



Believing is the first step

We're empowering entrepreneurs
to take the next one

In the last decade, more than 50% of all new businesses created were diverse-owned.* It's why Bank of America has taken an innovative, industry-leading approach to help fuel growth by supporting mission-focused equity funds, Community Development Financial Institutions and Minority Depository Institutions, including PeopleFund and LiftFund.

These partners help women entrepreneurs and entrepreneurs of color establish and grow their businesses, create jobs and improve financial stability in local communities across the country.



We know that it takes more than a great idea to start and keep a business running. My teammates and I in Austin want to make sure every big believer has the opportunity to achieve and reach their goals.

David Bader
President, Bank of America Austin

What would you like the power to do?[®]

Learn more at bankofamerica.com/austin

**Minority Entrepreneurs.* Minority Entrepreneurs—U.S. Committee on Small Business & Entrepreneurship
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