



KEEP RISING.

2020 Comcast launched Comcast RISE (Representation, Investment, Strength, and Empowerment), a national effort to uplift and support local small business owners of color, recognizing that these entrepreneurs were among the hardest hit by the economic impacts of the COVID-19 pandemic.



Women entrepreneurs were most affected by the stay-at-home orders issued early in the pandemic, because they were more likely to run “non-essential” businesses.¹ As a result, in economies with the strictest pandemic lockdowns, women-owned companies were 10 percentage points more likely to close than those owned by men.¹

2021 As Comcast RISE celebrates its one-year anniversary on November 23, the initiative will continue to empower and strengthen even more small businesses that are the heart of local communities across the country.



Women own 42% of businesses in the U.S. and women-owned businesses are being launched at nearly five times the national average, with over 1,800 new businesses starting every day.²



Women of color account for 89% of the new businesses opened in the past year, largely due to the rise of necessity entrepreneurs, those who start their own business after losing a job, to supplement their income, or for more flexibility in their lives.³



Funding women-owned businesses is smart business. Businesses founded by women deliver two times higher revenue per dollar invested than those founded by men.⁴

2022 We will be extending eligibility for Comcast RISE and the Comcast RISE Investment Fund to include all women-owned businesses, regardless of race or ethnicity.



Women-owned businesses are growing at half the rate of those run by men because women struggle to access capital and other resources to help them thrive.⁵

Nearly
70%

of the Comcast RISE recipients since November 2020 have been women of color.

72% of women cite lack of access to capital as the #1 barrier to starting up.⁵

Women receive lower loan amounts and higher rates than men do despite paying loans back faster.⁵

48% cite lack of available mentors or advisors as holding them back.⁵

31% cite lack of a support system as a hurdle to business ownership.⁵

*Source: 1-(Facebook/OECD/World Bank (2020). The Future of Business Survey. Available at: <https://dataforgood.fb.com/global-state-of-smb>); 2-2019 State of Women-Owned Businesses Report (National Association of Women Business Owners, 2019); 3-(American Express State of WOB, 2019); 4-(BCG); 5-2019 State of Women-Owned Businesses Report (National Association of Women Business Owners, 2019)

APPLICATION / ELIGIBILITY

The Comcast RISE application and full list of qualifications is available at www.ComcastRISE.com. Recipients are selected on an ongoing basis. The application is only available in English to ensure a consistent user experience for the applicants from start to finish.

