REGIONAL INSIGHTS: DALLAS

PROFILES OF DALLAS METROPOLITAN AREA-BASED LATINO ENTREPRENEURS

- 0.20 Latino Entrepreneurship Gap Score** Metro-Rank #23*
- 40% Immigrant
- 37% Female
- 16% Millennial (Ages 36 and younger)
- 52 years Average Owner Age
- 12% Four-Year College Degree
- 16 years Average Age of Firm
- 62% Low- to Lower-Middle Income as Children
- 34% Latino-Oriented Products**
- 62% Family History of Entrepreneurship

SOURCES OF CAPITAL FOR GROWTH

<table>
<thead>
<tr>
<th>Dallas</th>
<th>TX</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line of Credit</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Local Bank Loan</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>National Bank Loan</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Gov't Loan</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Venture Cap.</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>Angel Investment</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Private Equity</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Hard Money</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

PROFITABILITY, PREVIOUS 12 MONTHS

- Profits: 88%
- Break-Even: 12%
- Losses: <1%

INDUSTRIES

- Financial Activities
- Manufacturing
- Information
- Leisure and Hospitality
- Natural Resources and Mining
- Other Services
- Professional and Business Services
- Construction
- Education and Health Services
- Trade, Transportation, and Utilities

CHALLENGES TO GROWTH

- 56% Clients/Customer
- 48% Marketing
- 46% General Economy

* Ranking based on the 50 largest U.S. metropolitan areas
** Difference in rate of Latino and non-Latino business owners (1 = rate is the same)
*** Latino-oriented products/services are targeted specifically to Latinos or stem from Latino influences.

Report based on data from 105 Dallas Metropolitan Area Latino firms and 666 Texas Latino firms. Source: SLEI 2018 Survey of U.S. Latino Business Owners

Learn more: gsb.stanford.edu/SLEI

STANFORD BUSINESS Latino Entrepreneurship Initiative