

Your World, Your Money

A GLOBAL THINKING FOUNDATION USA PODCAST

The Latinx Community & Entrepreneurship:

- According to Stanford Business's State of Latino Entrepreneurship report, Latinx business owners have increased by 34% over the past ten years, comprising the majority of entrepreneurs within the United States.
- However, Latinx businesses are still a majority of those denied business funding, with Latinx women particularly at risk. 72% of women across nationalities cite a lack of access to funding as the number one barrier they face (IFundWomen).

The Future of Entrepreneurship:

- Millana Snow credits both social media and the internet for her ability to reach and grow an authentic community with integrity. As a result, she can connect directly with her consumer base, prioritizing a holistic and accountable business model instead of one dependent on venture capital.
- Community-based, holistic businesses are now more aligned with consumer needs as more discerning customers seek out accountable businesses. Also, through social media, the molds for business owners and business models can now shift beyond traditional business values.

Additional Takeaways from Millana:

- Though it's tempting when running a social media or internet business to try and go viral for exposure, Millana cautions against virality as a scale for business success. Committing to long-term entrepreneurship goals can be more beneficial in terms of getting to know your customer base and naturally growing your business.
- A trailblazer in what is now a \$4 trillion industry, Millana is now sharing her insights on running a successful, holistic business through workshops open for sign up on her website <https://wellnessofficial.com/>.

Season 3, Episode 02: Embracing The New Landscape of Latinx Entrepreneurship

Guest(s): Millana Snow, founder of Wellness Official

