



Impact Report

A dive into MAJOR's transformative events and influential developments from 2023.

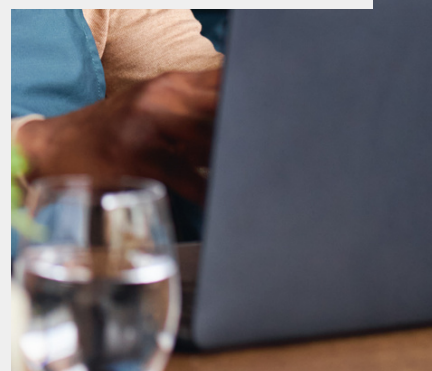
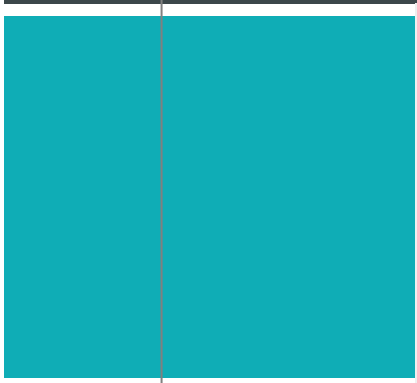
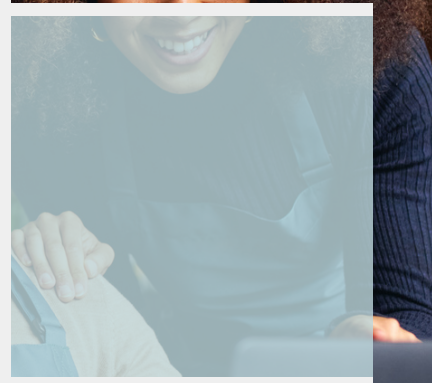
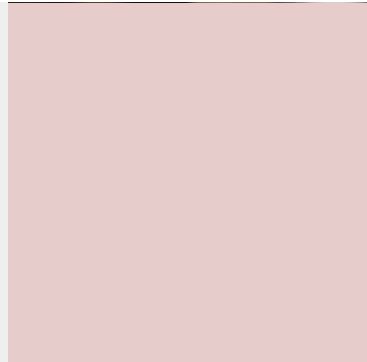


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Letter From the Founder

It is with great pride and enthusiasm that I share the highlights, achievements, and insights from the past year, showcasing the continued growth and success of MAJOR.

As we reflect on the successes and milestones MAJOR has achieved, it is with immense gratitude and appreciation that I extend my heartfelt thanks to our team, partners, donors, and clients for being an integral part of our company's remarkable journey. It is because of the dedication, hard work, and unwavering commitment of the MAJOR community that MAJOR has achieved success and fostered a culture of excellence.

As we navigate the evolving business landscape, your trust and collaboration remain pivotal to our success. I invite you to explore the following Impact Report and join us in celebrating the achievements that have shaped MAJOR's journey over the past year.

Thank you for your ongoing support, and we look forward to growing and prospering with you in the years ahead.



Leyanis Diaz

Founder and CEO

A handwritten signature in black ink, which appears to be 'Leyanis Diaz' written in a stylized, cursive script.

About MAJOR



Company Names:

WE ARE MAJOR, LLC (For-Profit)
MAJOR, INC. (Non-Profit)

Founded

September 2017

Overview

An online one-stop shop for minority-owned businesses, providing underrepresented founders with access to opportunities and resources.

Board Members

Leyanis Diaz
Andrea Mirabal
Ashley Valentin



The MAJOR Team



Leyanis Diaz
Founder & CEO



Andrea Mirabal
VP, Board of Directors



Ashley Valentin
Head of Marketing
Sec, Board of Directors



LaToya Figueroa
Head of Finance



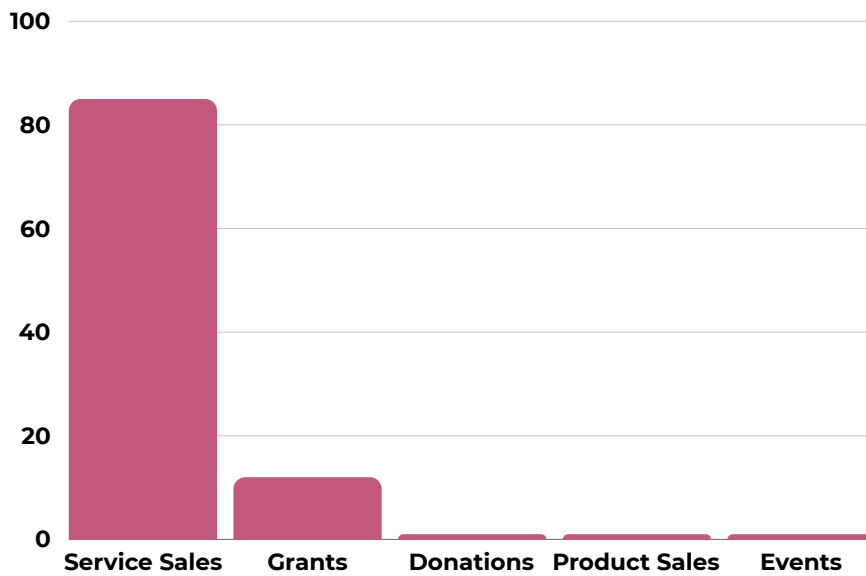
Celeste Voyer
Development Lead



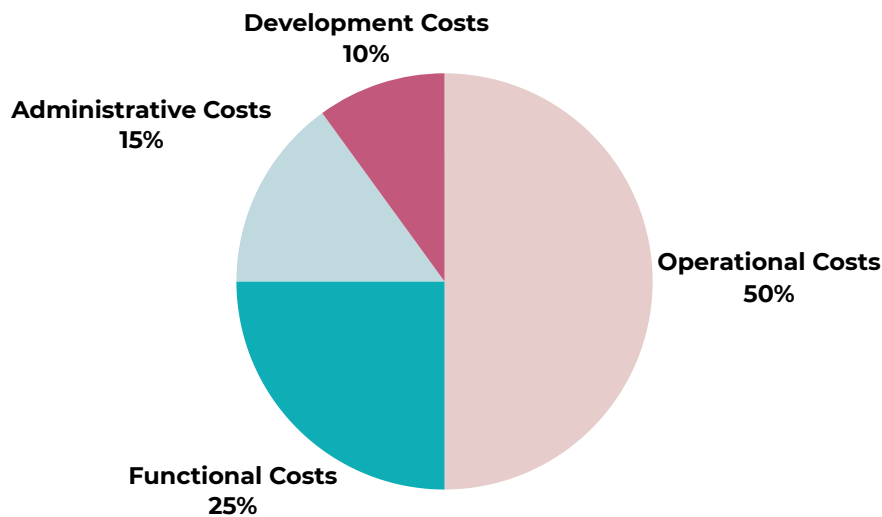
Etana Solomon
Development Lead

Financial Report

In this section we dive into the financial aspect of our organization's activities, providing an overview of the resources that fuel our mission and drive positive change. By highlighting key financial metrics, we offer stakeholders a clear understanding of the financial sustainability that underpins our commitment to making a meaningful difference in the communities we serve.



Sources of Funds by %



Expenses

2023 Impact at a Glance

At MAJOR, our driving force is a deep-rooted commitment to catalyzing positive social change. We recognize the pressing issues that the small business community faces, and MAJOR's work is guided by the belief that everyone deserves access to education, resources, and opportunities.

Our impact is seen across the country and in a diverse range of communities. The following are just some of the metrics we want to highlight as we track our social impact in 2023.

Hours of Consulting
Delivered

3,244

Number of Clients
Served

350

Number of U.S.
States Served

22

Number of
Partnerships

8

Number of Services
Provided

19

Number of Events
Organized

40

Our Programs

At MAJOR, we are committed to our mission of providing quality tools and resources to underserved business owners. It is because of this mission that we offer specialized programs designed to help elevate the operations, sales, and marketing efforts of the business owners we serve.



Shop MAJOR

A platform that serves as a dynamic hub where minority-owned businesses can showcase their products to a wide audience of socially aware customers.

MAJOR Mark

1-day bootcamp designed to teach the key fundamentals and insights of marketing.

MAJOR Spark

4-week virtual bootcamp/sprint designed to empower aspiring business owners in turning their ideas into thriving ventures.

MAJOR Start

3-month virtual incubator designed to equip business owners with the tools, mentorship, and resources needed to lay a strong foundation and thrive in their business journey.

MAJOR Scale

6-month virtual accelerator designed to propel the growth and expansion of minority-owned businesses.

% of Minority-Owned Businesses

100%

% of Women-Owned Businesses

64%

% of LGBTQ+-Owned Businesses

19%

% of Veteran-Owned Businesses

7%

% of Disabled-Owned Businesses

12%

of Cities With a MAJOR Presence

61

Average Years in Business

4.47

Average Revenue of Clients

\$94,344

Average # of Employees

2.11

About Our Clients

Unlike other organizations, programs, or initiatives, MAJOR, is inclusive of all minority groups. We work with small business owners of all genders, ages, abilities, ethnicities, and stages of business across the U.S. We provide them with comprehensive education, mentorship, advisement, one-on-one consulting, and a like-minded, ambitious major community.

Client Success Story

When I embarked on my entrepreneurial journey, I didn't know anything about starting a business. I was very fearful in the beginning because I didn't have the knowledge I needed to become successful in operating a business. I was faced with the task of creating a business plan that would be compelling and sustainable. I reached out to MAJOR to try their Business Plan Writing service. The clarity that MAJOR brought to the process was instrumental in setting a solid foundation for my new business.

Beyond the initial stages, MAJOR's strategic planning assistance continued to guide me through my business journey. Their foresight helped me navigate challenges, identify opportunities, and steer my business toward growth and resilience.

I continue to receive personalized advice from the MAJOR team to address real-time challenges. Their commitment to my success has made MAJOR not just a consultant, but a trusted partner in my entrepreneurial journey.

MAJOR has been instrumental in turning my vision into reality.

Romona Mercer

Aunt Verlea's Poundcake Experience
Philadelphia, PA



MAJOR at Work

This past year, we were able to meet with many incredible small business owners and organizations in cities across the U.S. These are just a few of our favorite moments from 2023.



Special Thanks To

We would like to express our deepest gratitude to the following organizations for their generous contributions to MAJOR. Their unwavering support empowers us to make a meaningful impact on the lives of minority business owners across the country, and we are truly grateful for their belief in our mission. Thank you for being a vital partner in our journey towards positive change.



How To Get Involved

MAJOR takes an innovative approach to educating, empowering and elevating minority entrepreneurs. We are on a mission to keep minority-owned businesses from closing their doors and seek to create a world where we all have access to the same opportunities. To date, through our advocacy, research, programs and initiatives we have been able to serve hundreds of minority business owners. With your support, we can keep minority-owned businesses from closing their doors and work toward leveling the playing field together.

You can help us in our mission by volunteering, partnering with us, sponsoring our programs, or via a financial contribution.

DONATE by visiting us at wearemajor.com/donate

VOLUNTEER by completing our [volunteer form](#) on our website.

SPONSOR or **PARTNER** with us by emailing us at info@wearemajor.com



Donate



Partner



Volunteer







Sponsor



Thank You

Thank you for taking the time to read our impact report and engaging with our organization's efforts. We look forward to an even more impactful 2024.

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