

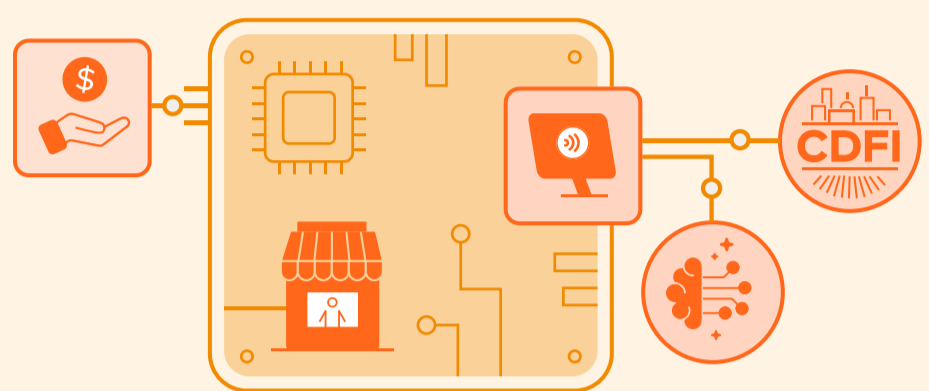
# Built for all, built to last: Six shifts that could change the U.S. small business landscape for generations of entrepreneurs

Mastercard Strive USA surveyed over 30 of the nation's small business experts to identify key gaps preventing entrepreneurial growth — and identify the shifts necessary to create a stronger, more connected small business ecosystem that expands access, investment, and long-term success.

## Six shifts for durable small business change

### 1 Boost technology investments

Crowd-in investments in new technologies, platforms, and innovations—and the help necessary to implement them.

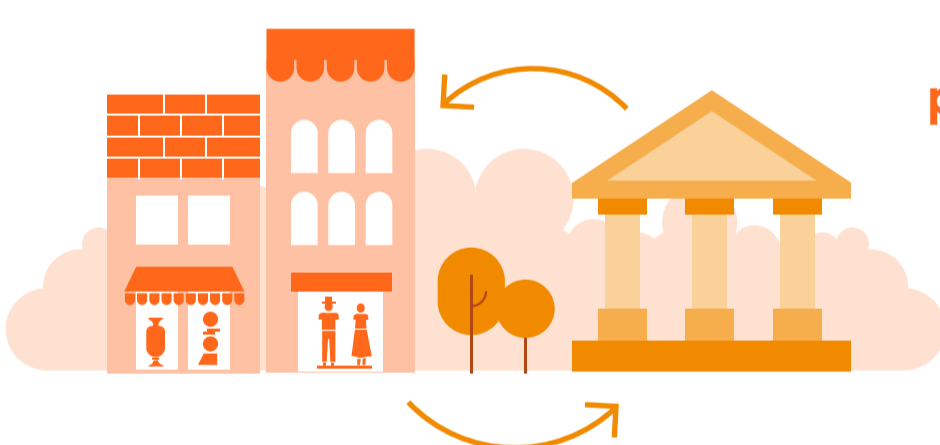
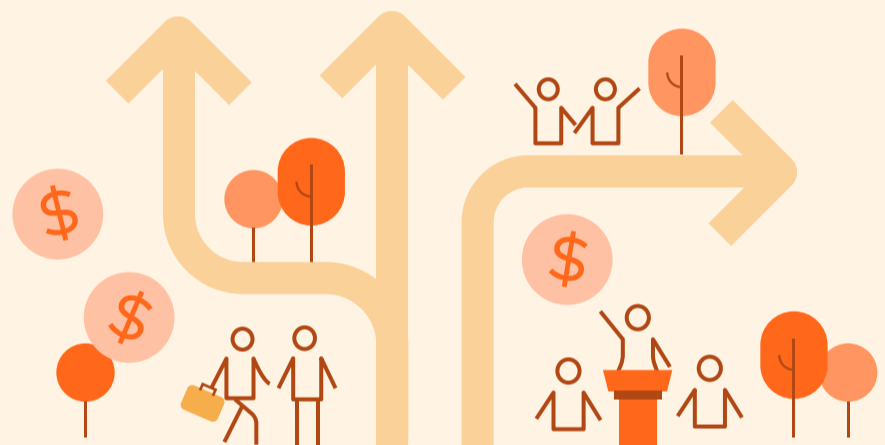


### 2 Reach entrepreneurs with the right resources at the right time

Expand support for scalable and navigable technical assistance resources and integration with small business capital programs.

### 3 Improve capital access and flexibility

Provide more flexible philanthropic capital through new and bigger coalitions of partners.



### 4 Deepen support for effective public programs and incentives

Continue supporting and innovating on public programs and incentives with a track record of results.

### 5 Grow transparency and standardization efforts

Promote data and process standardization and transparency to catalyze new investments.



### 6 Expand ecosystem collaboration

Drive more industry collaboration to grow and strengthen the ecosystem.

## Collective action, lasting impact

Mastercard Strive USA helps develop and scale solutions that address three common roadblocks all small businesses face: **getting capital**, **going digital**, and **growing networks & know-how**. Our coalition is tackling these challenges head on — but we can't do it alone.

To find out more about our work or join our coalition, please contact us at [striveusa@mastercard.com](mailto:striveusa@mastercard.com).

