Celebration of Black-Owned Small Business in New York

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 (46%) of Hello Alice owners reported an increase in revenue from 2019 (pre-COVID) to 2021.

Who We Supported

INDUSTRIES REPRESENTED AT THE EVENT INCLUDE:

- Consumer Goods/Retail: 19.4%
- Beauty/Self Care: 12.5%
- Professional Business Services: 10%
- Arts/Entertainment/Recreation: 8.4%

Who We Supported

Over 100 attendees enjoyed networking and shopping while hearing from Black-owned small businesses at Noir et Blanc.

About the Event

Hello Alice, in partnership with Mastercard, invited our network of Black small business owners to attend a curated gathering of New York City-based entreprenreurs on Nov 3, 2022 to celebrate and encourage the support of Black-owned small businesses across the Big Apple.

Ginger Siegel led the evening’s conversation by outlining the initiative of Mastercard Strive In Solidarity campaign and Digital Doors to enable residents across the country to access essential financial tools & support. New York is one of the stakeholder cities benefiting from this infusion of resources.

We also heard from two of New York’s small businesses regarding the challenges and breakthroughs they are experiencing today.

- Hello Alice community member Savonne Anderson, owner of Aya Paper Co., shared her biggest moment of pride: “This year, we outgrew running the business out of my home and graduated to an official workshop and office space.”

- Hello Alice COVID-19 Business for All Emergency Grant program recipient Deborah Koenigsburgers, owner of Noir et Blanc, shared her insights about proactively seeking support to chart her path to success. “I was one of the recipients of a Hello Alice grant in the height of the pandemic. Riding waves is something you have to get used to if you are an entrepreneur. Don’t let it stop you. Educate yourself about what’s out there to help you and take advantage of it.”

Featured Speakers

- GINGER SIEGEL, North America Small Business Lead, Mastercard International
- DEANN DONAHUE, VP of Business Development, Mastercard
- NATALIE DIAMOND, VP of Business Development, Hello Alice
- KEN EBIE, Executive Director and CEO, Black Entrepreneurs NYC (BE NYC)
- SAVONNE ANDERSON, owner, Aya Paper Co.
- DEBORAH KOENIGSBURGER, owner, Noir et Blanc

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