2018 RESEARCH FINDINGS
STATE OF LATINO ENTREPRENEURSHIP

REGIONAL INSIGHTS: SAN FRANCISCO

PROFILES OF SAN FRANCISCO BAY AREA-BASED LATINO ENTREPRENEURS

0.28
Latino Entrepreneurship
Gap Score**
Metro-Rank #11*

37%
Immigrant

41%
Female

33%
Millennial
(Ages 36 and younger)

47 years
Average Owner Age

18%
Four-Year College Degree

10 years
Average Age of Firm

55%
Low-to-Lower-Middle Income as Children

23%
Latino-Oriented Products**

62%
Family History of Entrepreneurship

SOURCES OF CAPITAL FOR GROWTH
San Francisco Bay Area CA U.S.

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

PROFITABILITY, PREVIOUS 12 MONTHS

Profits 76% 15%
Break-Even 9%
Losses

CHALLENGES TO GROWTH

58%
Clients/Customers

56%
Competition

34%
Finances

* 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 145 San Francisco Bay Area Latino firms and 940 California Latino firms.
Source: SLEI 2018 Survey of U.S. Latino Business Owners

STANFORD BUSINESS
Latino Entrepreneurship Initiative

Learn more: gsb.stanford.edu/SLEI