



Scan to learn more about our partnership.

Celebration of Black-Owned Small Business in New York



Working together, Hello Alice and Mastercard have 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 New York City-based entrepreneurs 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."



Happy Cork, founded in 2019 by Sunshine Foss (left), is a wine and spirits travel shop in Brooklyn and a proud member of the Hello Alice community!

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)

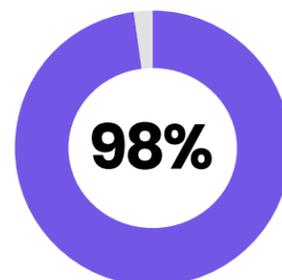
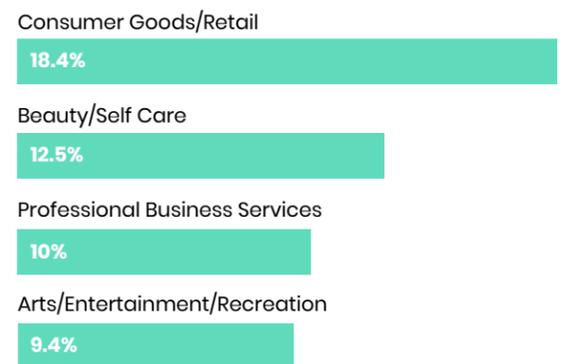
SAVONNE ANDERSON, owner, [Aya Paper Co.](#)

DEBORAH KOENIGSBURGER, owner, [Noir et Blanc](#)

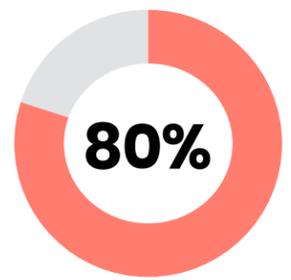
Who We Supported

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

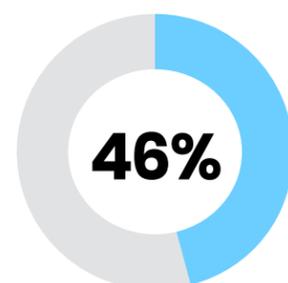
INDUSTRIES REPRESENTED AT THE EVENT INCLUDE:



businesses in attendance have 10 employees or less



attendees identify as female



were founded in 2020 or later

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](#)