



Bridging the Digital Divide for Ohio Racial and ethnic minority entrepreneurs

www.reviveblack.com   @revivingblack

Program Objectives

- » To get operating Black-owned businesses in the State of Ohio online.
- » To increase the number of Black-owned businesses listed in each Ohio Metropolitan Statistical Area (MSA) Black Business Directory by 2X.
- » To develop a case study on narrowing the digital divide among Black-owned businesses in each Ohio MSA.

Industry & Economic Analysis

- » Since the coronavirus pandemic, Black business ownership has decreased by 41% with research pointing out the inability to digitize their companies for consumers to access their services or products online as a key factor.¹
- » Of the 965,576 small businesses in Ohio, 69,645 are owned by people of color. This accounts for 7.2 percent of small businesses in Ohio.²
- » 46% of Black-owned businesses listed in the City of Cincinnati's Black Business Directory lack a Web presence.
- » Only 18% of businesses in Cincinnati are black-owned though Black Americans represent 43% of the region's population.³
- » Collectively minority businesses within the Cincinnati region contribute less than 1 percent of regional gross domestic product.³

Program Eligibility

- » Black-owned businesses operating in Ohio MSAs
- » Black-led non-profit organizations operating in Ohio MSAs
- » Black-owned businesses with no Web presence (includes businesses with a purchased domain name but a missing or non-functioning website)

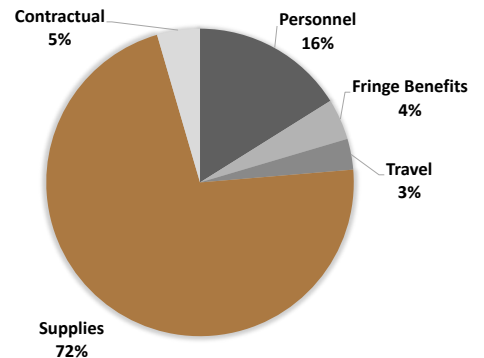
Collaborative Partners and Sponsors



Program Timeline

-  » Phase 1 | Aug 2019 - Aug 2022
Ideation/Discovery/Data Collection
-  » Phase 2 | Sep 2022 -
Pilot Launch/Program Enrollment
-  » Phase 3 | Sep 2022 -
Processing/Fulfillment
Advocacy/Refinement
-  » Phase 4 | Jun 2023
Pilot Program Evaluation
-  » Phase 5 | Sep 2023
Digital Incubator Needs Assessment

Budget Allocation



¹ Robert Fairlie, "The impact of COVID-19 on small business owners: Evidence of early-stage losses from the April 2020 current population survey," Stanford Institute for Economic Policy Research, working paper 20-022, May 2020, siepr.stanford.edu.

² Ohio Among Worst States For Small-Business Diversity: Report | <https://patch.com/ohio/cleveland/ohio-among-worst-states-small-business-diversity-report>

³ The State of Black Cincinnati 2015: Two Cities - © 2015 Urban League of Greater Southwestern Ohio.