

Scan to learn more about our partnership.

Celebration of Black-Owned Small Business in Atlanta



In partnership with Hello Alice, Mastercard has pledged **\$500 million to help close the racial wealth and opportunity gap for Black communities** across America. Together we're focused on getting small business owners the capital, technical assistance, and tools they need to grow:

- Grant opportunities
- The Hello Alice Small Business Mastercard
- Mastercard Strive City Chapters
- Educational resources to support digital readiness through Digital Doors



About the Event

Hello Alice, in partnership with Mastercard, invited our network of Black small business owners to attend a curated gathering of Atlanta-based entrepreneurs on September 13, 2022 to celebrate and encourage the support of Black-Owned Small Businesses across Atlanta.

Salah Goss led the evening's conversation by outlining the initiative of [Mastercard Strive Inequality campaign](#) to enable residents across the country essential financial tools & support. Atlanta is one of the stakeholder cities benefiting from this infusion of resources.

We also heard from two of Atlanta's small businesses regarding the challenges and breakthroughs they are experiencing with:

- Mastercard Fearless Fund grantee, **Erica Gamble, The Wig Dr.**, shared valuable insight on how grants and local support has dramatically impacted her business, allowing for growth she had only dream of once before.
- Hello Alice community member, **Patrice Jackson - owner of Sweet Honey Rose Co.**, shared about her biggest moment of pride since launching her business. "It's the pride you feel when people keep coming back, time and time again, not just to do you favors - but because your product is changing their lives."



Patrice Jackson and her daughter, Kennedy Rose Jackson

Featured Speakers

SALAH GOSS, Head of Social Impact at the [Mastercard Center for Inclusive Growth](#)

COLLEEN GALVIN, Director, North America Small Business at Mastercard

PAUL WILSON JR., Innovation & Entrepreneurship Director at the [Russell Innovation Center for Entrepreneur](#)

PATRICE JACKSON, owner of [Sweet Honey Rose Co.](#)

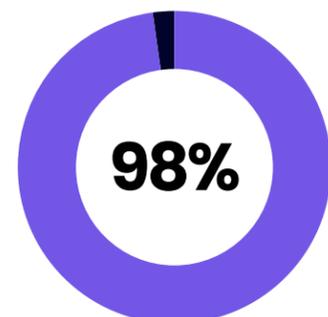
DR. ERICA GAMBLE, owner of [The Wig Dr. Boutique and Hair Loss Center](#)

LAKEYSHA "DR. KEY" HALLMON, the founder and CEO of [The Village Retail Market](#).

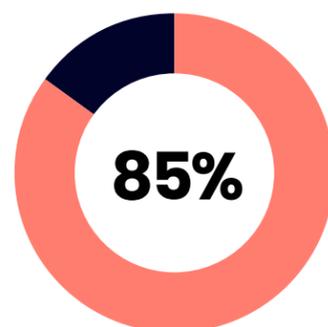
Who We Supported

Over 100 attendees enjoyed networking and shopping while learning from Black-owned small businesses at [The Village Retail](#).

INDUSTRIES REPRESENTED AT THE EVENT INCLUDE:



BUSINESSES IN ATTENDANCE HAVE 10 EMPLOYEES OR LESS



ATTENDEES IDENTIFY AS FEMALE

About Hello Alice

[Hello Alice](#) helps businesses launch and grow. We are the largest platform powered by data driven technology that guides 1M+ new majority business owners through their entrepreneurial journey, by providing access to relevant funding, networks, and technical assistance tools while increasing owner success rates.

Approximately 80% of our owners are BIPOC, 72% are female, and 14% are military affiliated. Our platform is proven to help owners achieve their growth goals. Nearly half (40%) of Hello Alice owners reported an increase in revenue from 2019 (pre-COVID) to 2021.

Closing the revenue gap between Black and white businesses would generate an additional \$290 billion for the U.S. economy. Is your organization interested in becoming part of the solution?

[Let's Chat](#)