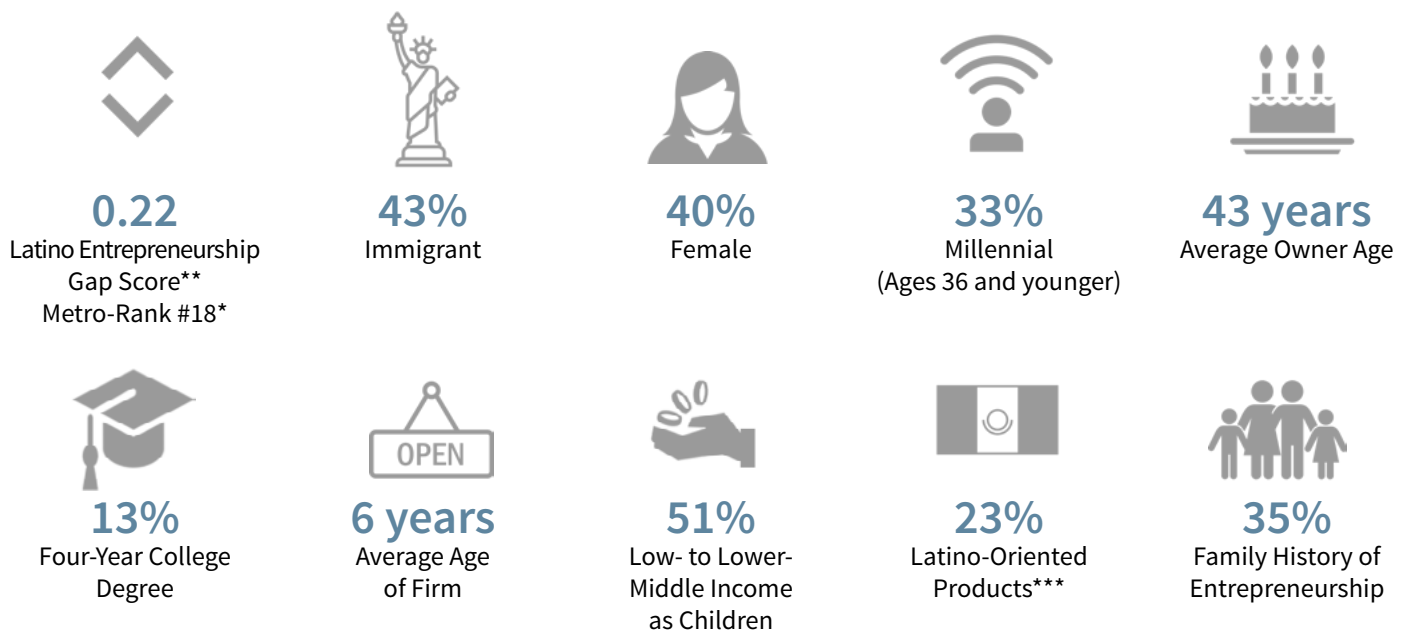


STATE OF LATINO ENTREPRENEURSHIP



REGIONAL INSIGHTS: HOUSTON

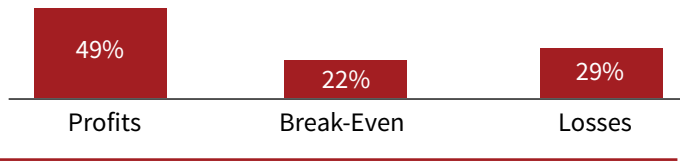
PROFILES OF HOUSTON METROPOLITAN AREA-BASED LATINO ENTREPRENEURS



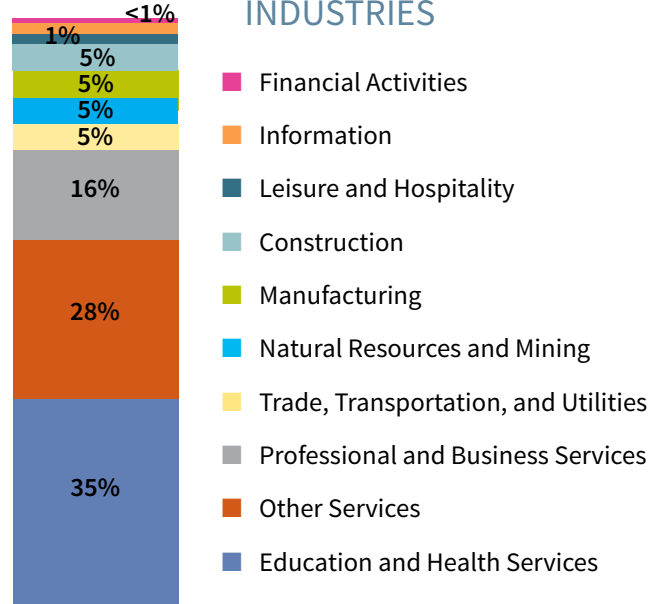
SOURCES OF CAPITAL FOR GROWTH

	Houston	TX	U.S.
Line of Credit	5%	8%	8%
Local Bank Loan	3%	6%	5%
National Bank Loan	2%	3%	3%
Gov't Loan	3%	2%	1%
Venture Cap.	2%	1%	1%
Angel Investment	4%	2%	5%
Private Equity	3%	2%	3%
Hard Money	8%	4%	3%

PROFITABILITY, PREVIOUS 12 MONTHS



INDUSTRIES



CHALLENGES TO GROWTH



* Ranking based on the 50 largest U.S. metropolitan areas
 ** Difference in rate of Latino and non-Latino business owners (1 = rate is the same)
 *** Latino-oriented products/services are targeted specifically to Latinos or stem from Latino influences.
 Report based on data from 212 Houston Metropolitan Area Latino firms and 666 Texas Latino firms. Source: SLEI 2018 Survey of U.S. Latino Business Owners