

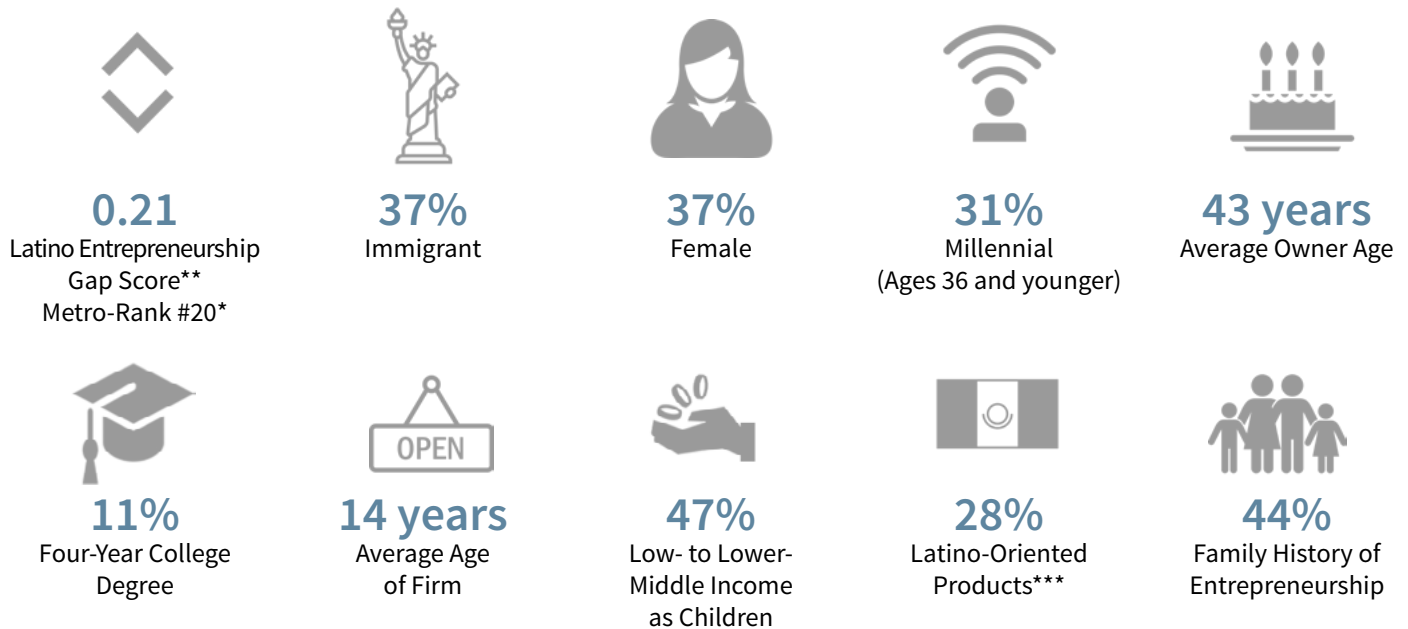
## 2018 RESEARCH FINDINGS

# STATE OF LATINO ENTREPRENEURSHIP



## REGIONAL INSIGHTS: RIVERSIDE, CA

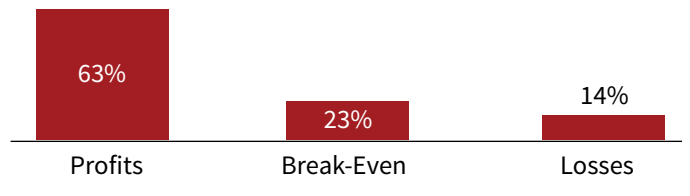
PROFILES OF RIVERSIDE METROPOLITAN AREA-BASED LATINO ENTREPRENEURS



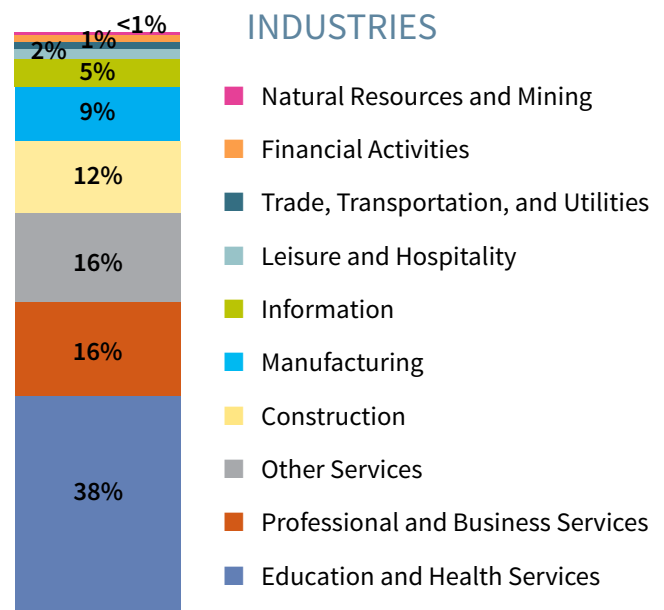
### SOURCES OF CAPITAL FOR GROWTH

	Riverside	CA	U.S.
Line of Credit	<1%	8%	8%
Local Bank Loan	<1%	3%	5%
National Bank Loan	<1%	2%	3%
Gov't Loan	<1%	1%	1%
Venture Cap.	<1%	<1%	1%
Angel Investment	<1%	7%	5%
Private Equity	9%	5%	3%
Hard Money	3%	4%	3%

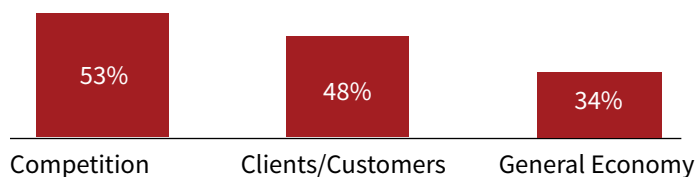
### PROFITABILITY, PREVIOUS 12 MONTHS



### INDUSTRIES



### CHALLENGES TO GROWTH



\* 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 103 Riverside Metropolitan Area Latino firms and 940 California Latino firms.  
Source: SLEI 2018 Survey of U.S. Latino Business Owners