

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 | (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

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/

Local

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 | (415) 541-8580

Resources for AAPI-Owned Businesses

National

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 | (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 | (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 | (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 | (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 | (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 | (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

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

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 | (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 | (888) 962-2433

Resources for Hispanic-Owned Businesses

National

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

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 | (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 | (951) 443-1111

Local

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 | (415) 572-3568

Resources for Veteran-Owned Businesses

National

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/

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

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 | (888) 677-2765

Local

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 | (800) 952-5626

Resources for LGBTQ+-Owned Businesses

National

Gaingels

Gaingels is the largest and most active venture investment communities that is dedicated to helping LGBTQ+ founders. The Gaingels syndicate focuses on diversifying the market through investment. Gaingels supports their portfolio companies with business development, talent recruitment, and partnerships.

gaingels.com

StartOut

StartOut is dedicated to expanding economic opportunities for LGBTQ+ entrepreneurs. StartOut helps entrepreneurs build high-growth, scalable businesses by providing members with mentorship, networking, events, and a variety of financial tools. They also offer unique, 6-week and 5-month programs designed to help entrepreneurs formulate their business plan.

startout.org | (415) 275-2446

Everywhere Is Queer

Everywhere is Queer is a public resource and map created for the LGBTQIA+ and ally community to locate queer-owned businesses in every neighborhood. The app features over 17,000 businesses across the world. This tool is great for both shoppers and business owners.

www.everywhereisqueer.com

Local

Golden Gate Business Association

Golden Gate Business Association (GGBA) is not only San Francisco Bay Area's LGBTQ+ chamber of commerce, but the world's first LGBTQ+ chamber of commerce. GGBA serves the SF Bay Area's LGBTQ+ community through advocacy, marketing, financial, and networking support.

www.ggba.com