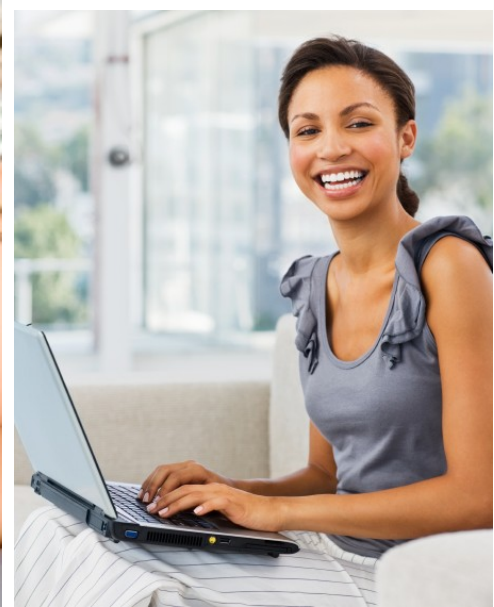
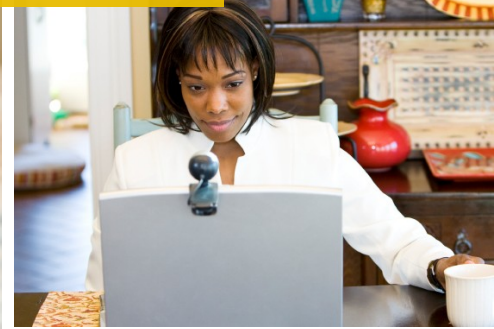


sista SENSE

INITIATIVES FOR WOMEN OF COLOR



sista SENSE

WHERE IT ALL BEGINS

THE VISION

I've always wanted to be an entrepreneur. The first natural step for me was figuring out how to start my own business online and then finding other like-minded women to connect with. Out of that passion and curiosity came my two-fold vision.

This vision first took shape in the form of the **SistaSense Blog**, a space to journal my life lessons in entrepreneurship and help other women make sense of making money online. It then expanded with the creation of the **Black Business Women Online** social network, a thriving community filled with thousands of women entrepreneurs and minority business owners.



BRAND PRESENCE

EMPOWERING WOMEN FOR OVER FIVE YEARS

THE BLOG

SistaSense - www.sistasense.com

THE NETWORK

Black Business Women Online -
www.mybbwo.com

THE MAGAZINE

SistaSense In Print - mag.sistasense.com

SMALL BUSINESS RESOURCES

SistaSense Downloads - shop.sistasense.com

VIRTUAL AND LIVE EVENTS

SistaSense Power Circle Conference + Expo
SistaSense Power Circle Tele Conference
SistaSense Socials and Meetups
Good Life Girlfriends Women's Day Event
She Rocks the Web Workshops & Webinars

SOCIAL REACH DEMOGRAPHIC

82 % US Residents
91 % Female Audience
35-49 Core Audience Age Range
Primarily African American Women

SISTASENSE ON...

Twitter 5000+
Youtube 1700+

BBWO ON...

Members 9100+
Facebook 43000+
Twitter 7100+

LASHANDA HENRY

Founder of SistaSense and BBWO
lhenny@sistasense.com

THE REALITY

As a black woman, mom and minority business owner my SistaSense Vision directly relates to the buying and business building power of Women of Color within today's market.

Businesses owned by women of color play a key role in the current marketplace because we have made significant progress in the area of entrepreneurship. 1.9 million firms are majority owned by women of color, generating \$165 billion in annual revenue and employing 1.2 million people. [\[Ink\]](#)

According to the Center for Women's Business Research, black women are starting businesses at three to five times the rate of all businesses. Despite facing financial obstacles companies started by African American women grew nearly 67 percent between 2002 and 2007. [\[Ink\]](#)

Today businesses owned by black women have a total sales count of almost \$37 billion, a 78 percent increase since 2002. [\[Ink\]](#)

The economic buying (spending) power of Women of Color is \$1 trillion. Black Women make up \$524 Billion of that trillion. The buying power of black women alone is larger than that of Latina and Asian women combined. Not to mention the fact that 56% of all women of color are single and the primary decision makers in their house holds. [\[Ink\]](#)

What does all this mean? We, Women of Color in America are 54 million strong, incredibly entrepreneurial and increasingly well educated. And yet we still struggle to receive adequate attention from mainstream media and brands that profit from our spending patterns. We still struggle with the financial challenges of maintaining thriving businesses that last long enough to reach the million dollar level.

It is the passion and perseverance of these women combined with a growing need for guidance, resources and support that motivates me to continue my support of women entrepreneurs through SistaSense and the BBWO network. As my community continues to grow, I will continue to proactively seek out individuals and brands committed to growing with us.



As Seen On:

**BLACK
ENTERPRISE**

ESSENCE

EBONY

UNC®TV