Program is designed to assist veteran business owners and service-disabled veteran business owners. The program consists of three modules each a resource for business opportunities, educational materials, and more.

[www.calvet.ca.gov](http://www.calvet.ca.gov) | (800) 952-5626