

# Roadmap to success for the new small business majority

**Elizabeth Gore:** Co-founder and president of  
*Hello Alice*

**Ramon Ray:** Author of *Celebrity CEO*. Owner  
of *Smart Hustle Media*

verizon<sup>✓</sup>  
**Small Business  
Webinar Series**

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# Navigating the Current Business Climate as the New Majority

[HELLOALICE.COM](https://HELLOALICE.COM)

OVERVIEW

# New Majority Navigating **SMB Resources** During Crisis

What resources Hello Alice offers to help

## COVID-19 Center

In response to the hardships small business owners are facing across industries, Hello Alice has created the COVID-19 Business Resource Center to give business owners the help they need: free access to financial support; step-by-step guides including how to reopen your business safely and create lasting pivots; industry-specific resources; plus community connection with peers and experts.



**HELLO ALICE**

**COVID-19 BUSINESS RESOURCE CENTER**

Choose your industry for funding, opportunities and tools tailored to your business.

- FOOD & BEVERAGE
- BEAUTY & WELLNESS
- RETAIL
- WHOLESALE & MANUFACTURING
- PROFESSIONAL SERVICES
- ARTS & ENTERTAINMENT
- RESTAURANT & FOOD SERVICES
- CONSTRUCTION
- TECHNOLOGY
- OTHER

### Preparing to Get Back to Business

Learn What You Need to Reopen or Refuel Your Small Business

# Community Feature

The Business for All community on Hello Alice hosts over 130,000 business owners currently, fostering peer to peer mentorship and engaging owners with access to expert mentors through our AMA (Ask Me Anything) program.

**BUSINESS FOR ALL**  
powered by HELLO ALICE

COMMUNITY  
**Business for All**

OVERVIEW  
ABOUT  
ANNOUNCEMENTS  
APPLICATIONS  
COLLABORATE  
RESOURCES  
MEMBERS

**Are investors still looking to add to their portfolio?**  
Sarita Lopez · April 22, 2020  
5 likes · 3 replies

**Ask Me Anything - Marketing In Challenging Times with Ramon Ray** AMA  
Ramon Ray · April 20, 2020  
13 likes · 45 replies

**Reintroduction "Tessie's Teas" Story**  
Rose Hall · March 24, 2020  
3 likes · 0 replies

**About this Community**  
During COVID-19, this Community is a safe space to get help and support from fellow business owners.

**Members**  
134,053

**Recent Activity**  
11 New Posts in Collaboration  
2 Announcements Added

**Community Admins**  
Sandra Crawford

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## Industry Hubs

The COVID-19 center highlights webpages for key industry hubs we are supporting with specific step-by-step guides and resources for those groups.

Food &  
Beverage

Beauty &  
Wellness

Retail

Wholesale &  
Manufacturing

Professional  
Services

Arts &  
Entertainment

Restaurant &  
Food Services

Construction

Technology

Other

## COVID-19 BUSINESS RESOURCE CENTER



### Food & Beverage

Find the exact tools, community and funding info you need

The food and beverage sector has been upended by unreliable supply chains, erratic consumer demand, and countless other challenges posed by the COVID-19 pandemic and stay-at-home orders. In fact, Hello Alice has found that food and beverage businesses applying for our COVID-19 Business for All Emergency Grants reported day-to-day operations were their biggest problem, followed by acquiring customers, growing their business, and marketing/building awareness. It's time to find a path forward. Below, find a curated list of industry-specific resources and how-to guides designed to help you reopen your doors and get back to business.

In Partnership with



### Apply for a COVID-19 Business for All Emergency Grant

Hello Alice is offering \$10,000 grants being distributed immediately to small business owners impacted by coronavirus, as part of our broader mission to ensure Business for All. In addition to funding, grant recipients will receive ongoing support from the Hello Alice community. While there are more applications than funding, we are disbursing funding on a rolling basis and therefore continuing to review new applications.

[APPLY FOR A GRANT](#)

[Meet the COVID-19 Grant Recipients](#)

### Find Resources Specific to Food & Beverage Entrepreneurs

<input type="checkbox"/>	Resources Name	Description	Source
<input type="checkbox"/>	Consumer Brands Association Webinars	A diverse slate of conferences, workshops and webinars offering unparalleled access to renowned experts, hard-hitting content, and powerful insights designed to strengthen the consumer packaged goods industry at every level.	<a href="https://consumerbrandsassociation.org/events-education/">https://consumerbrandsassociation.org/events-education/</a>
<input type="checkbox"/>	Food Industry Recovery Program / Programa de Recuperación de la Industria Alimentaria	The objective of the "Food Industry Recovery Program" is to rebuild businesses who have been impacted by COVID-19. They'll learn about the importance of incorporating healthy foods, get access to food experts locally and globally, build out a strategic plan for recovery, an...	<a href="https://docs.google.com/forms/d/e/1FAgcQLSPATVGL8nNWLKcy0qRyRtbcB7N7au1WY8at3K0xJkC0U9eform?fbclid=IwAR0AJXQX8_mWf2DP9K881-7m6c1Y8QqrU3-FZ60H0PjWwscm7Mms">https://docs.google.com/forms/d/e/1FAgcQLSPATVGL8nNWLKcy0qRyRtbcB7N7au1WY8at3K0xJkC0U9eform?fbclid=IwAR0AJXQX8_mWf2DP9K881-7m6c1Y8QqrU3-FZ60H0PjWwscm7Mms</a>
<input checked="" type="checkbox"/>	How Coronavirus is Affecting the U.S. Supply Chain Webinar	Join executive leadership from Coyote Logistics and the Consumer Brands Association in this live panel as they discuss how the COVID-19 outbreak is impacting the U.S. consumer and where the truckload market is heading as widespread shelter-in-place policies continue.	<a href="https://consumerbrandsassociation.org/events/how-coronavirus-is-affecting-the-u-s-supply-chain">https://consumerbrandsassociation.org/events/how-coronavirus-is-affecting-the-u-s-supply-chain</a>
<input type="checkbox"/>	Five Supply Chain Takeaways from COVID-19	Dr. Stephanie Karrenson, vice president and director of the Economic Studies program at the Brookings Institution, and Dr. Geoffrey Gertz, a fellow in the Global Economy and Development program at the Brookings Institution, joined the Consumer Brands Association for a...	<a href="https://consumerbrandsassociation.org/blog/live-supply-chain-takeaways-from-covid-19/">https://consumerbrandsassociation.org/blog/live-supply-chain-takeaways-from-covid-19/</a>
<input type="checkbox"/>	Considerations for Food Sector Continuity in a Reopening Economy	This business practice document from the Food Marketing Institute provides guidance for the food industry during the reopening phase.	<a href="https://www.fmi.org/docs/default-source/coronavirus/iv-food-sector-continuity-in-a-reopening-economy.pdf">https://www.fmi.org/docs/default-source/coronavirus/iv-food-sector-continuity-in-a-reopening-economy.pdf</a>

33 records

[Download CSV](#) [View larger version](#)

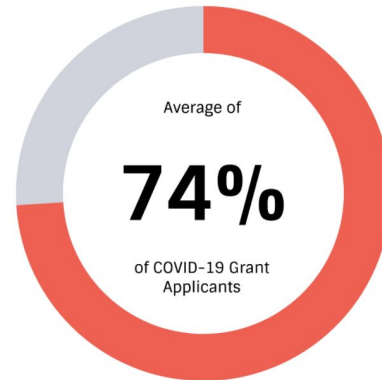
[SUBMIT RESOURCES](#)

# Food & Beverage Industry Hub

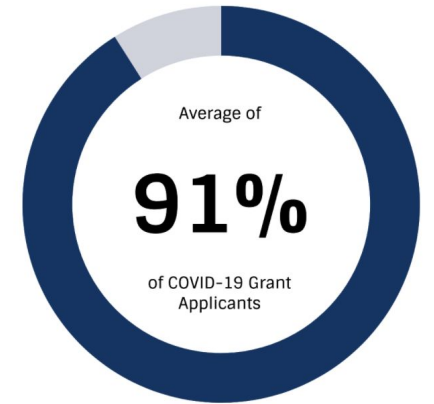
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## Data

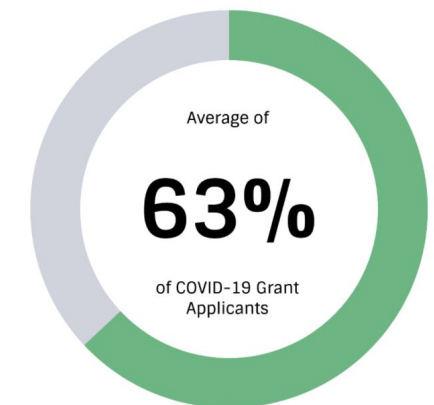
Hello Alice collects data on business owners' demographics, industries, and needs and uses aggregated trends to support our advocacy work improving entrepreneurial ecosystem access.



An average of **74%** of all demographics said that the biggest impact on their business has been *social distancing and isolation*.



An average of **91%** of all demographics said that they need support from the government through *emergency grants*.



An average of **63%** of all demographics said that they need emergency funding *immediately*.

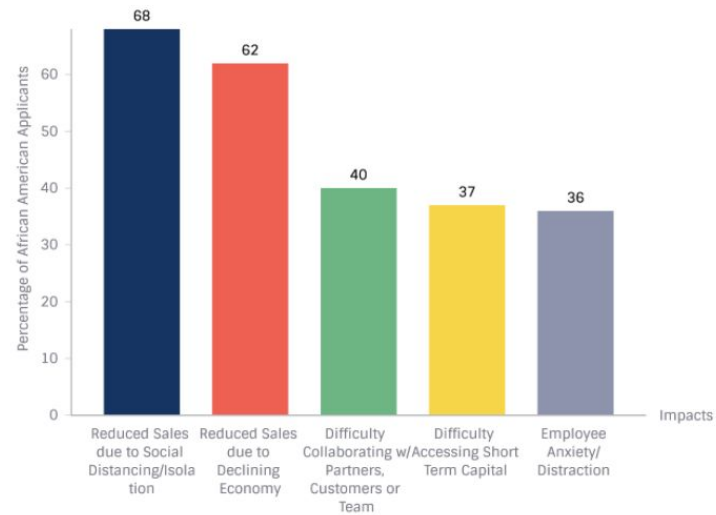


Top 5 Industries	Percentage of Applicants
Professional Business Services	15%
Beauty/Self Care	13%
Healthcare/Wellness	12%
Other	11%
Consumer Goods/Retail/E-Commerce	9%

We've received applications from all industries. The Top 5 for this demographic are:

Professional/Business Services:	15%
Beauty/Self Care:	13%
Healthcare/Wellness:	12%
Other:	11%
Consumer Goods/Retail/E-Commerce:	9%

**Top 5 Impacts for African American Applicants**



This demographic said the following are the biggest impacts of COVID-19.

Reduced Sales due to Social Distancing/Isolation:	68%
Reduced Sales due to Declining Economy:	62%
Difficulty Collaborating w/Partners, Customers, or Team:	40%
Difficulty Accessing Short term Capital:	37%
Employee Anxiety/Distracted:	36%

## Sample Dataset for African American COVID Grant Applicants

GRANTS:

**Hello Alice, in partnership with Verizon, SVB, Ebay Foundation, UBS, and more is offering \$10,000 grants being distributed immediately to small business owners impacted by coronavirus, as part of our broader mission to ensure Business for All.**



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