

Access to Capital Access to Markets

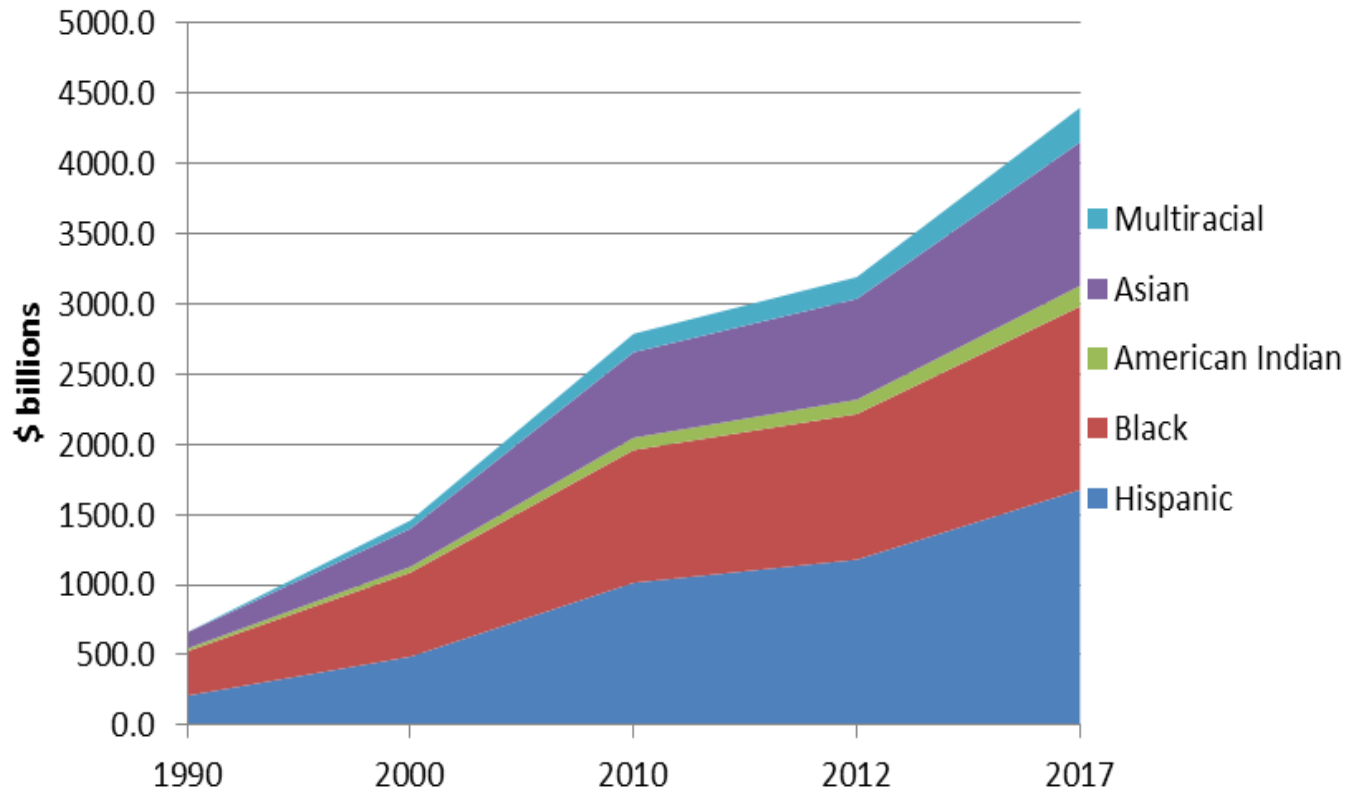
For: MMTC Access to Capital Conference
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Investment in minority enterprises is good business

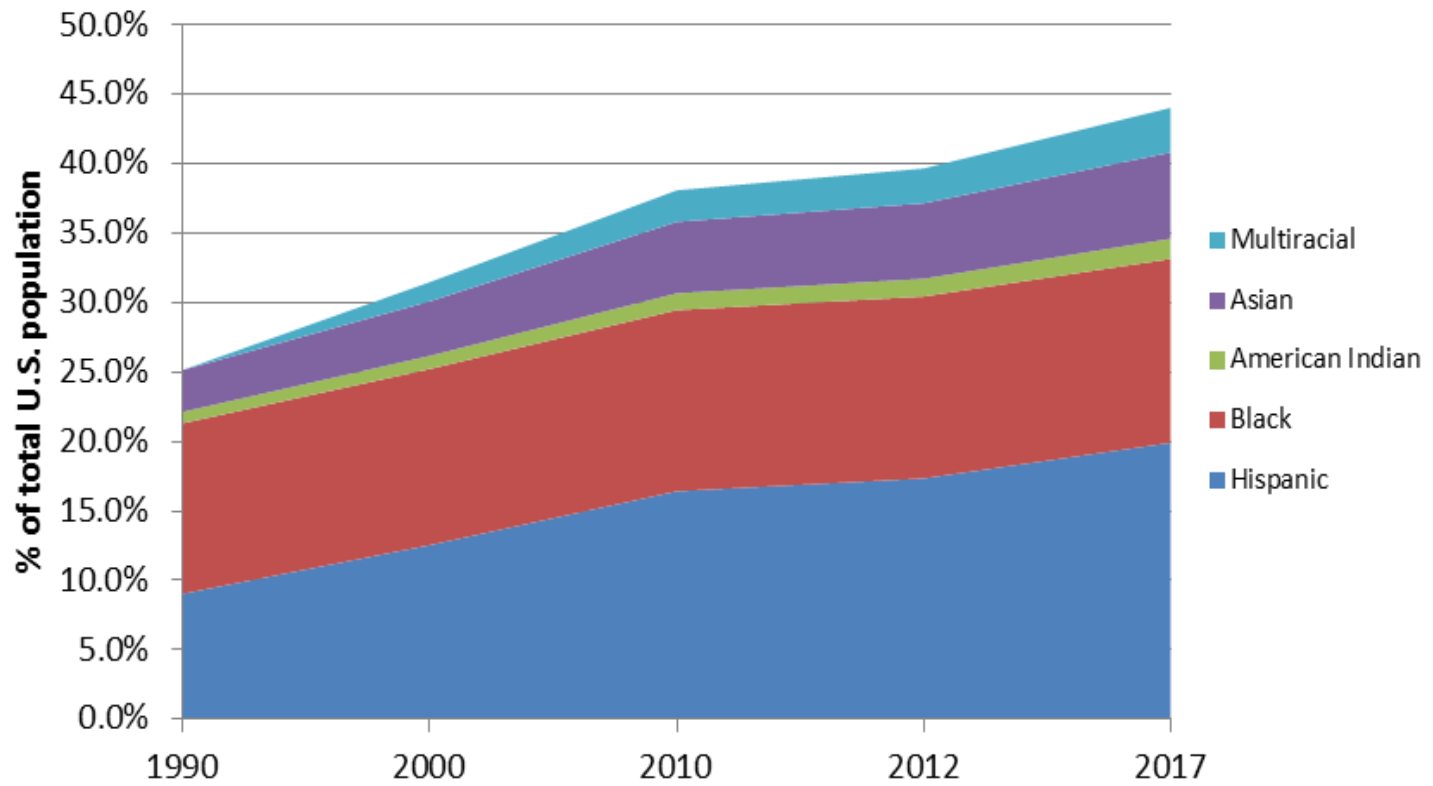
- Buying power
- Growing population
- Great demographics—on the upswing
 - Young
 - Educated
- Internet provides access to markets, resources, and capital
- Wireless provides access to Internet

Minority buying power in 2012 was \$3.2 trillion and is headed to \$4.4 trillion in 2017



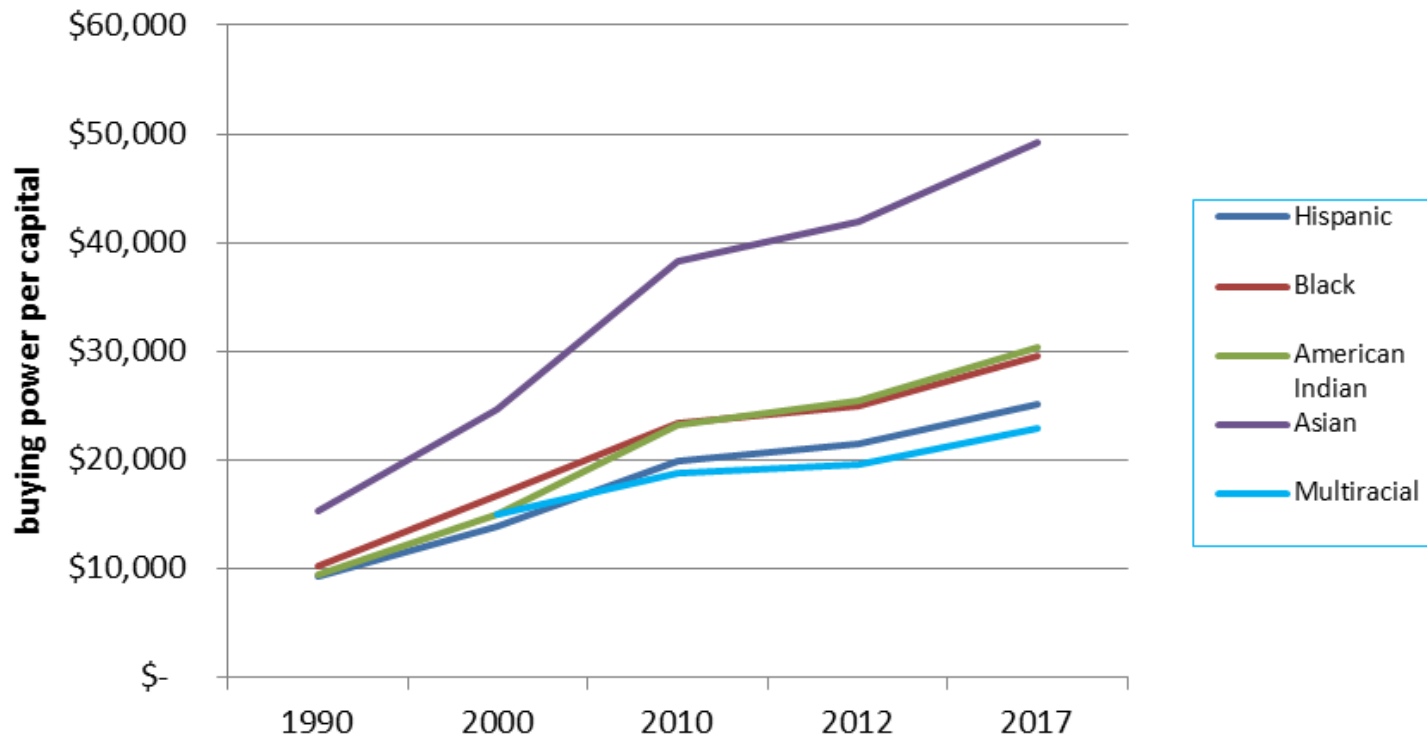
Source: Selig Center

Minority population will soon be majority



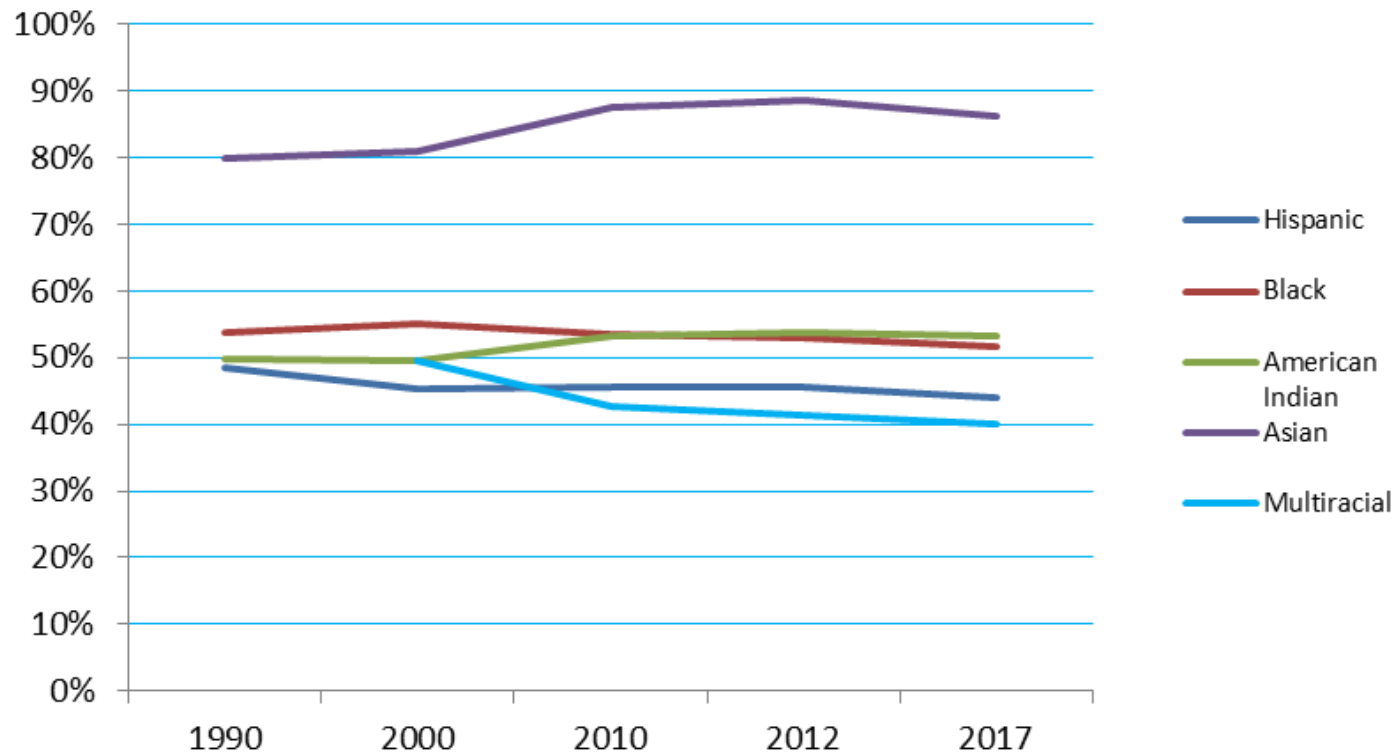
Source: Selig Center

Buying power per capita is rising



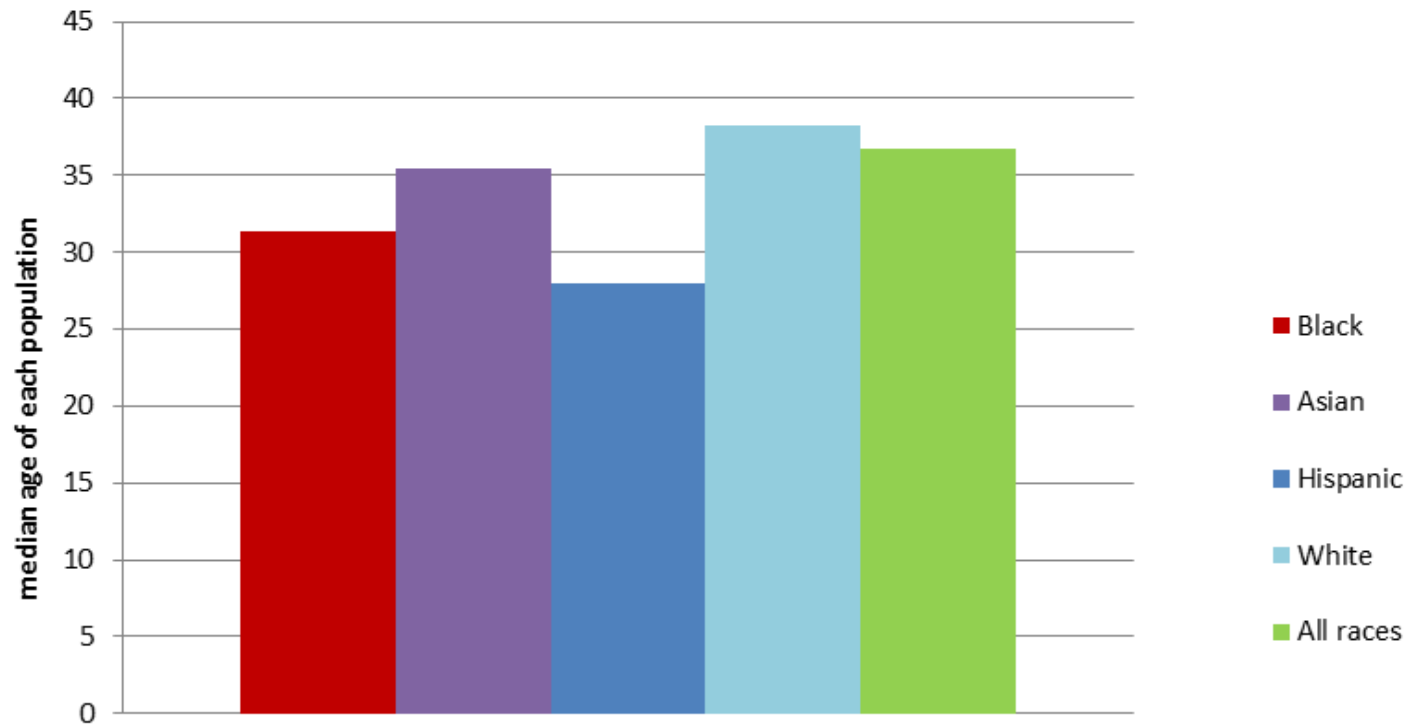
Source: Selig Center

A buying-power gap remains (% of non-Hispanic-White per capita buying power)



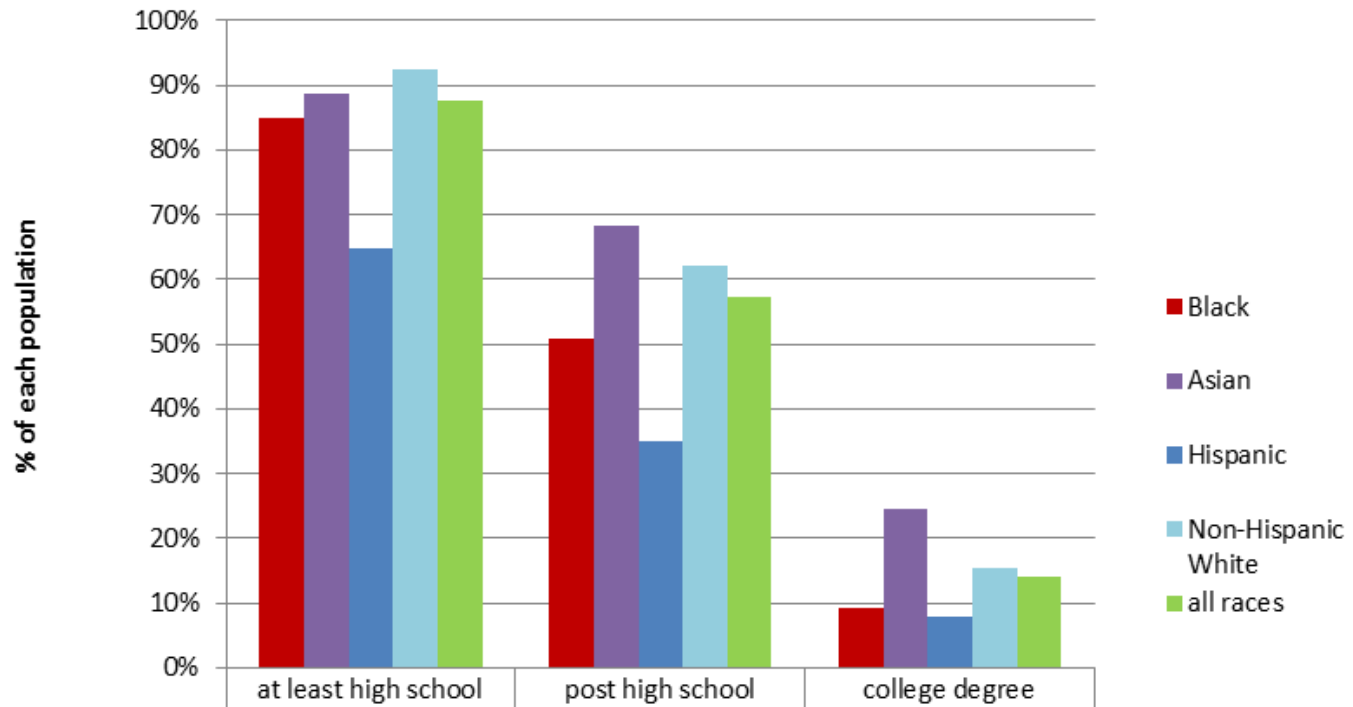
Source: Selig Center

Demographics: Young



Source: U.S. Census

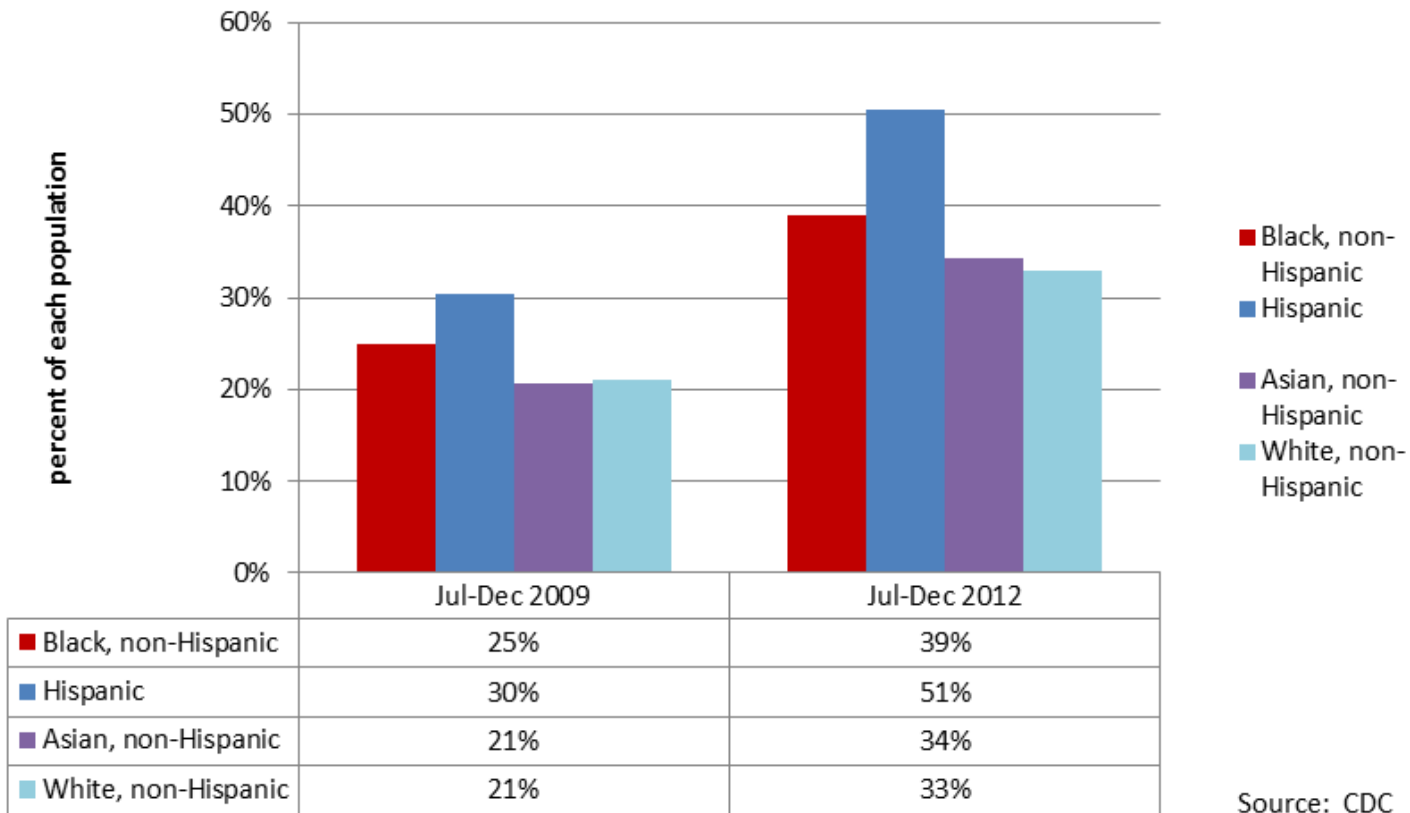
Demographics: Educated



	at least high school	post high school	college degree
Black	85%	51%	9%
Asian	89%	68%	25%
Hispanic	65%	35%	8%
Non-Hispanic White	92%	62%	16%
all races	88%	57%	14%

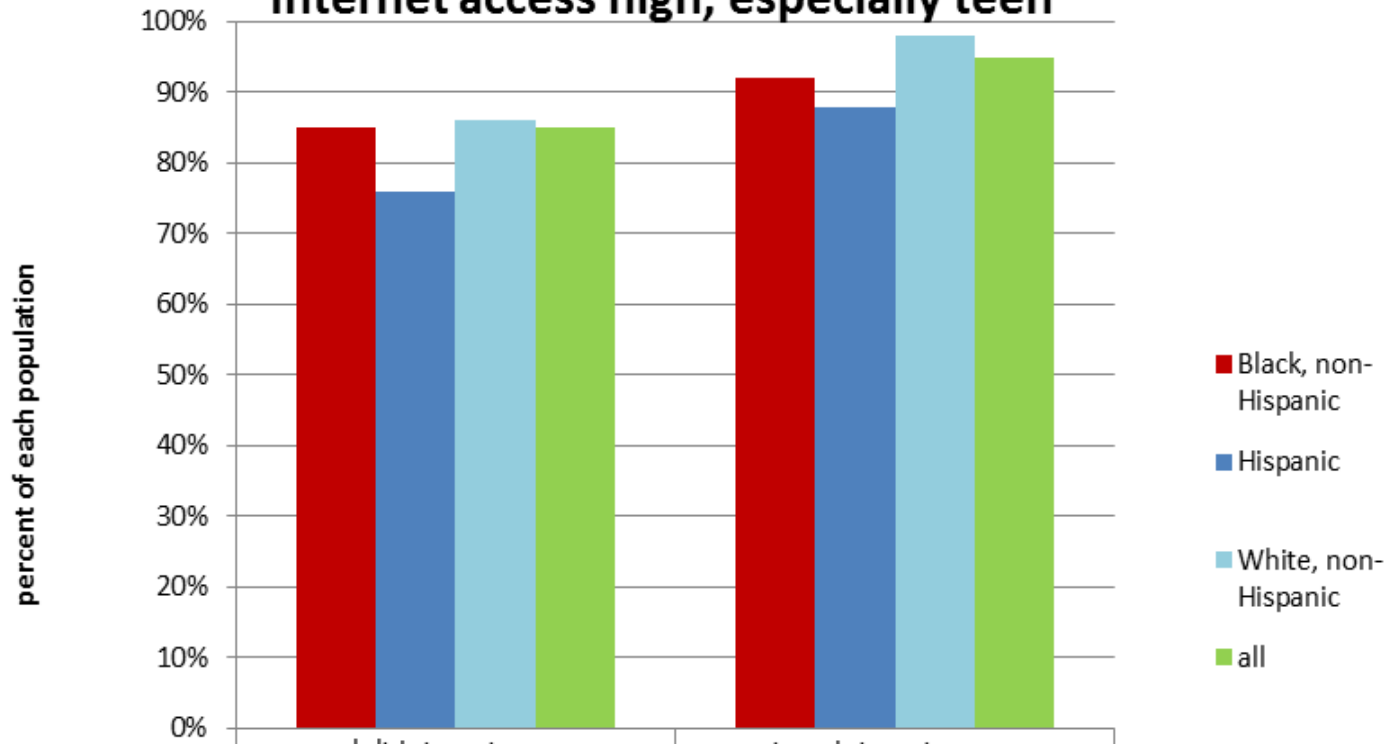
Source:
U.S. Census

Cord-Cutters: (% of adults living in wireless-households)



Source: CDC

Internet access high, especially teen

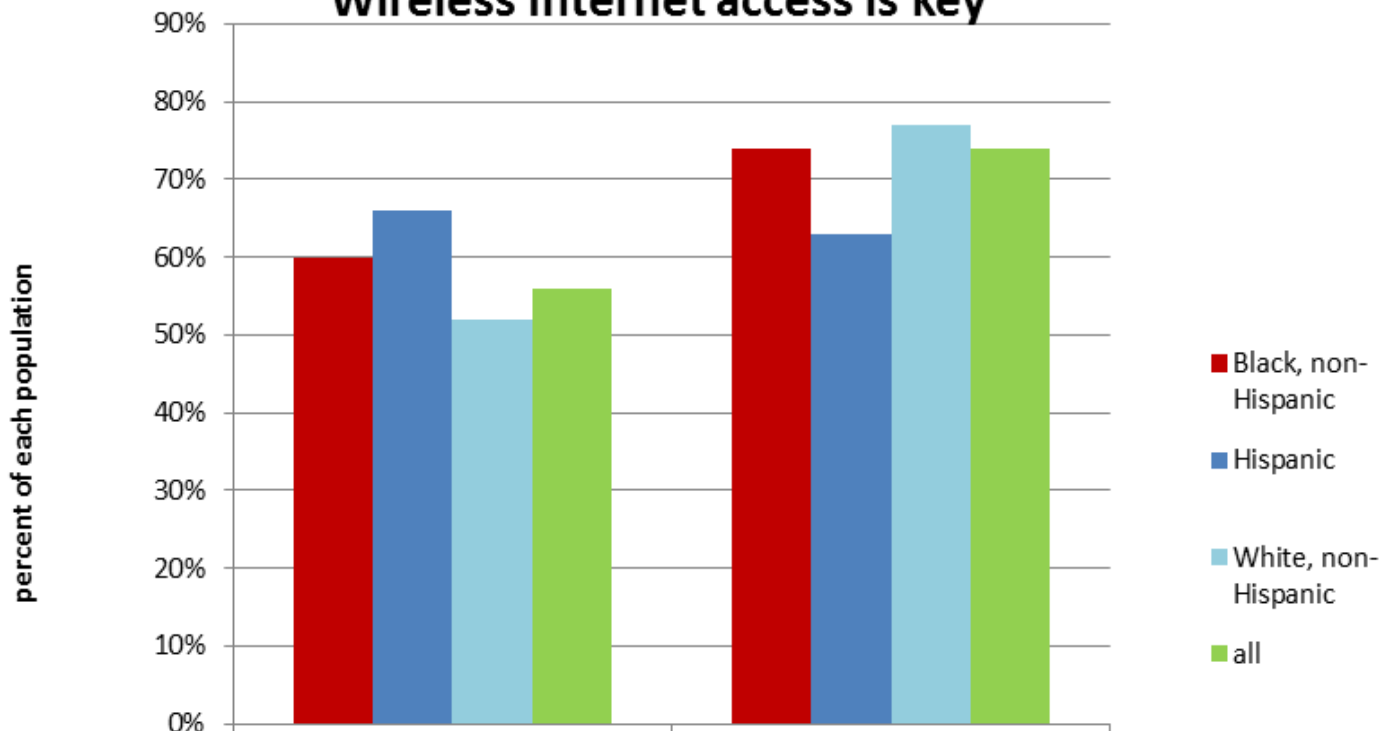


	adult Internet access	teen Internet access
■ Black, non-Hispanic	85%	92%
■ Hispanic	76%	88%
■ White, non-Hispanic	86%	98%
■ all	85%	95%

- Black, non-Hispanic
- Hispanic
- White, non-Hispanic
- all

Source: Pew Internet

Wireless Internet access is key

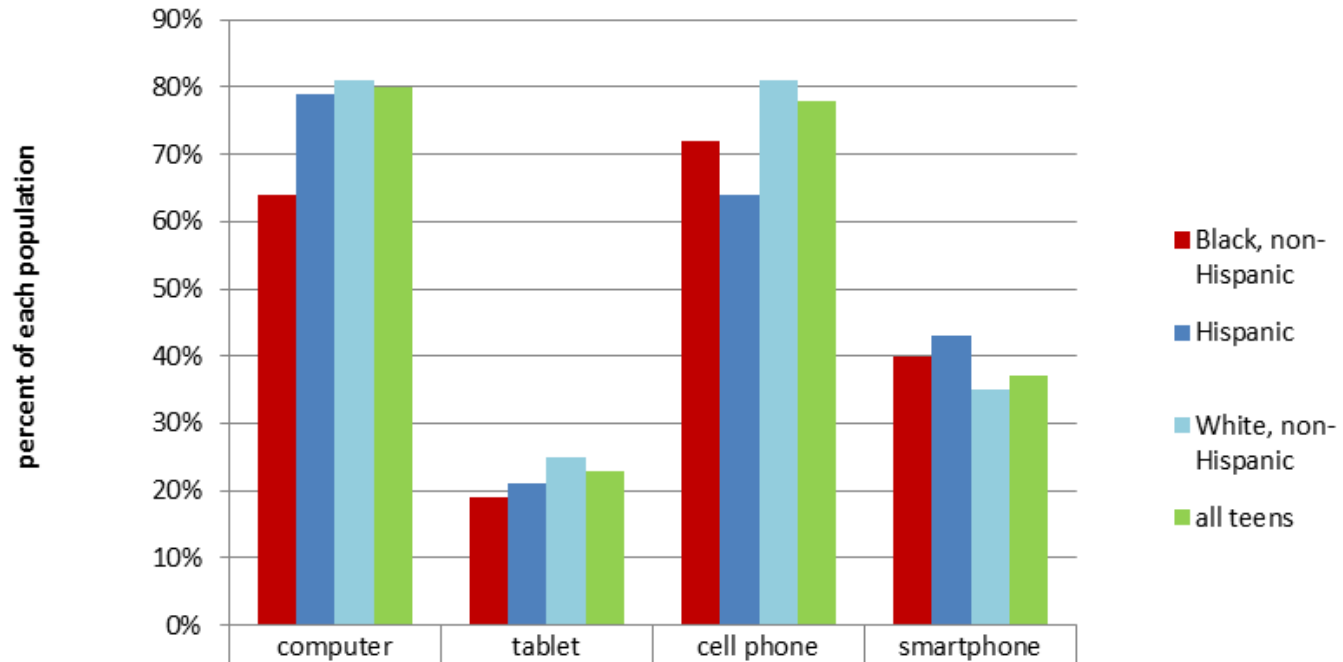


	adult mobile acces	teen mobile access
■ Black, non-Hispanic	60%	74%
■ Hispanic	66%	63%
■ White, non-Hispanic	52%	77%
■ all	56%	74%

- Black, non-Hispanic
- Hispanic
- White, non-Hispanic
- all

Source: Pew Internet

Teens own a variety of devices that can access the Internet



■ Black, non-Hispanic	64%	19%	72%	40%
■ Hispanic	79%	21%	64%	43%
■ White, non-Hispanic	81%	25%	81%	35%
■ all teens	80%	23%	78%	37%

Source: Pew Internet

Internet is access

- To ideas
- To resources
- To buyer
- To suppliers
- To capital

Internet is disintermediation

- Opening for new ideas
- Opening for new players
- Opening for new business models

Internet enhances the business case for investment in minority enterprises

Sources:

- Jeffrey Humphreys, *The Multicultural Economy 2012*, Selig Center for Economic Growth, pp. 1-19.
- US Census. *Current Population Survey, 2012 Annual Social and Economic Supplement*. Table 3.
- Pew Internet and American Life Project:
 - *Smartphone Ownership - 2013 Update*
 - *Tablet Ownership 2013*
 - *Teens and Technology 2013*
 - *Cellphone Ownership Hits 91% of Adults*
 - *Trend data: adults, demographics of Internet users*
 - *Younger Americans' library habits and expectations*
 - *Technology use by different income groups*
- *Centers for Disease Control and Prevention, Wireless Substitution: Early release of estimates from the National Health Interview Survey, July-December 2012. June 2013. Table 2.*