

Business Brief

INSIGHTS FROM THE WOMEN'S BUSINESS CENTER AT TRUE ACCESS CAPITAL



The Women's Business Center at True Access Capital:

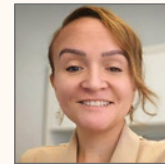
A Partnership That Empowers Women Entrepreneurs Across Delaware

The Women's Business Center (WBC) at True Access Capital is an official Resource Partner of the U.S. Small Business Administration (SBA). Our mission is to empower women and entrepreneurs from diverse backgrounds through access to business resources, robust training programs, and one-on-one counseling. Our vision is to serve as a foundation for entrepreneurial success that offers all entrepreneurs a supportive space where individuals thrive and where women-owned businesses contribute to sustainable economic development across our community.

The WBC partners with and is housed at True Access Capital (TAC), a Wilmington-based Community Development Financial Institution (CDFI). TAC stimulates economic growth across Delaware and southeastern Pennsylvania by cultivating entrepreneurial success, particularly among small businesses and those from under-served and minority communities. Working in partnership, TAC and the WBC provide support, training and resources tailored for women. By pooling their respective knowledge, skills, and networks, TAC and the WBC deliver for clients a robust and comprehensive package of supports. As client small businesses flourish, they create jobs, stimulate local economies, and foster a cycle of growth and prosperity that benefits the entire region.

The collective impact of True Access Capital and the Women's Business Center is about more than financial metrics. It's about building stronger, more resilient communities by empowering all small business owners, especially women.

Meet the WBC Team



Luz Sellers is the Program Director at the WBC. Luz uses her business administration

and project management skills to effectively lead all the WBC's initiatives. Her approach is strategic, focusing on the practical execution of programs that support entrepreneurs. Committed to inclusive growth, Luz ensures the center operates efficiently and effectively, positively contributing to the wider community.



Salaika Adams, is Program Specialist at the WBC. With a background in communications,

she brings strong organizational skills and attention to detail to the role. Dedicated to the success of each WBC client, Salaika creates a supportive environment that empowers entrepreneurs.



C'Yonna Henry, is Administrative Program Assistant at the WBC. With a background in

Health Sciences, she uses her skills to maintain the efficient operation of the WBC. C'Yonna plays a key role in fostering a supportive, inclusive and assistive environment for entrepreneurs

WBC Seeks to Close the Business Ownership Gender Disparity Gap in Delaware

There are 100 women for every 94 men in Delaware, but men own more than 60% of the state's small businesses, according to recent data from the Small Business Administration's (SBA) Office of Advocacy. The study says there were 30,400 female-owned small businesses in Delaware in 2023, compared with more than 49,100 owned by men. And according to the website deputy.com, on a per capita basis, Delaware ranks among the 10 worst states in the country for women-owned small businesses.

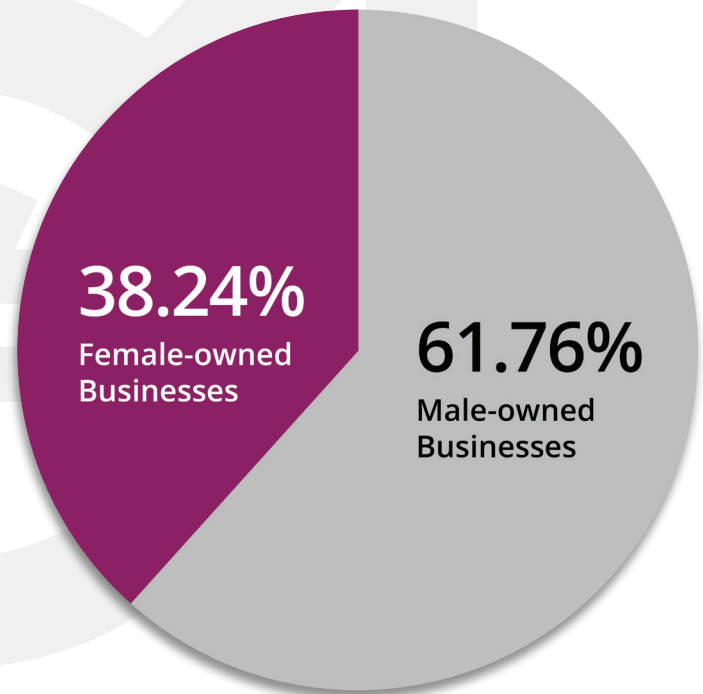
This business ownership gender disparity gap highlights the systemic challenges that many women face when starting or building a business in Delaware and underscores the importance of gender equality measures like those being spearheaded by the WBC. By offering female business owners and entrepreneurs, especially those from marginalized communities, the tools, training, individual support, and access to capital necessary for success, the WBC seeks to help close the state's business ownership gender disparity.

Source: Small Business Administration's (SBA) Office of Advocacy, 2023

For more information on Delaware's 2023 Small Business Profile visit:

<https://advocacy.sba.gov/wp-content/uploads/2023/11/2023-Small-Business-Economic-Profile-DE.pdf>

Business Ownership in Delaware by Gender



Milford, Delaware

Kent and Sussex: WBC's New Grounds for Business Growth

The Women's Business Center (WBC) at True Access Capital is expanding its outreach in Kent and Sussex counties, where entrepreneurs and small business owners often face unique challenges, including fewer networking opportunities, a scarcity of business training and mentorship programs, and limited access to funding sources. By extending its services to Kent and Sussex counties, the WBC aims to bridge these gaps through training and support services tailored to meet the specific needs of business owners in rural communities. This proactive approach is key to addressing the systemic challenges faced by rural entrepreneurs and aims to ensure equitable access to business development opportunities. If you or someone you know would like more information about WBC activities in Kent and Sussex counties, contact:

WBC@TrueAccessCapital.org

Market Insights: How Small Business Are Adapting in a Dynamic Business Landscape



While some economies are experiencing a post-pandemic resurgence and notable GDP growth, concerns over inflation and fluctuating trade policies temper this optimism. For small businesses, this underscores the need for financial planning and a keen eye on market conditions. Specifically, when managing your supply chain, be sure to plan for the possibility of delays or increased costs. Likewise, creeping inflation might require you to review your pricing strategies to maintain profitability. In the realm of technology, a growing number of software packages offer scalable solutions for businesses of every size. And as cyber thieves find new ways to break in, be sure your systems are protected with robust security solutions.

In the retail sector, small business owners are shifting their business models to blend in-store and online experiences to meet consumer demand for convenience and personalized shopping. And in healthcare, the use of telemedicine and digital health services is accelerating, prompting small businesses in the sector to incorporate their own digital solutions to remain relevant and competitive. And while online shopping is nothing new, in the wake of the COVID pandemic,

consumers are more likely to consider online shopping for a growing number of products and services. This means small business owners will want to maintain a robust online presence. Likewise, service businesses should consider offering things like contactless delivery and virtual consultations to meet consumer expectations for convenience and safety.

At the same time, concerns regarding the environment and ethical business practices are increasingly influencing consumer choices, prompting businesses to reevaluate their operations, supply chains, and corporate social responsibility policies.

Staying attuned to emerging market trends and adjusting strategies to capitalize on opportunities and navigate challenges, is imperative for small businesses and entrepreneurs. The WBC provides comprehensive assistance and guidance to entrepreneurs who want to navigate emerging market trends, equipping them with the knowledge and resources needed to adapt and thrive in today's dynamic business environment.

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CLIENT HIGHLIGHT

Tamara Earl | DELECTABLEZ NATURE TO TABLE



WBC client Tamara Earl leads *Delectablez Nature to Table*, a culinary venture in the forefront the Delaware dining scene. With an unwavering commitment to health-conscious, innovative food, Tamara is helping redefine Delaware's culinary landscape. At the core of Delectablez's mission is a dedication to veganism, evident in an exquisitely curated menu featuring dairy-free, gluten-free, and soy-free options, meticulously crafted to harmonize taste and nutrition. Tamara's unyielding belief in integrating dietary wellness with culinary finesse has earned Delectablez widespread acclaim and positioned Tamara as a leading gastronomic entrepreneur.

For insights into Tamara Earl and the culinary offerings of Delectablez Nature to Table, visit: <https://www.delectablez.net/>

Sign Up for WBC's Training Programs at wbctrainings.org

MARCH 14

Become a Brand with a Plan

MARCH 14

Developing Partnerships for Small Businesses

MARCH 26

The Woman-Owned Small Business Certification Program

MARCH 27

10 Essential Steps to Launching a Business

APRIL 3

Customer Service Basics

APRIL 3

Doing Business with the Federal Government

APRIL 8

CTRL-ALT-DEL Reboot Your Business Systems for Success

MAY 1

Leveraging Artificial Intelligence to Enhance Your Business



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