



How do you turn adversity into advantage?

Peer-to-peer collaboration and savvy counsel is propelling EAN momentum.
#EntrepreneursAccelerated

■ ■ ■
The better the question. The better the answer.
The better the world works.



EY
Building a better
working world

English

Español

“

EAN provides entrepreneurs
the courage to make bigger
and bolder asks to scale their
business and grow their mindset.

Lee Henderson

EY Entrepreneurs Access Network (EAN) Executive Sponsor





Nit Reeder

EY Entrepreneurs Access Network
Program Director

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Removing barriers to reveal bridges through our 4Cs approach



Coaching

11k

EAN mentoring hours

70% mentored businesses survive longer than five years¹



Connections

1.7k

EAN meetings/contacts

3.5% Black families' total wealth compared with 84.5% owned by non-minority families²



Curriculum

63

EAN learning hours

16.8% Hispanic/Latino college graduates compared with 54% of non-minority college³



Capital

\$51m

EAN capital alignment

1.5% Black/Latino founders received 1%; 1.5% respectively of total US VC funding⁴



¹ "7 Reasons You Need a Mentor for Entrepreneurial Success," *Entrepreneur website*, www.entrepreneur.com/leadership/7-reasons-you-need-a-mentor-for-entrepreneurial-success/280134#, 17 August 2016.

² "The State of U.S. Wealth Inequality," *Federal Reserve Bank of St. Louis website*, <https://www.stlouisfed.org/institute-for-economic-equity/the-state-of-us-wealth-inequality>, 5 February 2024.

³ "College Graduation Statistics," *Education Data Initiative website*, educationdata.org/number-of-college-graduates, 15 March 2024.

⁴ "Underestimated start-up founders: The untapped opportunity," *McKinsey website*, www.mckinsey.com/featured-insights/diversity-and-inclusion/underestimated-start-up-founders-the-untapped-opportunity, 23 June 2023.

Coaching



EAN Relationship Ambassadors (RAs) are instrumental to the success of the EAN approach. RAs are partners, principals, managing directors, directors, senior managers and associate directors who generously share their knowledge, network and time to understand the needs of the founders and companies, thereby facilitating the achievement of their goals.



2021

5,546

Mentor hours

146

Relationship Ambassadors

2022

3,204

Mentor hours

133

Relationship Ambassadors

2023

2,298

Mentor hours

95

Relationship Ambassadors

*Data based on engagement code and participant surveys.

Connections and community



Since its inception, the EAN program has aimed to accelerate the growth of underestimated businesses, boost community employment, address funding and networking disparities, generate long-term value for EAN cohort/alumni, and transform EAN entrepreneurs into EY clients. Over the years, the program has indeed shown success and now, we are further enhancing engagement by opting for more intimate cohort sizes to complement the existing community dynamics.

Renowned for its firm network, the EAN community supports each other actively across various platforms and vigorously participates in events, cultivating a dynamic and supportive atmosphere. Moreover, our EAN alumni and peer advisory board, with their wealth of experiences and insights, serve as the program's backbone. They constantly contribute toward improving the EAN offerings and fostering a rich ecosystem for present and future cohorts.

2021

120 CEOs and Founders

78% revenue <\$5m

7% revenue \$5.1m-\$10m

4% revenue \$10.1m-\$20m

6% revenue >\$20.1m+

5% pre-revenue

66% business to business

34% business to consumer

2022

80 CEOs and Founders

81% revenue <\$5m

9% revenue \$5.1m-\$10m

5% revenue \$10.1m-\$20m

5% pre-revenue

60% business to business

40% business to consumer

2023

68 CEOs and Founders

78% revenue <\$5m

12% revenue \$5.1m-\$10m

4% revenue \$10.1m-\$20m

6% revenue >\$20.1m+

62% business to business

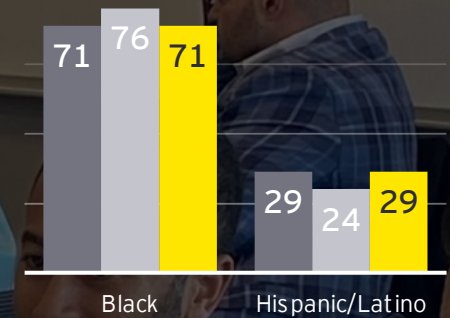
6% business to consumer

32% identify as B2B and B2C

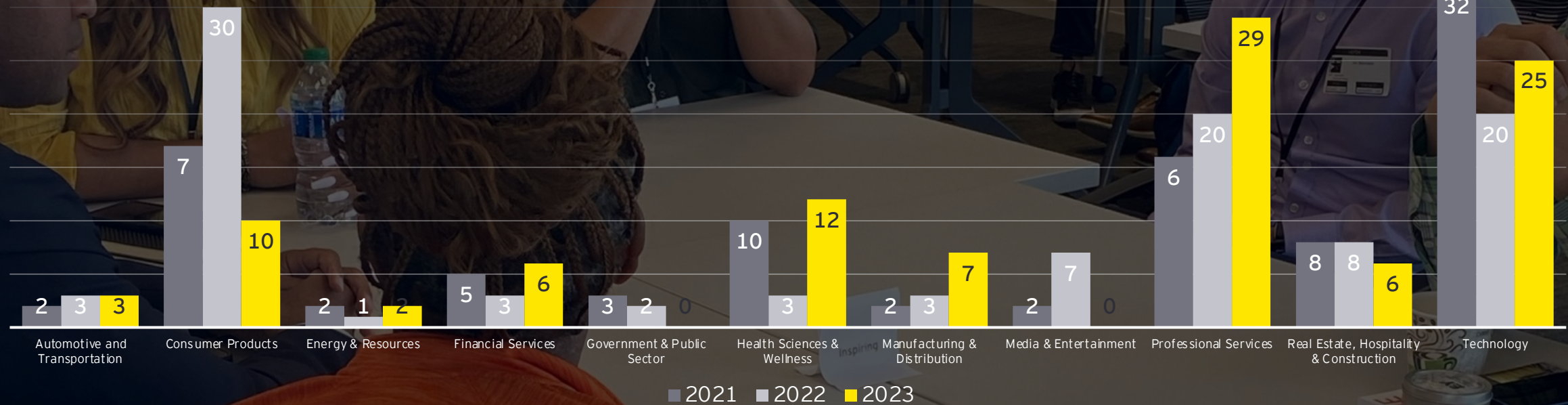
Connections and community

EAN boasts a diverse community spanning across 11 industries and 16 different geographical areas, encompassing a wide range of perspectives and experiences. Originally, our network maintained a consistent ratio of 70:30 for Black and Latino cohort members; however, recently, EAN achieved an improvement toward equality with a new balance of 54:46 as recently announced with the 2024 cohort. This demographic shift demonstrates EAN's commitment to fostering equity within its own community.

EAN demographic



EAN industries



Curriculum



A beneficial part of EAN is the curriculum, which is designed to adapt to changing market, policy and social conditions affecting businesses. Our monthly learning sessions are every third Thursday at 3:00 p.m. ET. A wide range of EY professionals, external businesses and organizations help us present informative and valuable sessions.

Sessions and resources

12-month curriculum participation

68% avg. engagement of full learning cycle

28% participated in >25% learnings

~1% elect to leave for personal reasons


EAN Spring Summit



Engaging local activities



| Month | Sample curriculum |
|-------|---|
| Jan | 2024 Cohort Welcome session |
| Feb | 7 Drivers session overview and resources |
| Mar | Board Matters with Jamie Smith |
| Apr | 2024 EAN Spring Summit |
| May | Building your legacy (exit or succession) |
| Jun | ESG |
| Jul | Proposal techniques and contract negotiations |
| Aug | Disruptive tech and leadership |
| Sep | Open - hot topics |
| Oct | Building your brand (personal and company) |
| Nov | Strategic Growth Forum, Palm Springs* |
| Dec | Wrap-up/Cohort 4 transitions to EAN Alumni |

 EAN Entrepreneurial Library

Capital



Through EAN, we've seen our entrepreneurs evolve and become increasingly in sync with EY objectives. The program continues to focus on high-quality entrepreneurs and their ventures, resulting in immensely successful outcomes. By partnering with clients keen on investing in EAN companies, we've

further fueled their investment pipelines. The outcome: a considerable capital impact totaling \$51m in investments across an array of sectors since the program's launch. The success of EAN underpins the value of supporting this vibrant entrepreneurial community.

| Alignment of capital for EAN participants* | Amount |
|--|--------------|
| Program inception through December 2022 | \$27.5m |
| SaaS Tech founder (PE growth) | \$12m |
| Prop Tech founder (VC) | \$2m |
| Consumer product (VC) | \$1m |
| FinTech (Family office) | \$500k |
| Ed/FinTech (VC) | \$2m |
| Gov Services/Technology (Family/VC) | \$6m |
| Total* | \$51m |

* As of January 16, 2024. There could be other participants in our program who have successfully raised capital but aren't included in the statistics if our team did not contribute to or align with the funding provided.



EAN ambitions and summary



To understand if EAN was delivering on its ambitions, we conducted a 2024 survey of 2021-2023 cohorts. The results show an impressive average company growth rate of **31%** since their program participation. The current fiscal year forecasts a **29%** growth and **65.8%** of responders attribute their success to EAN.

EAN ambitions for measurable success:

- ▶ Address the funding and networking disparities.
- ▶ Observe an upsurge in community employment.
- ▶ Increase growth of underestimated businesses.
- ▶ Create long-term value for EAN cohort/alumni.
- ▶ Convert EAN entrepreneurs into EY clients.

| 2021 | 2022 | 2023 |
|--------------------------------------|--------------------------------------|--------------------------------------|
| \$16.5m Funding support | \$27.5m Funding support | \$7m Funding support |
| 258 Meetings | 415 Meetings | ~1000 Meetings |
| 8 EAN cos. received contracts | 2 EAN cos. received contracts | 4 EAN cos. received contracts |
| 14.6% Headcount increase* | 17.8% Headcount decrease* | 3.25% Headcount increase* |

*Sources: EAN year-end participant survey and tear sheet submissions

EAN Program Leadership team



Nit Reeder

EAN Program Director



Lee Henderson

EAN Executive Sponsor



Kris Hunter

EAN Program Manager



Travis Lay

EAN Capital Connector



Abigail Salapare

EAN Program Coordinator



Victoria Kasper

EAN Public Relations and Media

“

EAN provee a los emprendedores la
valentía para tomar acciones más
arriesgadas necesarias para desarrollar
su negocio y ampliar su mentalidad

Lee Henderson

Patrocinador ejecutivo del programa
EY Entrepreneurs Access Network (EAN)





Kristina de los Angeles Hunter

Gerente del programa EY
Entrepreneurs Access Network

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Eliminando barreras para revelar oportunidades mediante nuestro enfoque de las 4Cs



Coaching

11k

Horas de asesoría por parte de EAN

El 70% de las empresas asesoradas sobreviven más de cinco años¹



Conexiones

1.7k

Contactos de EAN y reuniones

El 3.5% del patrimonio total de las familias afrodescendientes² comparado con 84.5% de las familias no pertenecientes a minorías



Currículo

63

Horas de aprendizaje con EAN

El 16.8% de los titulados universitarios hispano/latinos comparado al 54% titulados universitarios no pertenecientes a minorías³



Capital

\$51m

Alineación de capital EAN

El 1.5% de los fundadores afrodescendientes y latinos recibieron el 1% y el 1.5% respectivo del total de la financiación de riesgo de Estados Unidos (US VC funding⁴)



Coaching



Los embajadores de relacionamiento EAN (RA, por sus siglas en inglés) son fundamentales para que el enfoque del programa sea exitoso. Los embajadores de relacionamiento (RA) son socios, directores, consejeros delegados, altos directivos y directores asociados que comparten generosamente sus conocimientos, su red de contactos y su tiempo para comprender las necesidades de los emprendedores y sus empresas, facilitando el cumplimiento de los objetivos.



| 2021 | 2022 | 2023 |
|-------------------------------------|-------------------------------------|-------------------------------------|
| 5,546 | 3,204 | 2,298 |
| Horas de asesoría | Horas de asesoría | Horas de asesoría |
| 146 | 133 | 95 |
| Embajadores de relacionamiento (RA) | Embajadores de relacionamiento (RA) | Embajadores de relacionamiento (RA) |

*Datos basados en el código de cargabilidad y encuestas a los participantes

Conexiones y comunidad



Desde su creación, el programa EAN ha tenido como objetivo acelerar el crecimiento de empresas subestimadas, impulsar el empleo de la comunidad, abordar la desigualdad de financiación y red de contactos, generar valor a largo plazo para los alumnos y transformar a los emprendedores en clientes de EY. A lo largo de los años, el programa ha demostrado su éxito y ahora, estamos mejorando la participación al optar por grupos reducidos, para aportar a las dinámicas de la comunidad ya establecida.

La comunidad EAN, reconocida por su red de contactos, se apoya mutuamente de diversas plataformas y participa activamente en eventos, cultivando un ambiente dinámico y de acompañamiento. Por otra parte, nuestros alumnos EAN y la junta de consejería, con su riqueza en experiencia y conocimiento, sirven como un pilar muy importante del programa, contribuyendo constantemente a mejorar la oferta y a fomentar un ecosistema robusto para la comunidad actual y futura.

2021

120 CEOs y fundadores

78% de ingresos <\$5m

7% de ingresos \$5.1m-\$10m

4% de ingresos \$10.1m-\$20m

6% de ingresos >\$20.1m+

5% del pre-ingreso

66% *business to business (B2B)*

34% *business to consumer (B2C)*

2022

80 CEOs y fundadores

81% de ingresos <\$5m

9% de ingresos \$5.1m-\$10m

5% de ingresos \$10.1m-\$20m

5% del pre-ingreso

60% *business to business (B2B)*

40% *business to consumer (B2C)*

2023

68 CEOs y fundadores

78% de ingresos <\$5m

12% de ingresos \$5.1m-\$10m

4% de ingresos \$10.1m-\$20m

6% de ingresos >\$20.1m+

62% *business to business (B2B)*

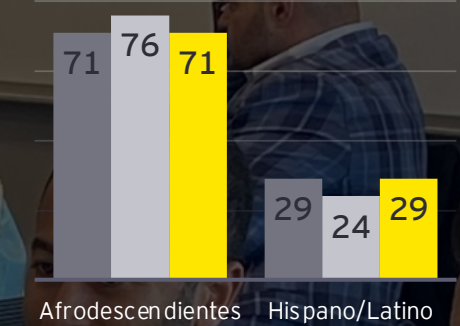
6% *business to consumer (B2C)*

32% se identifican como B2B y B2C

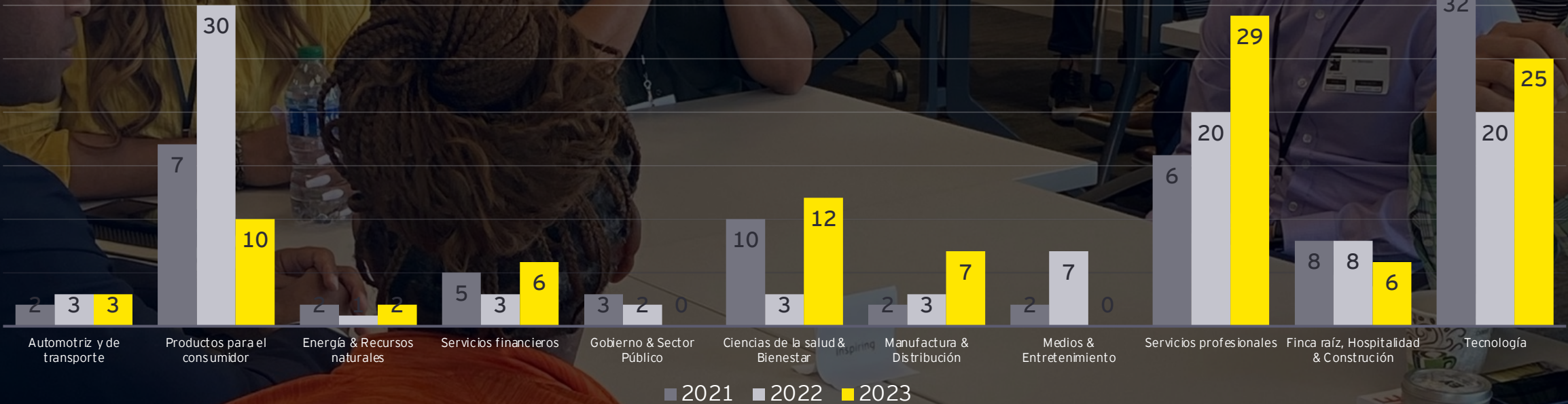
Conexiones y comunidad

EAN cuenta con una comunidad diversa que abarca 11 industrias y 16 áreas geográficas, abarcando una amplia gama de perspectivas y experiencias. Originalmente, nuestra red mantenía una proporción constante de 70:30 para los miembros afrodescendientes y latinos de la comunidad; sin embargo, recientemente, EAN logró una mejora hacia la igualdad con una proporción de 54:46, como fue anunciado con el grupo del 2024. Este cambio demográfico demuestra el compromiso de promover la equidad dentro de su propia comunidad.

Demográfica



Industrias



Un beneficio de EAN es el plan de estudios, el cual se adapta a los constantes cambios del mercado, la política y la Sociedad que afectan a las empresas. Nuestras sesiones de aprendizaje mensuales son cada tercer jueves a las 3pm ET. Una amplia gama de profesionales de EY, empresas externas y organizaciones nos ayudan en la presentación de sesiones valiosas e informativas.

Congreso EAN (Spring Summit)



Participación en actividades locales



Sesiones y recursos

Participación en el currículo de 12 meses

68% en promedio de participación en el ciclo completo de aprendizaje

28% de participación >25% actividades

~1% desiste por motivos personales

| Meses | Ejemplo del currículo |
|------------|---|
| Enero | 2024 Sesión de bienvenida |
| Febrero | "7 Drivers of Growth" (7 actividades claves) |
| Marzo | Asuntos de la junta con Jamie Smith |
| Abril | 2024 EAN Spring Summit |
| Mayo | Construyendo tu legado (salida o sucesión) |
| Junio | Ambiente, social y gobernanza (ESG) |
| Julio | Técnicas para la elaboración de propuestas y negociación de contratos |
| Agosto | Tecnología y liderazgo disruptivo |
| Septiembre | Temas en tendencia |
| Octubre | Construyendo tu marca personal y de negocio |
| Noviembre | SGF: Foro de crecimiento estratégico, Palm Springs* |
| Diciembre | Cierre/ transición del grupo 4 a egresados |

Biblioteca de emprendedores EAN

Capital



Con EAN, se ha visto a nuestros emprendedores evolucionar y estar cada vez más en sintonía con los objetivos de EY. El programa sigue centrándose en emprendedores de alta calidad y en sus empresas, lo que se traduce en resultados enormemente satisfactorios. Al asociarnos con clientes interesados en invertir en empresas de EAN hemos conseguido:

Impulsar aún más sus canales de inversión, resultando en un impacto considerado de capital que asciende a 51 millones de dólares en inversiones en una serie de sectores desde el lanzamiento del programa. El éxito del EAN subraya el valor de apoyar a esta comunidad empresarial.

| Alineación del capital para los participantes de EAN* | Monto (m) |
|--|--------------|
| Inicio del programa hasta diciembre 2022 | \$27.5m |
| Fundador SaaS Tech (PE growth) | \$12m |
| Fundador Prop Tech (VC) | \$2m |
| Productos para el consumidor (VC) | \$1m |
| FinTech (negocio familiar) | \$500k |
| Ed/FinTech (VC) | \$2m |
| Servicios gubernamentales/Tecnología (negocio familiar/VC) | \$6m |
| Total* | \$51m |



* Para el 16 de enero, 2024. Podría haber otros participantes en nuestro programa que hayan obtenido capital con éxito pero que no figuren en las estadísticas si nuestro equipo no contribuyó a la financiación proporcionada o no se alineó con ella.

Resumen y objetivos de EAN



Para determinar si EAN estaba cumpliendo sus objetivos, realizamos una encuesta en 2024 a los grupos de 2021-2023. Los resultados muestran una impresionante tasa media de crecimiento de la empresa del 31% desde su participación en el programa. El ejercicio actual prevé un crecimiento del 29% y el 65.8% de los encuestados atribuyen su éxito al EAN.

Objetivos EAN para la medición de éxito:

- ▶ Abordar la desigualdad de financiación y red de contactos.
- ▶ Observar el incremento de empleo local.
- ▶ Aumento del crecimiento de empresas subestimadas.
- ▶ Creación a largo plazo de valor agregado para los egresados.
- ▶ Convertir a los emprendedores EAN en clientes de EY.

| 2021 | 2022 | 2023 |
|---|---|---|
| \$16.5m Apoyo de financiación | \$27.5m Apoyo de financiación | \$7m Apoyo de financiación |
| 258 Reuniones | 415 Reuniones | ~1000 Reuniones |
| 8 Empresas EAN contratadas | 2 Empresas EAN contratadas | 1 empresa EAN en proceso a ser cliente |
| 14.6% Aumento de personas inscritas* | 17.8% Aumento de personas inscritas* | 3.25% Aumento de personas inscritas* |

*Fuente: EAN encuesta de partición de fin de año.

Equipo de liderazgo de EAN



Nit Reeder

Directora del programa EAN



Lee Henderson

Patrocinador ejecutivo de EAN



Kris Hunter

Gerente del programa EAN



Travis Lay

Líder de conexiones capitales de EAN



Abigail Salapare

Coordinadora del programa EAN



Victoria Kasper

Líder de relaciones públicas y comunicación de EAN

EY | Building a better working world

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Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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ED None

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